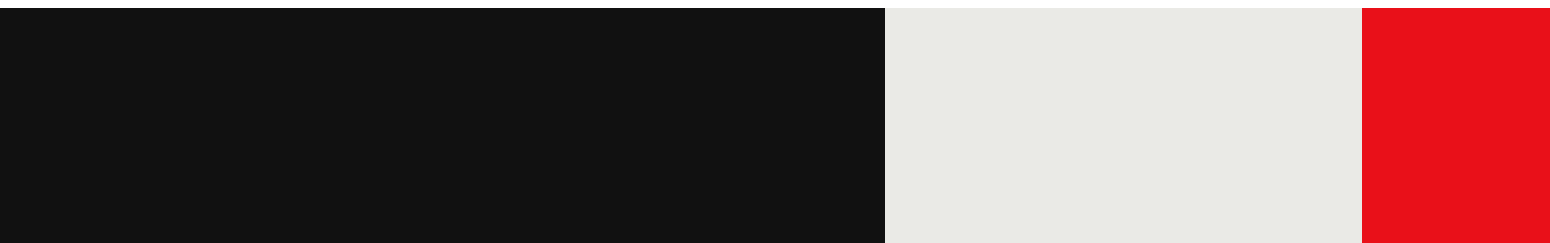



The top US product categories on Prime Day 2021

Article



As Amazon raked in more than **\$11 billion** in global Prime Day sales this year, health and beauty product sales boomed on the platform. In a survey conducted by Numerator throughout the June 2021 event, 28% of US Prime Day buyers said they made a purchase in that category. Consumer electronics also made a spark: The same share of respondents reported buying tech gear and gadgets.

Further down the list of popular categories were smart home devices, purchased by 16%. Of those respondents, 64% said they bought Amazon-branded ones, such as Echo smart speakers, which nearly one-fifth of the US population will use this year, **according to** our estimates. Consumer preference for Amazon’s own smart home devices is sure to reverberate through the industry.

US Amazon Prime Day Shopper Metrics, by Category, June 2021

% of respondents

	% who purchased each category on Prime Day	% who purchased Amazon-branded item in category
Health & beauty	28%	27%
Consumer electronics	28%	43%
Apparel & shoes	27%	31%
Household essentials	27%	35%
Home & garden	25%	27%
Smart home devices	16%	64%
Toys/video games	15%	35%
Grocery	15%	32%
Pet care	13%	34%
Books, videos, & media	12%	39%
Baby items	8%	39%

Note: among those who made a purchase in each category
 Source: Numerator, "Amazon Prime Day: 2021 Recap Report," June 22, 2021