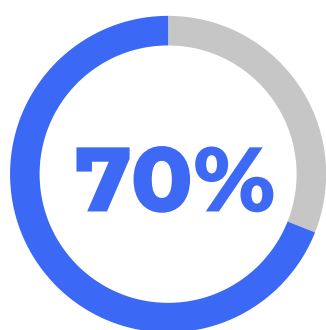


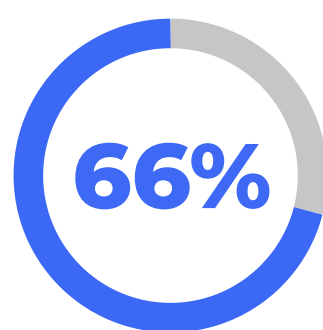
How consumers plan to spend Amazon Prime Day 2024

A survey of 1,000 consumers who were familiar with Prime Day showcases their upcoming spending intentions for one of retail's biggest discount events of the year.

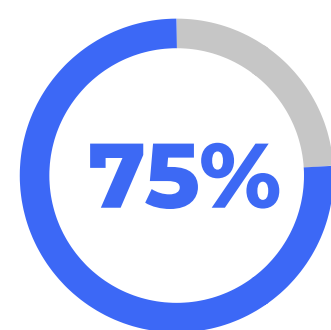
Nearly 90% of American consumers have participated in Prime Day, making it a fundamental part of the shopping landscape



purchased a Prime deal last year



are likely to make a purchase this year



of the undecided will still explore the deals

Consumers are highly engaged and ready to spend this year



3/4 plan to spend the same or more than last year



1/2 say budget constraints won't affect their Prime Day spending



3/4 intend to spend up to \$500 this year



Key factors shaping online buying behavior

Top factors influencing purchases are:

- 1 PRICE
- 2 AVAILABILITY
- 3 PRODUCT DESCRIPTIONS

54% view price as the most important factor in their purchasing decisions

66% are likely to compare prices with other retailers before purchasing a Prime Day deal

Consumers adopt strategies ahead of Prime Day to make the most informed purchases

78% think Prime Day deals are better than those offered all year

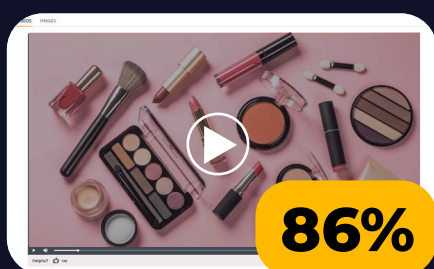
62% research deals ahead of the event

48% will wait for specific deals

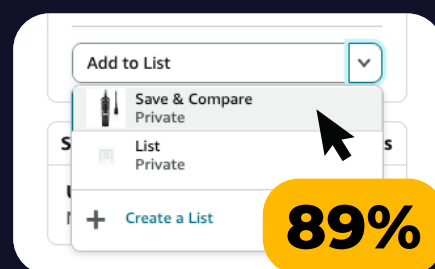
58% make mindful purchases without later regret

KEY FINDING

Boost engagement with video ads! Consumers were agreeable to interacting with ads while watching Prime Video



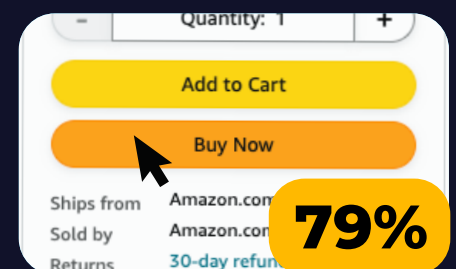
WATCH A PRODUCT VIDEO



SAVE TO AMAZON WISHLIST FOR LATER



REVIEW PRICES AND OPTIONS



BUY NOW

The TOP items of interest in demand are still big-ticket electronics

- 1 CONSUMER ELECTRONICS
- 2 BEAUTY & PERSONAL CARE
- 3 FASHION & APPAREL
- 4 HOUSEHOLD ESSENTIALS
- 5 TOYS & GAMES
- 6 GIFTING
- 7 PET PRODUCTS

Common ways consumers learn about new products

76% engage with product links on social media leading to a retailer's page

51% primarily use Amazon for product research

Other sources for primary product research:

Google **39%** YouTube **10%** TikTok **9%**

Amazon's unique retail event is a golden opportunity for both buyers and sellers. It's a win-win!

HAPPY prime day