

Prime Day 2021 is expected to be Amazon's biggest yet

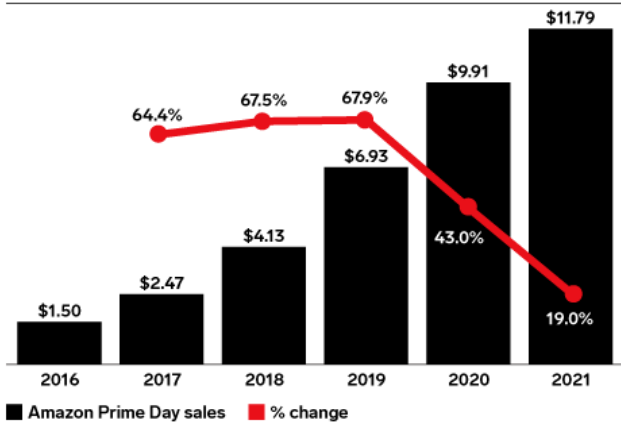
Article

For more insights and key statistics on the biggest trends in today's most disruptive industries, [subscribe to our Chart of the Day newsletter](#).

Amazon's 48-hour Prime Day event kicks off on June 21 this year, and sales from the promotion will approach **\$12 billion** worldwide. While growth will be slower again this year, Prime Day 2021 will still smash last year's sales record by nearly **\$2 billion**.

Amazon Prime Day Sales Worldwide, 2016-2021

billions and % change



Note: represents the gross value of products or services sold on Amazon.com or international Amazon platforms (browser or app) during the Amazon Prime Day sales event, 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, May 2021

266662

eMarketer | InsiderIntelligence.com

More like this:

- **Audio:** [The Weekly Listen: Ads' cautious optimism, Facebook shopping, and Snapchat AR glasses No. 4](#)
- **Article:** [A prediction we got right: Walmart+ goes toe-to-toe with Amazon pharmacy](#)
- **Article:** [Target and Walmart plan competing June sales events during Amazon's Prime Day](#)