

# Reimagining Retail: Is Amazon Prime Day still relevant, and why consumers might opt out

Audio

On today's episode, in our "Retail Me This, Retail Me That" segment, we discuss the current relevance of Prime Day, what to make of a second Prime Day in the fall, and which categories

we should be watching. Then for "Pop-Up Rankings," we rank the top three reasons consumers might have opted out of Prime Day. Join our analyst Sara Lebow as she hosts analyst Andrew Lipsman.



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