

How Prime Day will deliver for Amazon's competitors

Article

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Prime Day will once again prove to be a major retail event this year, not just for Amazon but for its competitors as well. Over the two-day period, non-Amazon retailers will rake in **\$5.22**

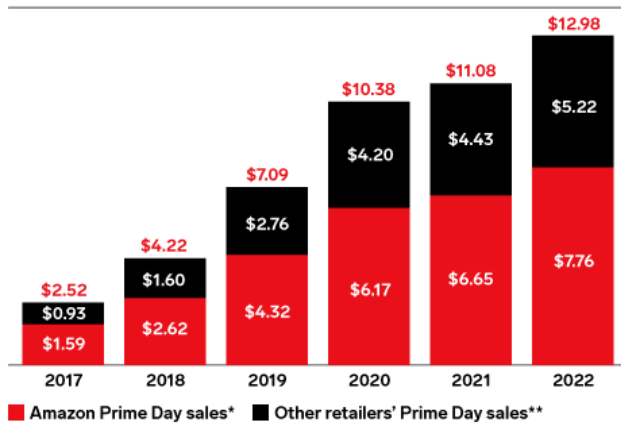
billion in ecommerce sales in the US, up **17.8%** from Prime Day 2021. Meanwhile, Amazon will gross **\$7.76 billion** in digital sales, up **16.7%** from last year's shopping holiday.

Beyond the chart: Amazon's rivals will see **45.9%** more sales during the event than on an average shopping day. These companies attract customers by presenting themselves as an appetizing alternative to Amazon, through either deals of their own or messaging.

Big retailers like **Target** will likely leverage steep markdowns on overstocked items, such as furniture and consumer electronics. Meanwhile, direct-to-consumer brands can benefit from messaging around supporting small businesses instead of the ecommerce behemoth.

US Amazon Prime Day Retail Ecommerce Sales, Amazon vs. Other Retailers, 2017-2022

billions



Note: *represents the gross value of products or services sold on Amazon.com (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; **includes products or services ordered using the internet during the Amazon Prime Day sales event across all retailers, regardless of the method of payment or fulfillment; excludes travel and event tickets

Source: eMarketer, May 2022

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