



PRIME DAY

2023 RECAP REPORT



About this Report

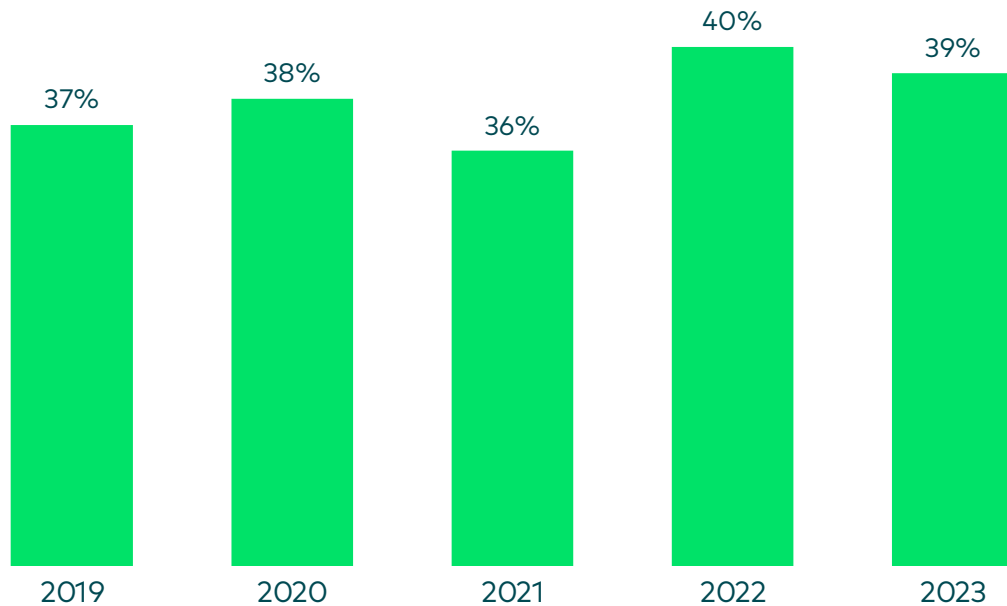
Numerator's 2023 Amazon Prime Day recap report combines data across our suite of products, with shopper behavior data from our **Total Commerce Panel**, market share views from our **TruView** measurement tool, promotional insights from our **Promotions Intel** platform, and a custom **Numerator Survey** of over 5,000 verified Amazon Prime Day shoppers.

Amazon market share dipped slightly on Prime Day 2023 vs. 2022.

Overall sales at Amazon were still up this Prime Day versus last, despite the declining share. Shoppers spent nearly a quarter of their Prime Day dollars on electronics, a fifth on home & garden products, and a seventh on health & beauty items.

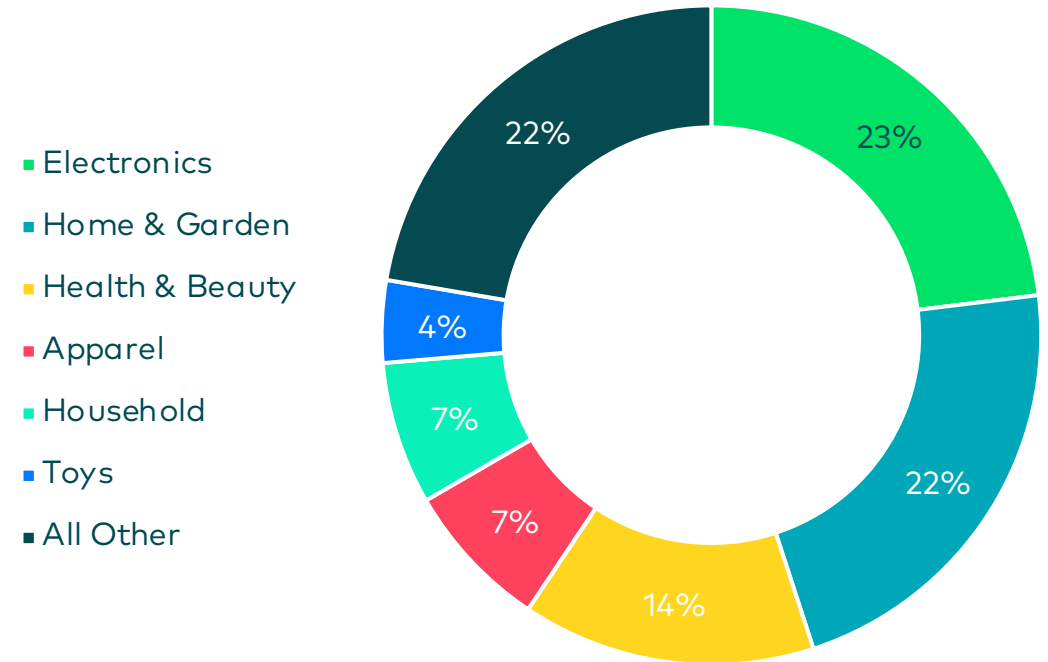
AMAZON MARKET SHARE

% of dollar sales on Prime Day



TOP SECTORS

% of dollar sales on Prime Day









More households than ever participated in Amazon Prime Day 2023.

Over a third (37%) of US households shopped on Prime Day 2023, up nearly two points compared to last year's event. Spend per household was also up slightly—driven by more orders per household—while order size and spend per unit were both down.

PRIME DAY ANNUAL STATS

Amazon shopper metrics, 2020 – 2023

	PRIME DAY 2023 07/11 – 07/12	PRIME DAY 2022 07/12 – 07/13	PRIME DAY 2021 06/21 – 06/22	PRIME DAY 2020 10/13 – 10/14
HH Penetration	37.3% 	34.1%	29.6%	28.9%
Orders per HH	3.1 	2.9	2.6	2.6
Spend per HH	\$181.72 	\$176.71	\$144.90	\$144.19
Order Size (\$)	\$58.67 	\$60.73	\$54.93	\$54.85
Order Size (Units)	1.9 	1.6	1.8	1.7
Spend per Unit	\$31.21 	\$32.71	\$30.90	\$32.30

Prime Day orders were small but mighty.

Most orders (73%) contained only a single item, and fewer than one-in-ten (8%) contained 3+ items. Despite the low item count, the average spend per order was \$58, and nearly a third (31%) of orders cost over \$100.

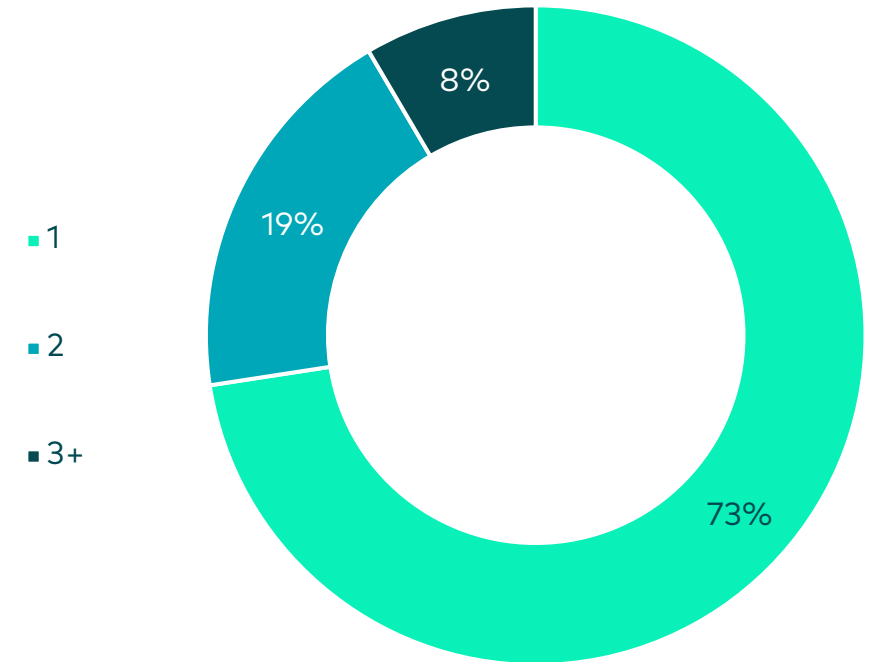
AVERAGE ORDER SIZE

% of orders by size



ITEMS PER ORDER

% of orders

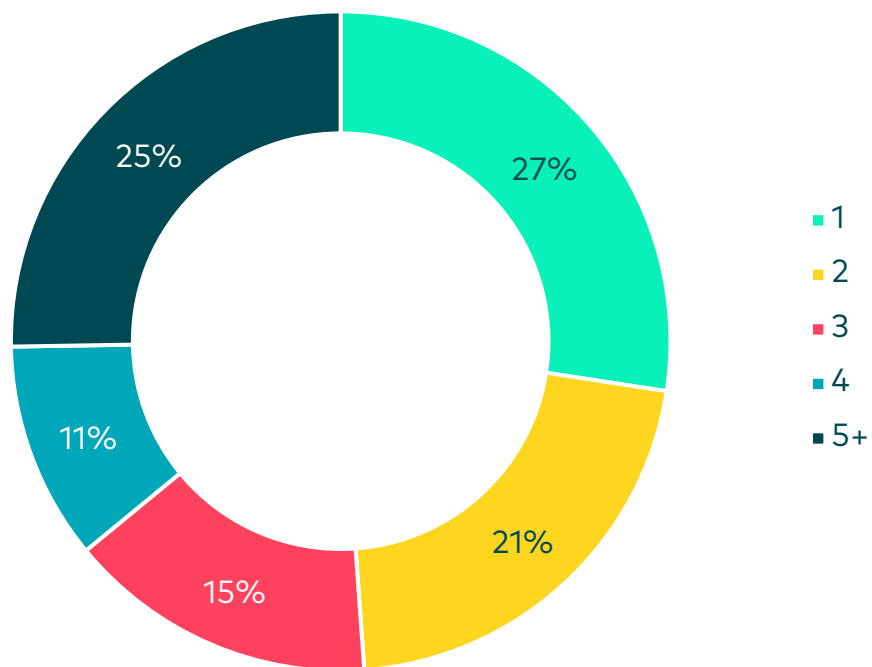


Most shoppers placed multiple orders throughout the Prime Day event.

Three-fourths of households placed two or more orders during the 48-hour Prime Day sale, and a quarter placed 5+ orders. Two-thirds of Prime Day shoppers spent over \$100 in total, and a tenth spent over \$500.

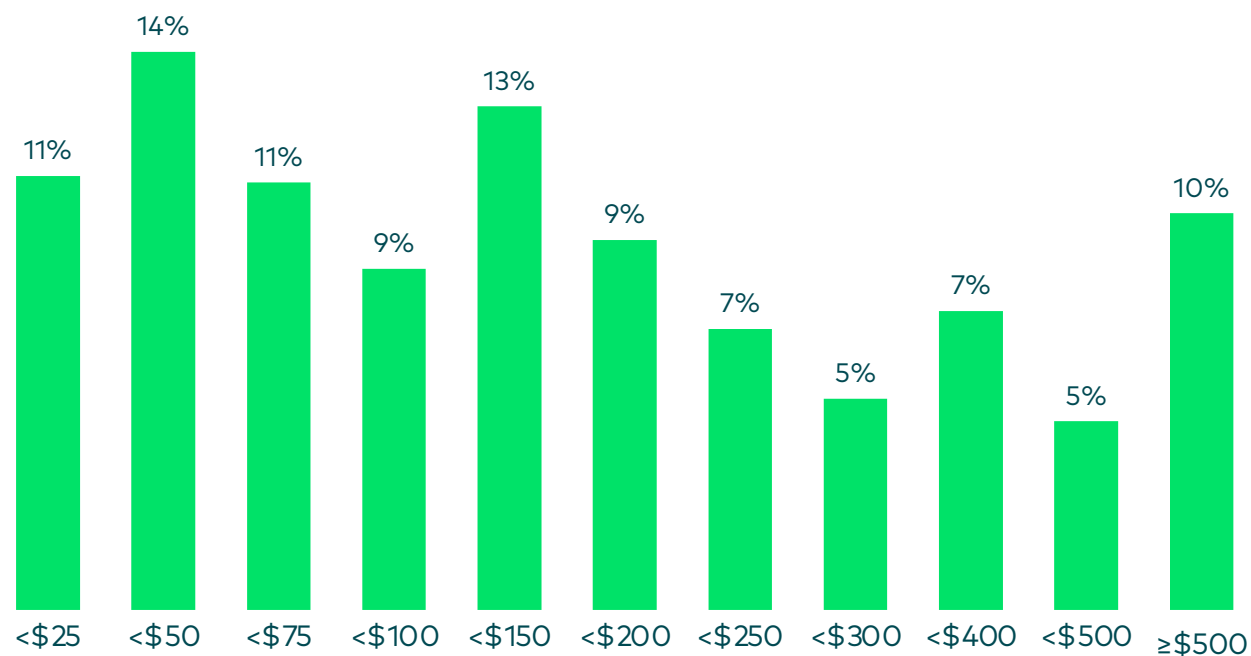
ORDERS PER HOUSEHOLD

% of households



AVERAGE HOUSEHOLD SPEND

% of households by spend



Many Prime Day purchases were predetermined.

Four-in-five shoppers knew what they wanted to buy going into the sale, and half were specifically waiting for the sale to purchase certain products. A third of shoppers used the sale to buy the same items they typically buy on Amazon at a discount.

PRIME DAY ACTIVITIES

% of Prime Day shoppers



82%

Had an idea of what they wanted to purchase going into Prime Day



53%

Purchased something they'd been waiting to buy on sale



42%

Shopped for items included in general Prime Day deals



34%

Purchased items included in Prime Day Lightning Deals



32%

Shopped for the same items they typically buy on Amazon



23%

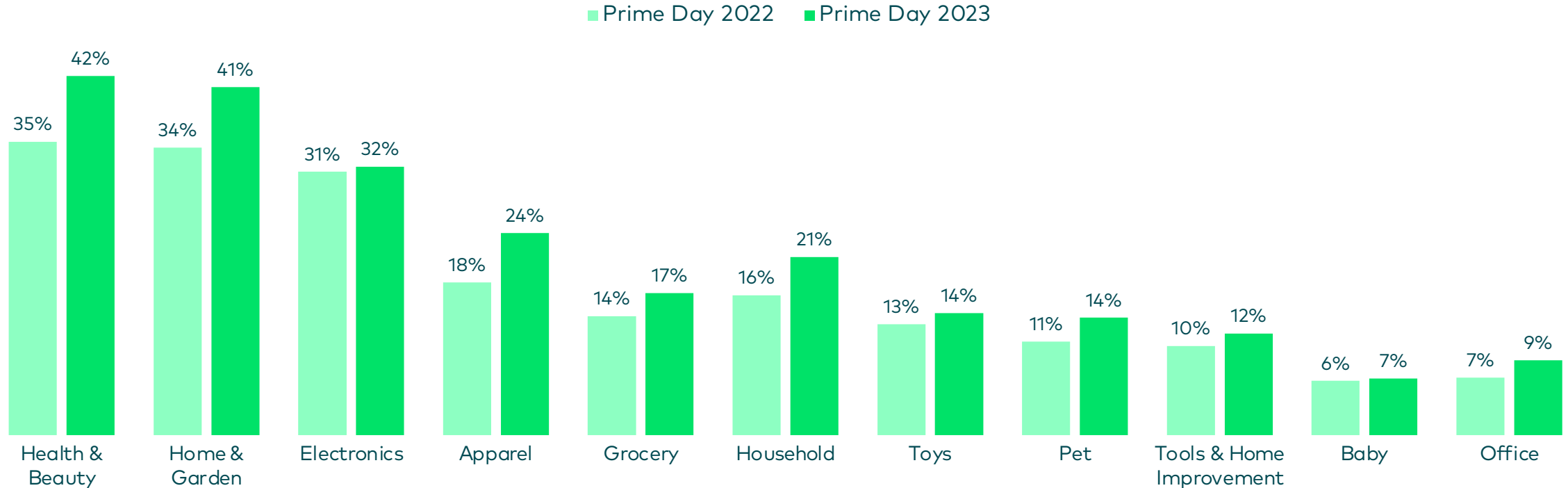
Used the sale to stock up on sale items

Electronics saw less growth on Prime Day 2023 than other categories.

While electronics continued to hold the #3 spot on the list, shopper group penetration was relatively flat versus 2022. The health & beauty sector saw the largest increase in shoppers—up seven points vs. 2022—followed by apparel and home & garden products.

TOP PRIME DAY SECTORS

% of Prime Day shoppers who purchased

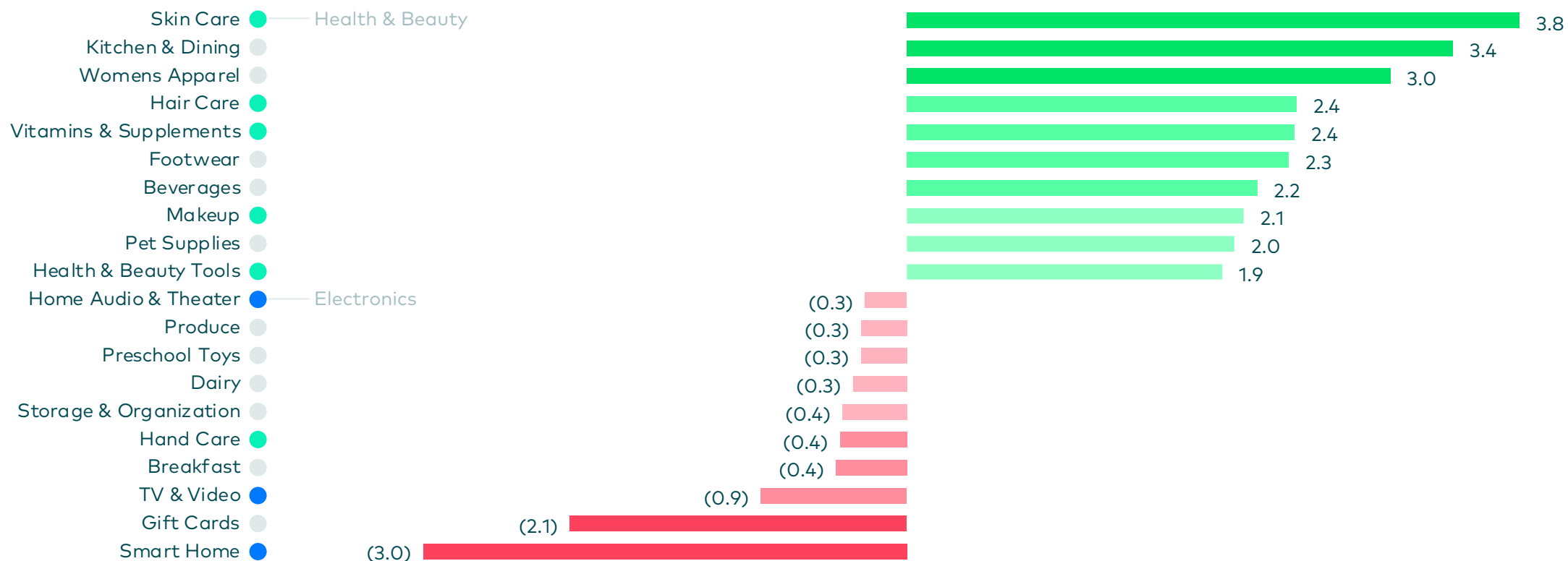


Health & beauty categories saw significant growth this Prime Day.

Five of the top ten fastest growing categories on Prime Day 2023 fell under the health & beauty sector, led by skin care, hair care, and makeup. Electronics held three of the ten most-declined categories, with smart home dropping three points.

CATEGORIES WITH LARGEST GROWTH / DECLINE

Change in % of Prime Day shoppers who purchased 2023 vs. 2022



Despite declines from 2022, electronics dominated the top brand and item lists.

Amazon brands, along with electronic brands Ring, Blink and Apple all held numerous spots in the top 10 lists. The Amazon Fire TV stick held onto its top spot for most units sold, while the Apple Watch and Blink Outdoor Camera brought in the most dollars.

TOP 10 ITEMS (\$)

Based on total sales dollars

1. Apple Watch Series 8
2. Blink Outdoor Camera 3rd Gen
3. Fire TV Stick
4. Ring Video Doorbell
5. Ring Floodlight Camera
6. Echo Dot 5th Gen
7. Apple AirPods 2nd Gen
8. Bissell Little Green Cleaner
9. Apple iPad 9th Gen
10. Echo Show 5th Gen

TOP 10 ITEMS (#)

Based on total units sold

1. Fire TV Stick
2. Temptations Classic Cat Food
3. Echo Dot 5th Gen
4. Liquid I.V. Hydration Multiplier
5. Blink Outdoor Camera 3rd Gen
6. Ring Video Doorbell
7. Blink Video Doorbell
8. Celsius Sparkling Drinks
9. Orgain Organic Protein Powder
10. Premier Protein Shakes

TOP 10 BRANDS

Blended rank of dollars and units sold

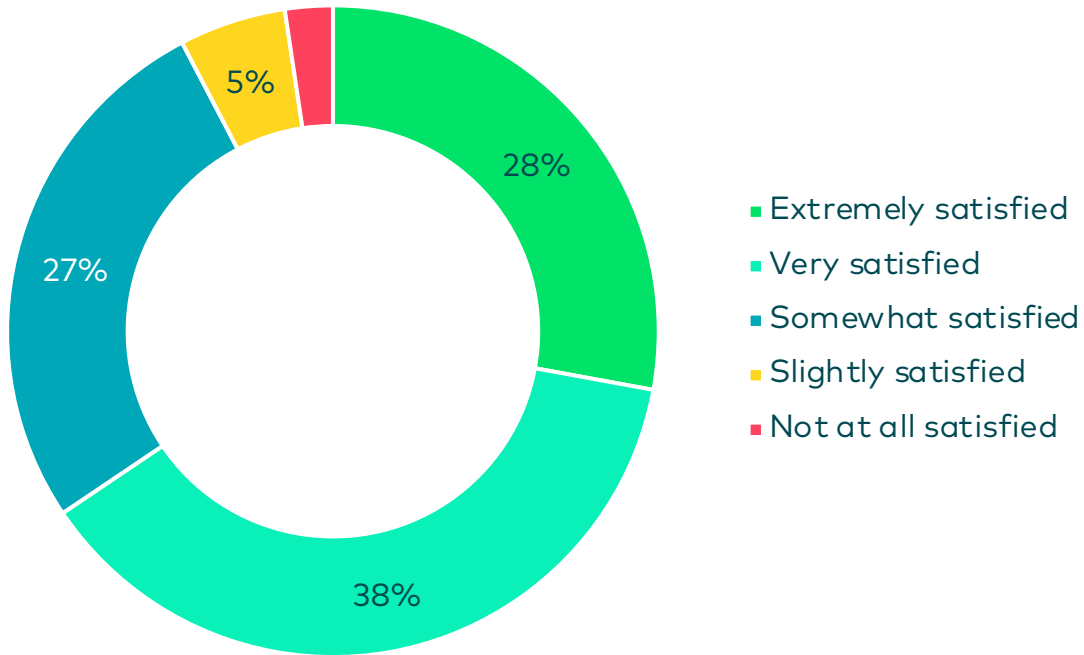
1. Ring
2. Apple
3. Amazon Fire
4. Blink
5. Amazon Basics
6. Samsung
7. Liquid I.V.
8. Anker
9. Yeti
10. Glad

Deal satisfaction was high this Prime Day.

Two-thirds of Prime Day shoppers said they were extremely or very satisfied with this year's deals. According to Numerator Promotions Intel data, most deals featured a "save X%" offer type, with a quarter of items selling at a 60% discount or greater.

DEAL SATISFACTION

% of Prime Day shoppers

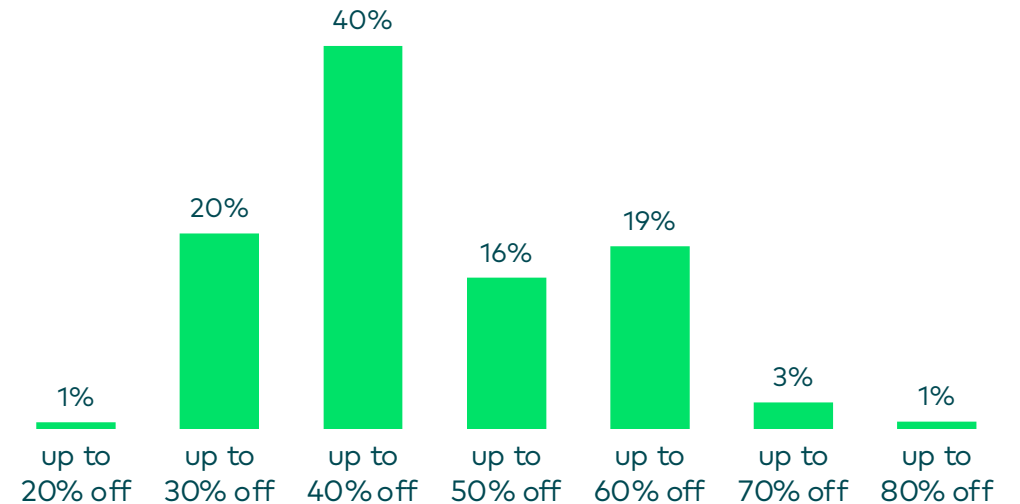


DEAL TYPES*

% of Prime Day promotions

91%

of Prime Day deals featured a "Save X%" promo type.



Shoppers on Prime Day 2023 mirrored previous years.

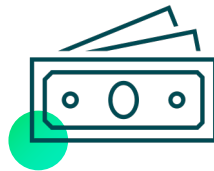
Most shoppers who participated in this year's Prime Day say they've shopped the event in the past, as well. Prime Day shoppers skew higher income, suburban and Gen X. They're also more likely than average to be smart home users.

PRIME DAY SHOPPER PROFILE

% of Prime Day 2023 shoppers Index vs. all shoppers & vs. Prime Day 2022 shoppers

79%

of 2023 Prime Day shoppers say they've participated in the sale before*



HIGH INCOME

54% | Index **114**
101 vs. 2022



SUBURBAN

38% | Index **103**
100 vs. 2022



WHITE

72% | Index **109**
103 vs. 2022



GEN X

35% | Index **115**
103 vs. 2022



SMART HOME USER

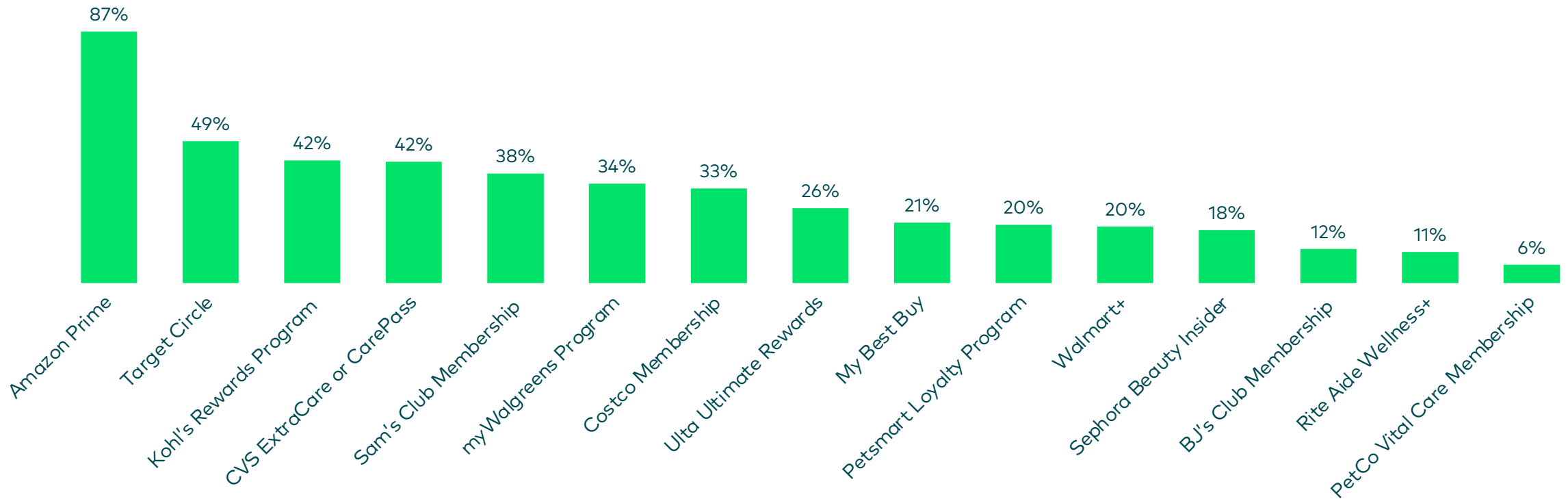
23% | Index **127**
98 vs. 2022

Prime Day shoppers hold a variety of retailer memberships.

Nine-in-ten Prime Day shoppers said they were Amazon Prime members, and nearly half were Target Circle members, as well. Over a third of these shoppers were also members of Kohl's, CVS, Sam's Club, Walgreens or Costco membership programs.

RETAILER MEMBERSHIPS

% of Prime Day shoppers



How did Prime Day 2023 impact **your business?**

There's more to know about Prime Day. Talk to your Numerator representative about custom analysis opportunities using our Panel, TruView, Promotions or Survey capabilities.



- How did your brand or category perform?
- Was your market share impacted?
- Did your buyers make any Prime Day purchases?
- Were competing retailer sales successful?

Reach out to hello@numerator.com for any additional questions.