

Wayfair, Amazon generated big lifts from their October sales events

Article



The finding: Retailers' October sales events drove consumers to loosen their purse strings.

- **Wayfair's** sales rose 45.7% during the week ended October 12 (which included its Way Day event) compared with the prior four-week average. **Amazon's** sales jumped 26.1% during the same period, followed by **Target** (5.6%), **Best Buy** (4.4%), and **Kohl's** (2.4%), per [Earnest Analytics](#).
- Surprisingly, **Walmart's** sales fell 1.9%, despite hosting its [Walmart Holiday Deals event](#) from October 8-13.

A highly valuable constituency: While Amazon's Prime Big Deal Days event is only three years old, it—and other retailers' October events—already cemented its place on many consumers' calendars.

- 95% of consumers who shopped during Prime Big Deal Days knew the event was happening before they shopped on Amazon, and 46% said the sale was their primary reason for shopping, per a [Numerator survey](#).
- Those shoppers are extremely valuable to their respective retailers. For example, the average Amazon Prime Big Deal Days shopper, who needs Prime membership to access the sale, spent \$3,769 in the trailing 12 months ended September 30, 2024, per Earnest. That's nearly three times the \$1,275 spent by non-Prime Big Deals Day shoppers.
- It's a similar story at other retailers. For example, Walmart Holiday Deal Days shoppers spent \$3,377 in the trailing 12 months ended September 30, 2024—more than four times non-sales shoppers.

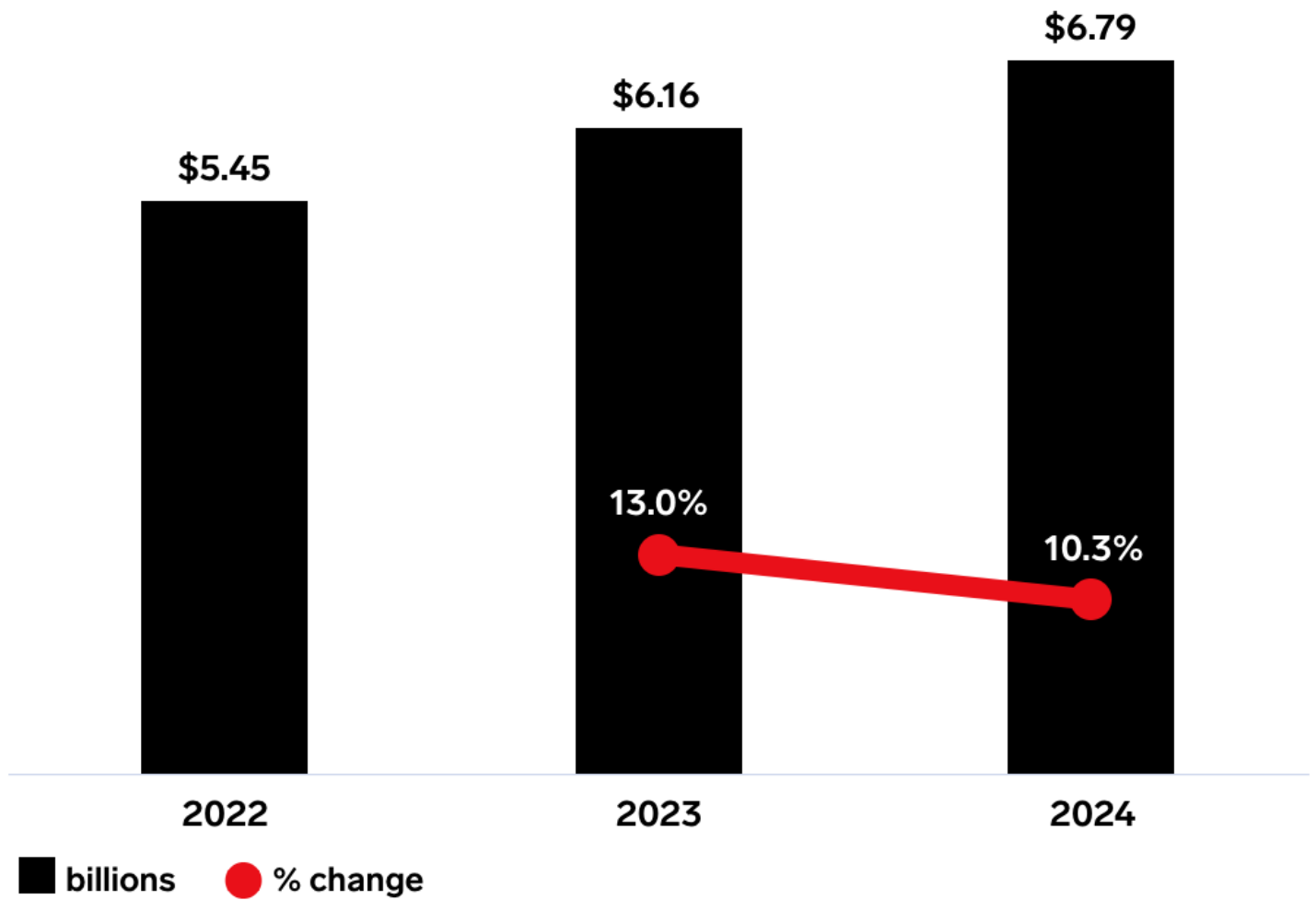
Our take: It's safe to say that October sales are here to stay.

The events help retailers kick off the crucial Q4, even if [only a fraction of shoppers use the sales to purchase holiday gifts](#).

Go further: Read our [US Holiday Shopping 2024](#) report.

Amazon October Sales Event Ecommerce Sales

US, 2022-2024



Note: represents the gross value of products or services sold on amazon.com (browser or app), regardless of the method of payment or fulfillment; excludes travel and event tickets, Amazon Web Services (AWS) sales, advertising services, and credit card agreements; includes direct and marketplace sales

Source: EMARKETER Forecast, July 2024