

What to expect during Amazon's Prime Day sale

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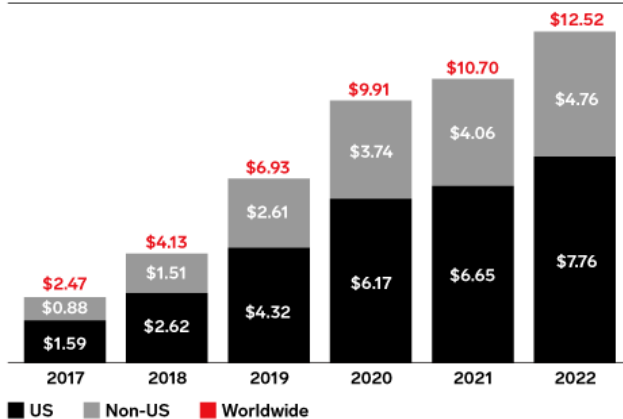
The news: We expect Amazon's Prime Day sales event this week will generate \$12.52 billion in worldwide revenues this year, a year-over-year (YoY) gain of 17.0%, per our new forecast.

- That growth is a far cry from the massive 67.8% YoY the retailer generated in 2019 and the 43.0% YoY from 2020 (when the event was held in October).
- But despite economic headwinds that have throttled consumer spending, the projected growth rate is a 9-percentage-point gain from last year's June event.

- That may be because a significant share of third-party merchants (39%) plan to increase their discounting this year, [per](#) a Bobsled Marketing survey. Another 39% plan to maintain the same rate as last year.

US vs. Non-US Amazon Prime Day Retail Ecommerce Sales, 2017-2022

billions



Source: eMarketer, May 2022

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An established event: Given the frequency with which consumers shop Amazon, the retailer has an easier time than other merchants promoting its sale. **Nearly half, 49%, of Amazon shoppers with knowledge of the sale learned of the event while on Amazon.com or the retailer's mobile app.** Another 28% found out through a TV commercial, and 27% learned from social media, [per](#) Numerator.

- **Forty-seven percent of internet users plan to make a purchase on Prime Day, per GWI.**
- Now that the event is so familiar, Amazon has pivoted from spending on flashy star-studded concerts featuring stars like Ariana Grande and Lady Gaga to building buzz via [influencer marketing](#).

US Internet Users' Purchase Plans for Amazon Prime Day 2022

% of respondents



Note: ages 16-64
Source: GWI, June 7, 2022

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The halo effect: Prime Day typically creates a halo effect as it drives consumers to shop online—both on Amazon and at other retailers, many of which offer their own sales events.

- We expect other merchants' online sales to jump 17.8% YoY to \$5.22 billion during the two-day event. That would be 61.1% higher than the average ecommerce shopping day.
- One retailer that won't be countering Prime Day is **Walmart**, a company spokesperson told CNBC. The retailer already hosted Walmart+ Weekend, its own Prime Day-like event for Walmart+ members, from June 2–5. And because it has **excess inventory**, much of its merchandise is already on sale.
- But Walmart's event lagged in awareness compared with Prime Day: **Only 33% of Walmart+ Weekend shoppers knew of the event before shopping**, compared with 94% of Prime Day 2021 shoppers, per Numerator.

The big takeaway: While it may not have the luster it once did, Prime Day remains a massive sales event that will deliver solid third-quarter growth for Amazon and the many merchants that sell on its platform.

“Consumer spending remains solid, despite inflation,” said **Andrew Lipsman**, eMarketer principal analyst at Insider Intelligence. “We expect inflation will actually drive more deal-seeking behavior and generate a bit more excitement about the event this year, which will also benefit from better timing than last year.”

Go further: [Read our Prime Day report here.](#)