

# Amazon Is About to Hit the Gas

**AUDIO** |

## eMarketer Editors

eMarketer research analyst Daniel Keyes, principal analyst Andrew Lipsman and senior forecasting analyst Cindy Liu at Insider Intelligence discuss what happened when Amazon eased up for a few months and what will happen when it hits the gas. They then talk about some new Google features, Amazon looking to buy a driverless car company and some maybe permanent grocery store foot traffic trends.

### Which Product Categories Have US Amazon Prime Members Purchased Digitally in the Past Month? % of respondents, Feb & April 2020

	Feb 2020	April 2020
Clothing, shoes or accessories	60%	55%
Pharmacy, health or beauty products	42%	50%
Food or beverages	31%	44%
Household supplies (cleaning supplies, kitchen supplies, etc.)	35%	44%
Books, music or videos	35%	39%
Pet products	30%	36%
Office equipment or supplies	19%	26%
Toys or games	21%	25%
Consumer electronics (TV, computer, phone, etc.)	24%	21%
Sports or outdoor (including lawn and garden) products	15%	20%
Home, furniture or appliances	20%	19%
Baby products	9%	10%
Tobacco products or smoking accessories	4%	5%
Other	16%	14%

*Note: ages 18-65 who are Amazon Prime members and made a digital purchase in the past month/30 days*  
*Source: "The eMarketer Ecommerce Survey" conducted in April 2020 by Bizrate Insights, April 8, 2020*

254666

www.eMarketer.com

Subscribe to the "Behind the Numbers" podcast on [SoundCloud](#), [Apple Podcasts](#), [Pandora](#), [Spotify](#) or [Stitcher](#).

## Grow your business with LinkedIn ads

At LinkedIn, we help marketers drive the results they care about most, from building their brand all the way to converting revenue and driving growth. Start reaching your target audience on the world's largest professional network today and launch your first ad campaign with \$100 on us. [Learn more](#)