

# 2019 Prime Day Results: Amazon is Up

As anticipated, extending the length of the Prime Day Event—from 36 to 48-hours—proved a profitable choice for Amazon. Sales this July eclipsed those of both Black Friday and Cyber Monday 2018 for the retailer. Prime Day has now grown each year since its inception; customers are primed and prepared to spend. Other large retailers increased efforts, striving for a greater slice of market share. Their sales were also up, though Amazon dominated overall. As Forbes discerned: “Estimates [for Prime Day 2019] put revenue at more than twice what Amazon paid for Ring, TWITCH, Zappos and Pillpack combined.”

## THE LARGEST EVENT IN AMAZON HISTORY

- Estimates note that global **sales surpassed \$7B** (including Amazon.com and all marketplace sellers), **an increase of +70% over 2018**
- Over **175 million items sold**
- Biggest two days ever for Prime Member signups



## SO, WHAT DID YOU GET?

U.S. consumers bought 100,000 lunchboxes, 100,000 laptops, 200,000 TVs, one million headphones, **350,000 luxury beauty products**, 400,000 pet products, 650,000 household cleaning supplies, and **more than one million toys**



## ALEXA, BUY ME ANOTHER ALEXA

It was the **biggest day ever for Amazon devices**. Worldwide, the Echo Dot, Fire TV Stick with Alexa Voice Remote, and Fire TV Stick 4K with Alexa Voice Remote were top-sellers



## SHOPPING IN JULY: A STATE OF MIND

**64%**: the sales increase that other large retailers experienced when compared to an average Monday

**BUT**

**Amazon still won 87% of the total online sales** during that period

## SEARCHING, NON-STOP SEARCHING

Search indexes were up for all major retailers:



**184%**  
in the first 24 hours



surged **255%**



increased **130%**



searches were lifted **72%**

## REVENUE WAS UP—AND SO WAS ADVERTISING

- 3.8X: the increase in ad spend for the 48-hour event when compared to the full two weeks prior
- 5.8X: the corresponding revenue increase



## THE FORECAST? HIGHER

eMarketer forecasts:

U.S. Amazon Ad Revenues to increase from **\$11.33B (2019)** to **\$19.22B in 2021**

+

U.S. Prime Members to surge from **121M (2019)** to **135.8M (2021)**

Sources: Marketing Land Just How Black Was 'Black Friday in July' for Retailers Not Named Amazon?, Forbes Amazon Primed: Prime Day Results, \$10 Data Grab, EU Paints Target On Amazon's Back, Kenshoo Prime Day 2019: Amazon Advertisers' Revenue Was Up 5.8X, Amazon, eMarketer Pro Four Takeaways from Amazon Prime Day 2019