# 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."

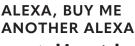
## THE LARGEST EVENT IN **AMAZON HISTORY**

- 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



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

the sales increase that other 64%: 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:

amazon	BEST BUY	Walmart >	ebay
<b>184%</b> in the first 24 hours	surged <b>255%</b>	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

**STELLA** RISING