

Planning for Prime Day: New Stella Rising Research



Revenue from Prime Day 2018 eclipsed sales for both Cyber Monday and Black Friday on Amazon. With sales increasing every year since the launch and generally strong U.S. macroeconomic trends, we anticipate an impressive 2019 Prime Day. To confirm, we asked our research community—everyday consumers participating in our economy—for their insights. As it turns out, most plan to shop and know, in advance, what they're seeking.

THE MAJORITY PLANS TO SHOP



53%

said **yes**, they would participate in Prime Day



25%

were **unsure**



19%

responded **no**, they would not shop

WORDS FROM OUR RESEARCH COMMUNITY:

IN FAVOR

"I always shop Prime Day! I'm stocking up on laptops and children's toys for Christmas gifts this year!"



AGAINST

"No, I am not a member of Amazon Prime. I do not want to pay to be a member."

KEEPING IT IN THE FAMILY



Prime Day is not necessarily a gift-giving day. Consumers also set out to shop for themselves



26% will shop for their children



25% plan to purchase electronics



15% are ready to buy beauty



11% will choose clothing on Prime Day

WHAT TO EXPECT FOR 2019

This year, Prime Day is **July 15th & 16th**

For the first few years Prime Day was 24 hours. In 2018 the event was 36 hours. In 2019 it will be **48 hours**

PRIMED TO PROSPER



In 2018, Amazon experienced a record number of Prime consumers shopping across **17 countries**



More customers signed up for a Prime subscription on **Prime Day 2018** than any other day in the behemoth's history



Over **100 million products** were purchased during Prime Day 2018

P IS FOR PRIME, B IS FOR BILLION

Estimates place 2018 sales at **\$4.19B globally**

Small and medium-sized businesses accounted for **\$1.5B+**

2018 saw a nearly **74%** increase over 2017 and revenue has increased every year since launch

SOME CATCHING UP TO DO

Sales for Alibaba's Single's Day in 2018 reached

\$30.8B

