



2020

Amazon Prime Day Recap

Comprehensive insights into
Amazon Prime Day 2020

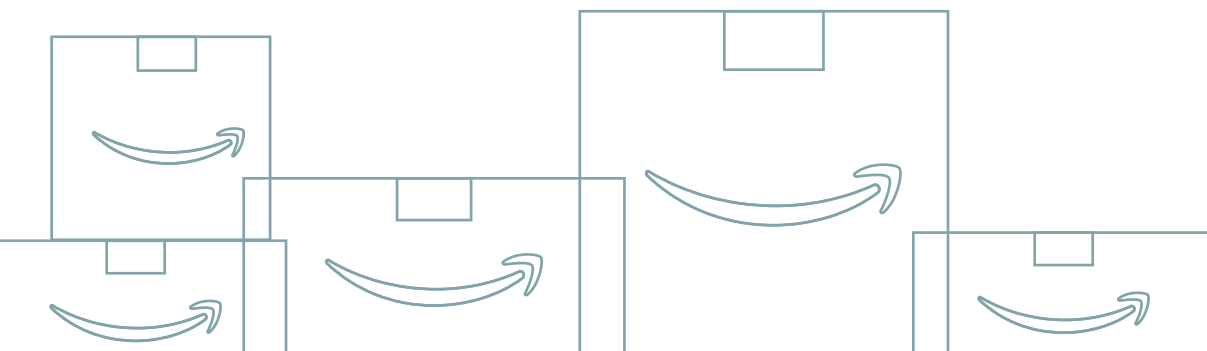


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SOURCES

- Numerator Survey insights from 5,000 verified Prime Day shoppers
- Consumer insights from Numerator Insights
- Pre-Prime Day advertising insights from Numerator Ad Intel
- Prime Day pricing tracked by Numerator Pricing Intel
- Competitive Prime Day offers from Numerator Promotions Intel



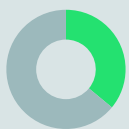
Prime Day 2020 Highlights

Participation in Prime Day skyrocketed in 2020, with roughly **1 IN 3 HOUSEHOLDS** making Amazon purchases. The event attracted fewer first-time shoppers than years past, but overall households shopping increased dramatically and shopping behavior held steady.

HOUSEHOLD BUY RATE WAS NEARLY IDENTICAL BETWEEN PRIME DAY 2019 AND 2020. Spend per order was down slightly, driven by a minor decrease in average spend per unit, but the average number of orders placed per household was up. **3 in 5** Prime Day shoppers placed 2+ orders throughout the two-day event.

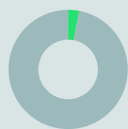


	2020	2019
Buying Rate	\$154.29	\$154.31
Spend per Order	\$54.64	\$58.91
Spend per Unit	\$32.65	\$34.00
Units per Order	1.7	1.7
Orders Placed	2.8	2.6
Shoppers Placing 2+ Orders	61.8%	57.6%



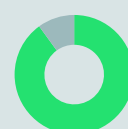
26%

of US households shopped Prime Day 2020*



3%

of shoppers were new to Prime, **31%** were shopping Prime Day for the first time. Last year, Prime Day attracted more new Prime members (**8%**) and first time Prime Day shoppers (**44%**)



90%

of Prime Day shoppers expected to shop on Amazon again before the holidays



Source: Numerator Insights 07/15/19 - 07/16/19 vs. 10/13/20 - 10/14/20 | Numerator Prime Day Survey n=5,015
*Household Penetration Data updated June 2021

Top Items & Categories

As it has in years past, Prime Day 2020 served as an opportunity for Amazon to heavily push sales of **THEIR OWN BRANDS & PRODUCTS**. Gift cards saw a boost thanks to increased advertising & promotions and proximity to holiday gifting.

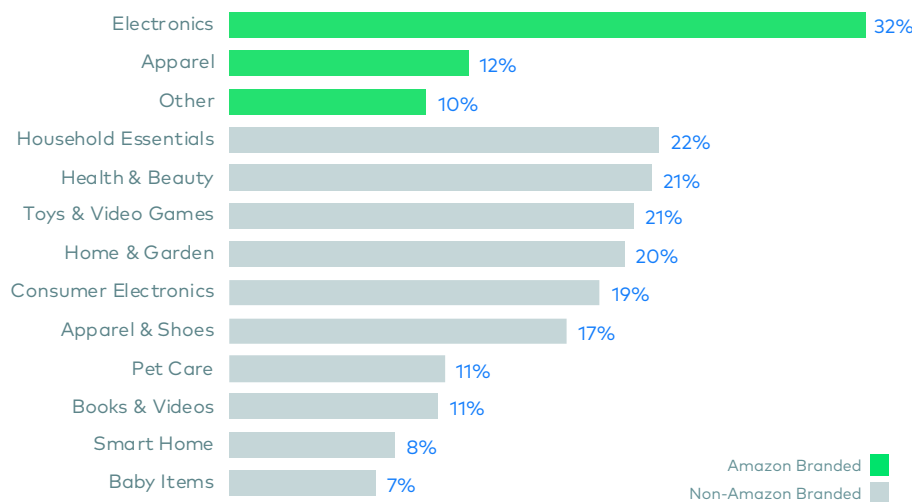
THE TOP ITEMS OF PRIME DAY 2020 CLOSELY MIRRORED THOSE OF 2019, with the Echo Dot, Fire TV Stick and Amazon Smart Plug all making the list. Gift Cards and Gift Card Reloads also saw a significant increase this year as consumers prepared for the holidays.



2020	2019
Echo Dot 3rd Gen	Fire TV Stick
Gift Card Reload	Echo Dot 3rd Gen
Amazon Smart Plug	Fire Tablet 7
Fire TV Stick	Amazon Smart Plug

AMAZON BRAND ELECTRONICS WERE THE TOP ITEMS SOLD ON PRIME DAY. Other popular categories included Household essentials, health & beauty products, and toys & video games.

Certain categories like pet care, household essentials and baby items were likely to be purchased regardless of prime day sales, according to those who purchased. Prime Day drove sales of smart home, Amazon brand electronics, and toys & video games, inspiring shoppers who wouldn't have otherwise considered these products.



Most likely to be purchased regardless of Prime Day

- Pet care (65%)
- Household Essentials (62%)
- Baby Items (61%)
- Health & Beauty (60%)

Least likely to be purchased if it weren't for Prime Day

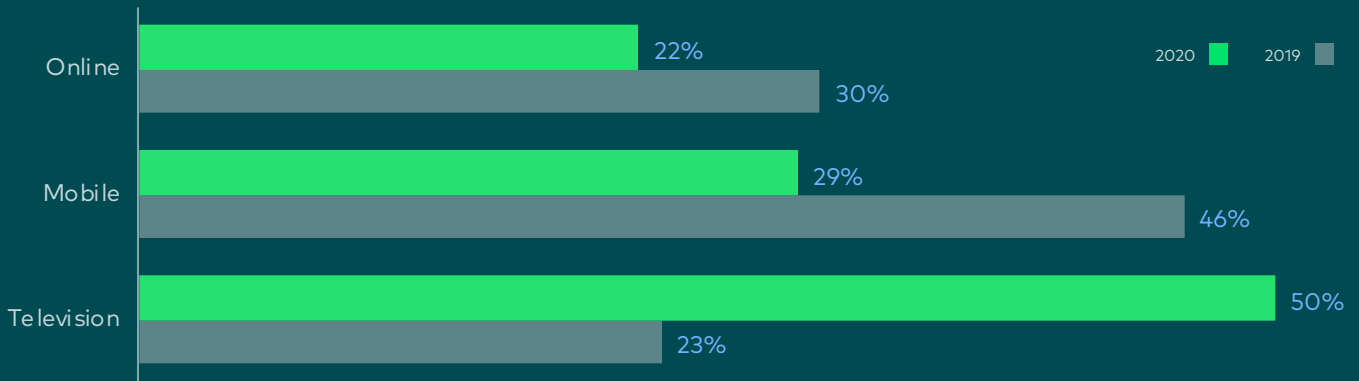
- Smart Home (44%)
- Amazon brand electronics (43%)
- Toys & Video Games (34%)
- Consumer Electronics (31%)

Source: Numerator Insights 07/15/19 - 07/16/19 vs. 10/13/20 - 10/14/20 | Numerator Prime Day Survey n=5,015

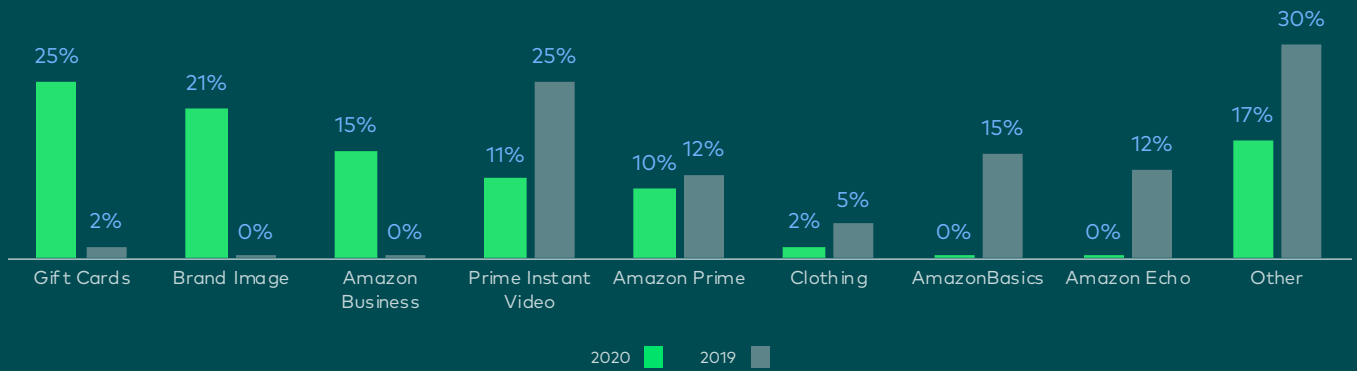
Advertising & Awareness

Amazon spent **\$96.3 MILLION ON ADS** leading up to and through Prime Day in 2020, up from \$65.6 million in 2019.

They increased ad spend across media types, but proportionally **INVESTED MUCH MORE IN TV IN 2020.**



Messaging also shifted significantly — **nearly a quarter of ad dollars went to promoting gift cards.** Last year, Amazon brands like AmazonBasics and the Amazon Echo got about a quarter of ad dollars, down to less than 1% in 2020.



93% 
of shoppers knew it was Prime Day before shopping

48% 
For 48%, Prime Day was the main reason they shopped on Amazon that day.

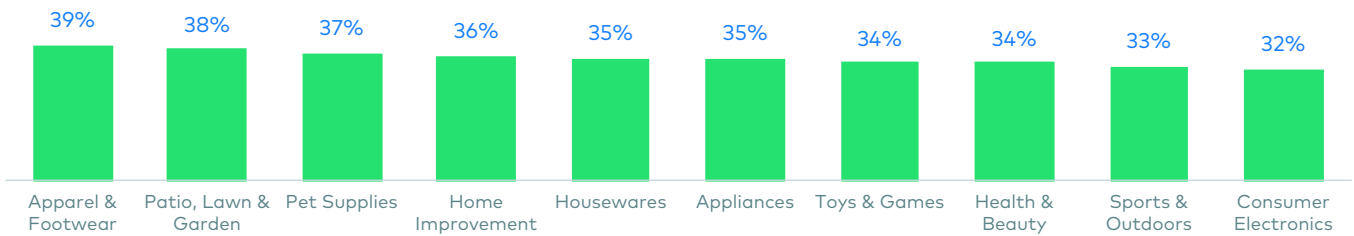
60% 
Most (60%) found out on Amazon.com/Amazon App, followed by social media (40%) — about 18% found out from a TV commercial, up from 15% last year.

Deals & Pricing

Prime Day brought **STEEP DISCOUNTS ACROSS PRODUCTS**, and consumers seemed satisfied with the deals offered, though they anticipated seeing even better deals on Black Friday.

DEPTH OF DISCOUNT

Of the 600+ Prime Day listings we observed, the average depth of discount across categories was 35%. At the category level, discounts ranged from a high of 39% (apparel) to a low of 32% (consumer electronics).



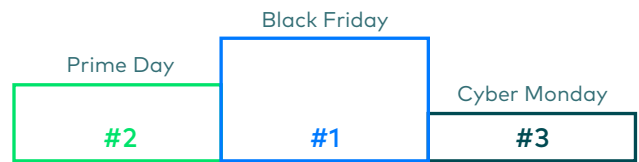
SURVEY RESPONSES ABOUT PRICE COMPARISONS

71% of shoppers did not compare Amazon prices with other retailers for their Prime Day purchases



SURVEY RESPONSES ABOUT DEALS

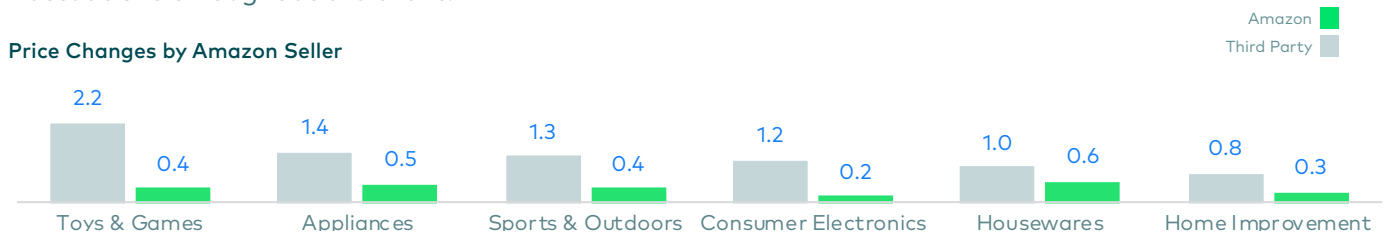
54% of shoppers were very or extremely satisfied with the deals offered; most shoppers expected better deals on Black Friday



PRICE VOLATILITY

The average item tracked on Amazon changed prices fewer than 1x on Prime Day, while those sold by third-party marketplace sellers changed prices roughly 1.2x. Toys & Games saw the most price fluctuations throughout the event.

Price Changes by Amazon Seller



Source: Numerator Pricing Intelligence, select products tracked hourly 10/13/20 - 10/14/20 | Numerator Prime Day Survey n=5,015

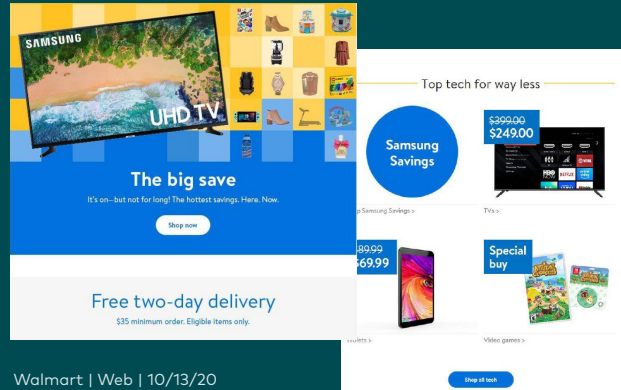
Competitive Response

Amazon wasn't the only retailer promoting deals during Prime Day.

WALMART, TARGET AND BEST BUY ran their own events to compete with Prime Day, effectively kicking the Black Friday season off early in 2020.

WALMART

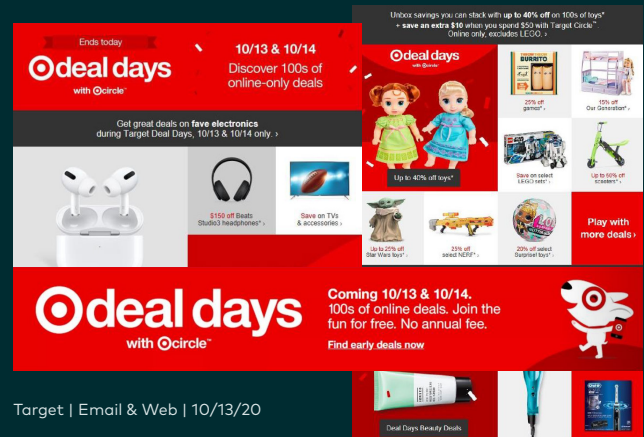
Walmart's **Big Save event** ran one day longer than Prime Day and featured deals on similar products, including electronics, home goods and appliances, and toys & games. The retailer also offered free two-day shipping during the event.



Walmart | Web | 10/13/20

TARGET

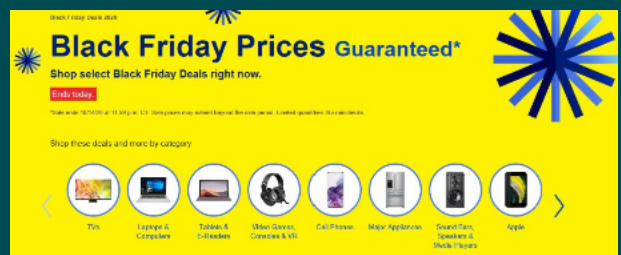
Target ran their own two-day **Deal Days event** during Prime Day for the second year in a row, featuring digital deals on products ranging from electronics, to toys & games, to beauty products. Target promoted the event as a free, no-membership-required sale with "no annual fee"—directly juxtaposing the need for shoppers to pay the Prime Membership fee in order to shop Prime Day deals.



Target | Email & Web | 10/13/20

BEST BUY

Best Buy offered **guaranteed Black Friday pricing** throughout both days of Prime Day, focusing primarily on their core electronics product set— including TV's, laptops, and headphones— plus additional deals on small appliances commonly featured by Amazon on Prime Day, like pressure cookers.



Best Buy | Web | 10/13/20



There's More to Know.

For real-time insight into Prime Day 2021, stay tuned
for Numerator's live Prime Day Tracker.