



AMAZON PRIME DAY

2022 Recap Report

Includes **Walmart+ Weekend** & **Target Deals Days** Comps.



**Updated June 2023 with Numerator Total Commerce Panel Data*

A SINGLE DATA SOURCE. INFINITE INSIGHTS.

Highlights from Prime Day 2022

PURCHASE BEHAVIOR

Prime Day 2022 outpaced past years, with **more households shopping and higher spending** than any other Prime Day. Spend per household neared \$180, up from the mid \$140's in years past. While **most orders only contained a single item, price per item was elevated** and the average Prime Day shopper placed three separate orders.

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VERIFIED BUYER SURVEY

Prime Day shoppers reported **significant inflationary impacts**, though some of those drove sales for Amazon, with consumers saving larger purchases for the sale & stocking up on discounted items. Overall **awareness and satisfaction with the deals offered on Prime Day were high**, and CPG categories saw the largest boost vs. prior years.

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COMPETITIVE INSIGHTS

Compared to Walmart+ Weekend and Target Deals Days, **Prime Day resulted in a more dramatic sales lift for Amazon**, with order sizes nearly double what they are outside of Prime Day. **Walmart+ Weekend had the lowest awareness** of the three sales, leading to overall purchase behavior that mirrored the typical Walmart trip.

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Purchase Behavior

NUMERATOR INSIGHTS DATA

Leverages data from Numerator's Total Commerce Panel

Prime Day 2022 saw more households shopping & higher spending.

Prime Day 2022 showed that in addition to more households participating in the event, buyers placed more orders with a higher spend per order, leading to overall elevated spending.

	PRIME DAY 2022 <i>07/12 – 07/13</i>	PRIME DAY 2021 <i>06/21 – 06/22</i>	PRIME DAY 2020 <i>10/13 – 10/14</i>	PRIME DAY 2019 <i>07/15 – 07/16</i>
HH Penetration	34.1%	29.6%	28.9%	25.1%
Orders per HH	2.9	2.6	2.6	2.3
Spend per HH	\$176.71	\$144.90	\$144.19	\$138.80
Order Size (\$)	\$60.73	\$54.93	\$54.85	\$59.41
Order Size (Units)	1.6	1.8	1.7	1.7
Spend per Unit	\$32.71	\$30.90	\$32.30	\$34.24

Source: Numerator Insights Total Commerce Panel (7/12/22 – 7/13/22), (06/21/2021-06/22/2021), (10/13/2020-10/14/2020), (07/15/2019-07/16/2020)

Prime Day orders were small but mighty.

Most orders (74%) contained only a single item, and fewer than one-in-ten (8%) contained 3+ items. Despite the low item count, the average spend per order was \$60.73. Over a third (37%) of orders cost under \$20 while one-in-ten (13%) cost over \$100.

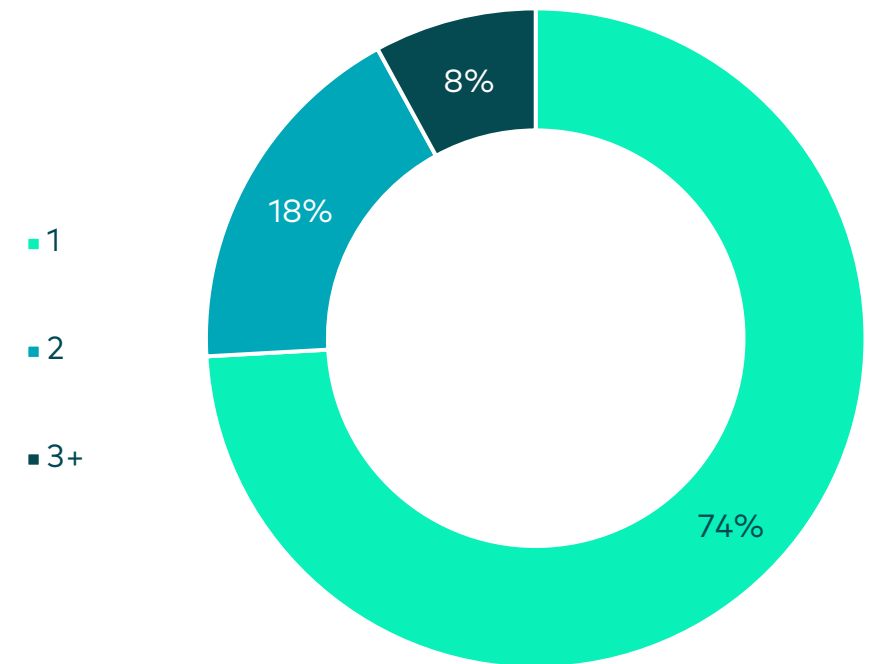
AVERAGE ORDER SIZE

% of orders by size



ITEMS PER ORDER

% of orders



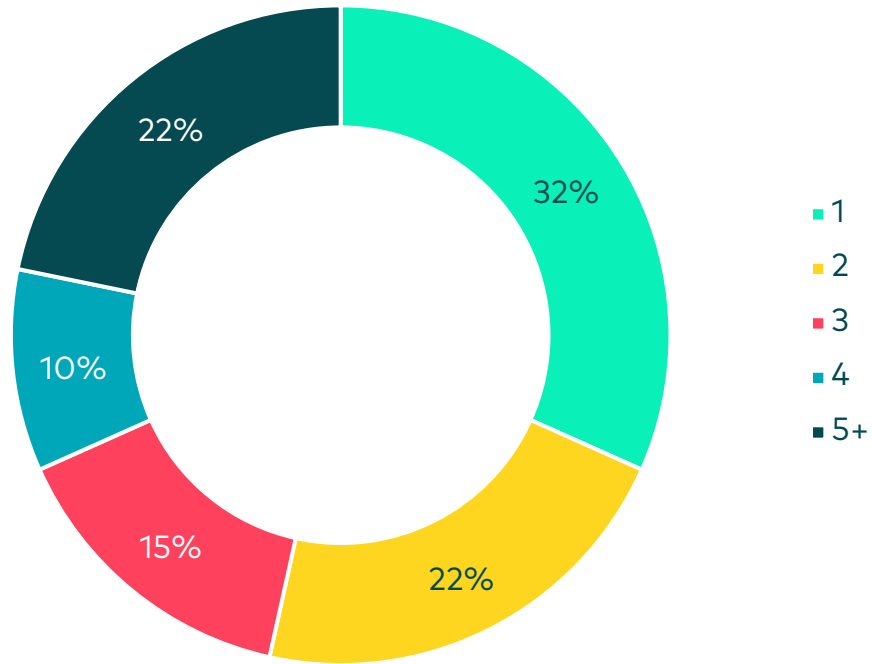
Source: Numerator Insights Total Commerce Panel (7/12/22 – 7/13/22)

Households placed multiple Prime Day orders throughout the event.

Two-thirds of households placed more than one order during the 48-hour Prime Day event, and one-fifth (22%) placed 5+ orders. There was a 50-50 split at the \$100 threshold, with half of households spending over \$100 and a tenth spending over \$500.

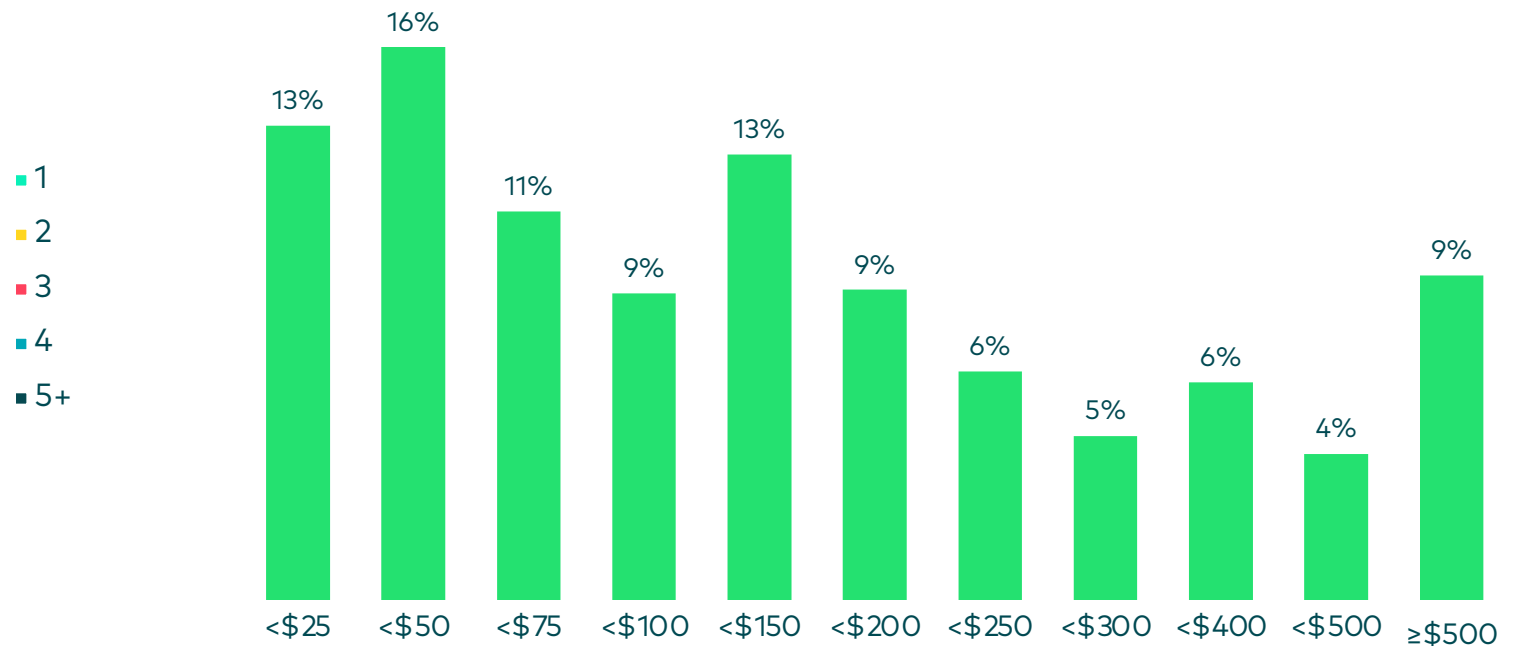
ORDERS PER HOUSEHOLD

% of households



AVERAGE HOUSEHOLD SPEND

% of households by spend



Source: Numerator Insights Total Commerce Panel (7/12/22 – 7/13/22)

Amazon brands and products dominated on Prime Day.

Amazon owns five of the top 15 items and six of the top 10 Prime Day 2022 brands based on total units sold. Seven of the top 15 items were electronic or smart-home related, three were household essentials and three were grocery or supplements.

TOP 15 ITEMS

Based on total units sold

1. Fire TV Stick
2. Echo Dot 4th Generation
3. Echo Show 5
4. Orgain Organics Protein Powder
5. Kasa Smart Plug Mini
6. Blink Video Doorbell
7. Ring Video Doorbell
8. Cascade Dishwashing Products
9. Vital Proteins Collagen Products
10. Luminex Teeth Whitening Products
11. Apple Watch Series 7
12. Frito-Lay Variety Pack
13. Mrs. Meyer's Hand Soap
14. Dawn Platinum Products
15. Crest 3D Whitestrips

**Amazon Gift Cards & Reloads #1 Overall*

TOP 10 BRANDS

Based on total units sold

1. Amazon Fire
2. Amazon Echo
3. Amazon Basics
4. Blink
5. Ring
6. Happy Belly
7. TP-LINK
8. Bentgo
9. Orgain
10. Ziploc

Source: Numerator Insights Total Commerce Panel (7/12/22 – 7/13/22)

High income, suburban women were top Prime Day 2022 shoppers.

Compared to Prime Day 2021, this year's shoppers were marginally older, and slightly more likely to come from middle or low income rural households. For the most part though, the typical Prime Day shopper mirrored what we've seen in past years.

PRIME DAY SHOPPER PROFILE

% of Prime Day 2022 Shoppers Index vs. All Shoppers & vs. Prime Day 2021 Shoppers



HIGH INCOME
57% | Index **121**
95 vs. 2021



AGE 35-54
38% | Index **113**
98 vs. 2021



SUBURBAN
39% | Index **103**
100 vs. 2021



WHITE / CAUCASIAN
70% | Index **107**
100 vs. 2021



FEMALE
78% | Index **104**
100 vs. 2021



SMART HOME USER
22% | Index **119**
103 vs. 2021

Source: Numerator Insights Total Commerce Panel (7/12/22 – 7/13/22)



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Prime Day Survey

VERIFIED PRIME DAY BUYERS

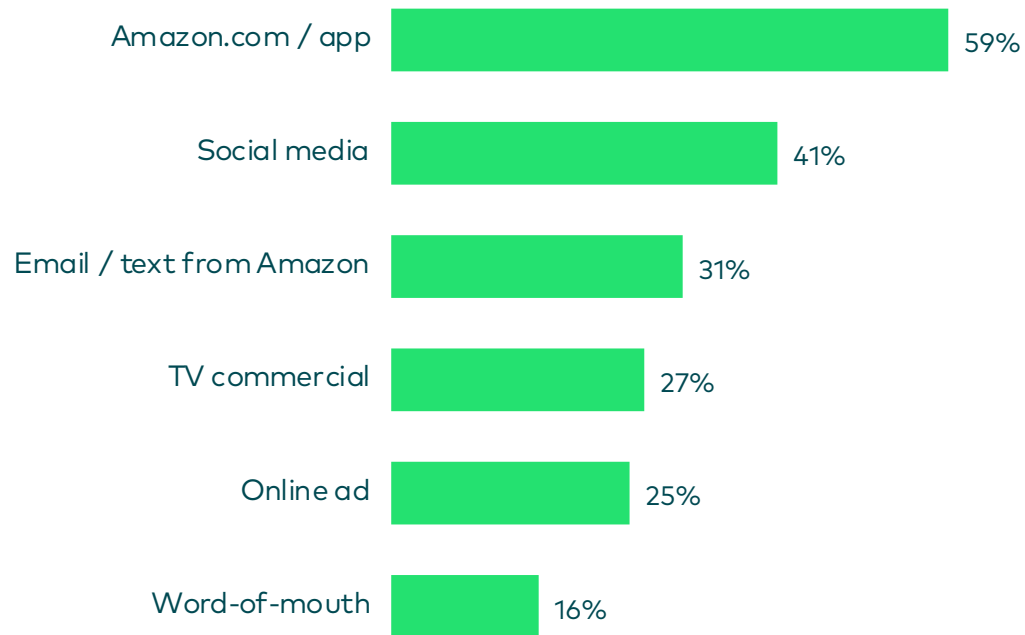
6,065 responses | Fielded 9AM 7/12 – 9 AM 7/15

Prime Day was the primary trip driver for many shoppers.

95% of households knew it was Prime Day before shopping, and most learned about the event directly from Amazon. Among those who were aware of the sale, 41% say it was the primary reason they shopped on Amazon and another 42% said it was a contributing factor.

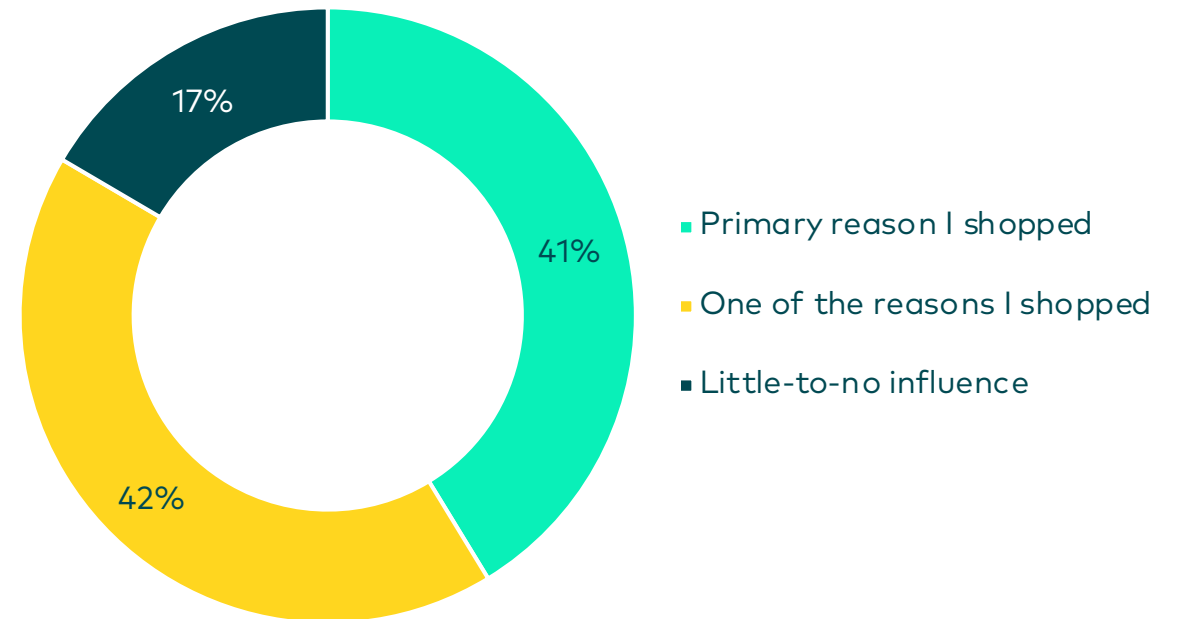
PRIME DAY AWARENESS

How did you become aware of Prime Day 2022?



PRIME DAY INFLUENCE

How influential was Prime Day in your decision to shop on Amazon?



Source: Numerator Prime Day 2022 Survey (n= 6,065) – Limited to the 95% who were aware of Prime Day prior to shopping

Most Prime Day shoppers made purchases for their own use.

Everyday goods that would've been purchased regardless of the sale topped the list, but one-in-five shoppers also bought gifts for others or large ticket items they'd only buy on sale. 8% bought items for back-to-school, nearly triple last year's 3%.

TYPES OF PRODUCTS PURCHASED

Which of the following items did you purchase on Prime Day?



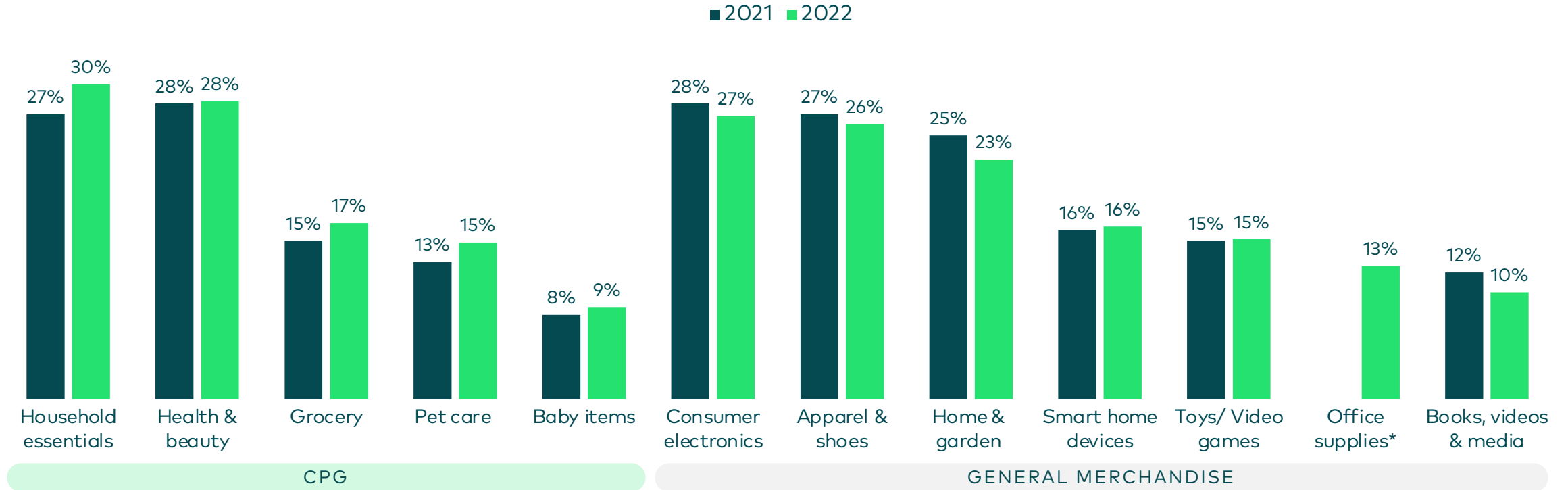
Source: Numerator Prime Day 2022 Survey (n= 6,065)

CPG categories saw the biggest boosts this Prime Day versus last.

Household essentials moved into the #1 position this year, with 30% of shoppers claiming a purchase in this category, up from 27% and the #4 position in 2021. Grocery, pet care and baby items all saw increases this year as well, while health & beauty held steady.

TOP CATEGORIES

What type(s) of items did you buy from Amazon on Prime Day?



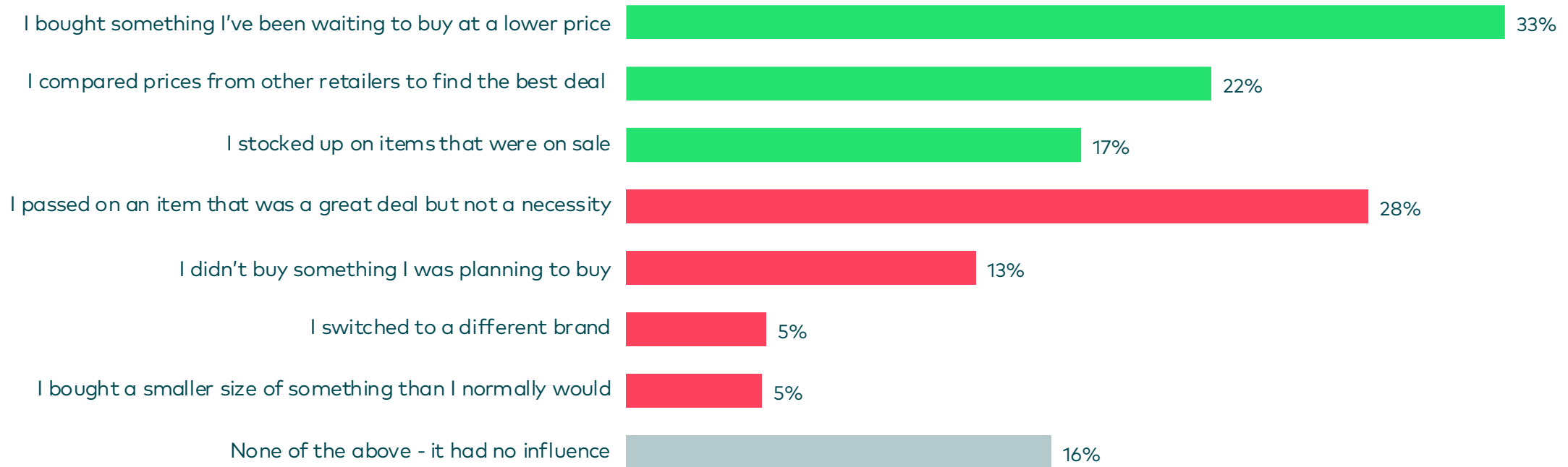
Source: Numerator Prime Day 2022 Survey (n= 6,065) & Prime Day 2021 Survey (*Office supplies option added in 2022)

Consumers claim inflation played into Prime Day purchase decisions.

One third of shoppers waited to buy something until Prime Day, with another 17% using the event as an opportunity to stock up on sale items. On the flip side, over a fourth of Prime Day shoppers passed up a good deal on a non-necessity.

INFLATION IMPACT

How, if at all, did general inflation and higher prices influence your Prime Day purchase decisions?



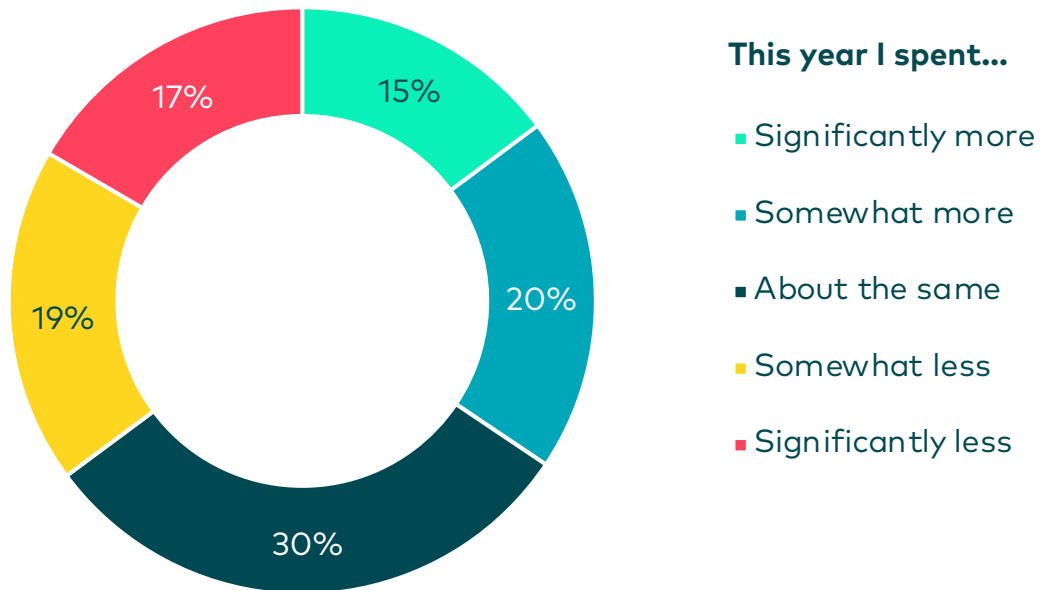
Source: Numerator Prime Day 2022 Survey (n= 6,065)

Despite inflation concerns, claimed year-over-year spend held steady.

A third of shoppers who participated both this year and last say they spent more this year, while a third say they spent less. When it comes to deals, two-thirds (64%) were highly satisfied with Amazon's offerings, up slightly from last year's 60%.

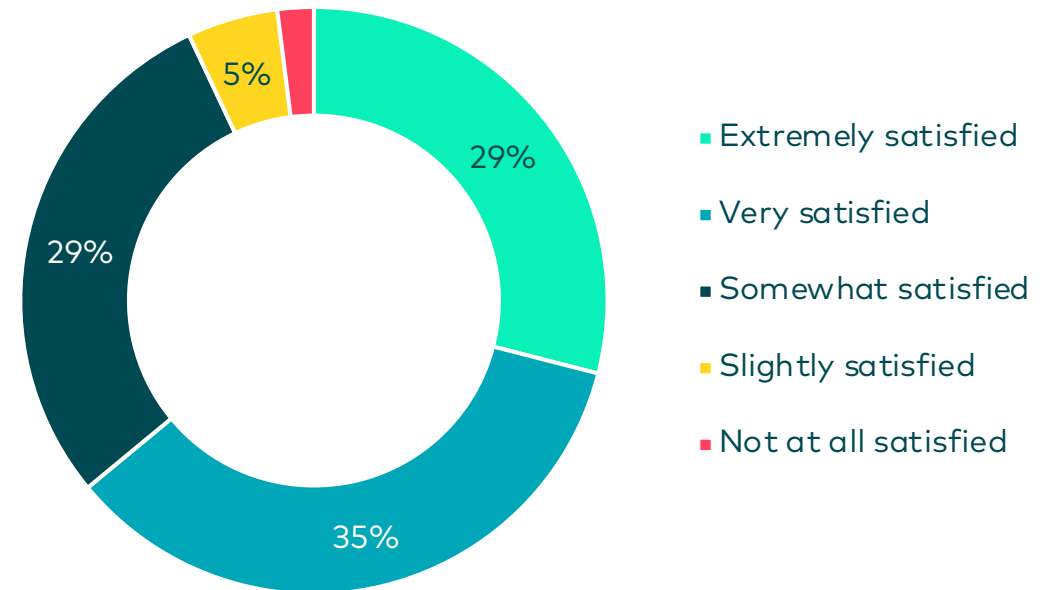
SPENDING VS. LAST YEAR

How does your spending this Prime Day compare to last year?



DEAL SATISFACTION

How satisfied were you with the deals offered during Prime Day?



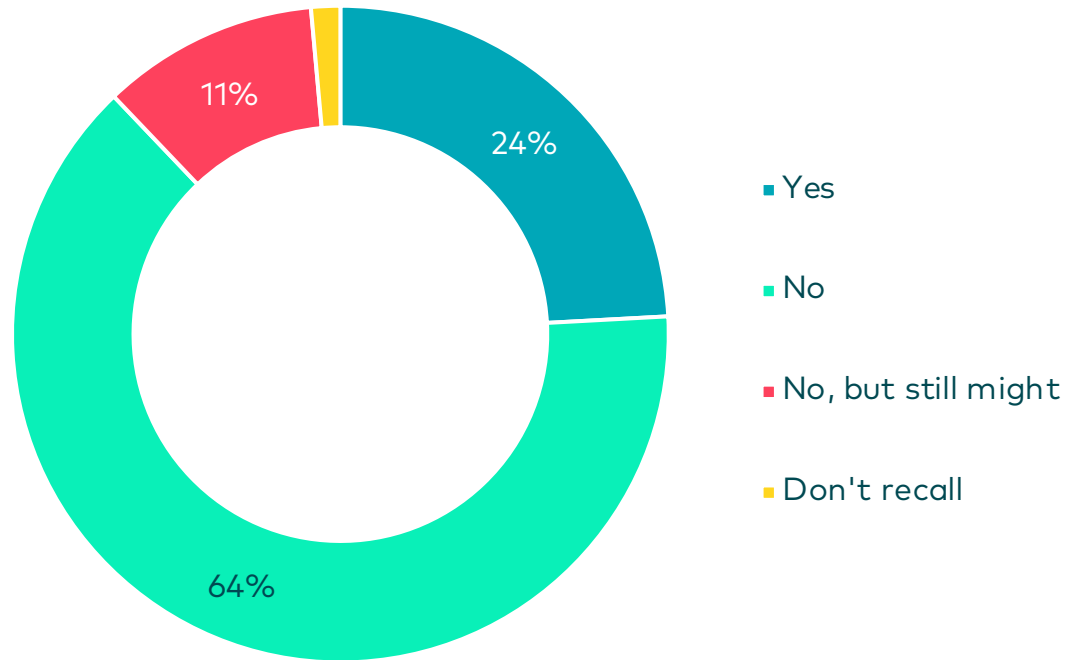
Source: Numerator Prime Day 2022 Survey (n= 6,065)

Over half of Prime Day shoppers stayed loyal to Amazon.

Though 54% considered buying from other retailers— particularly Walmart and Target— only 24% actually made purchases elsewhere in addition to Amazon, with about one-in-ten still considering a non-Amazon purchase at the time they were surveyed.

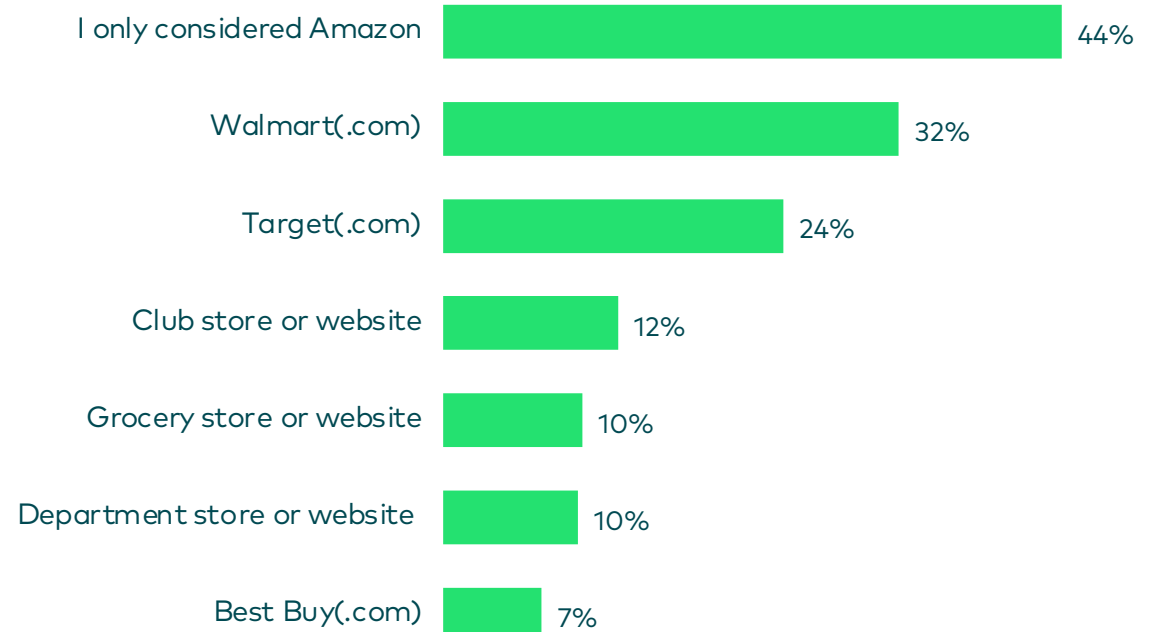
NON-AMAZON PURCHASES

Did you purchase anything at websites other than Amazon during Prime Day?



SHOPPING AROUND

From where else did you consider buying the items you purchased on Prime Day?



Source: Numerator Prime Day 2022 Survey (n= 6,065)



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Competitive Insights

PRIME DAY, WALMART+ WEEKEND
& TARGET DEALS DAYS

*Survey insights from verified shoppers of each sale +
Numerator Total Commerce Panel Data*

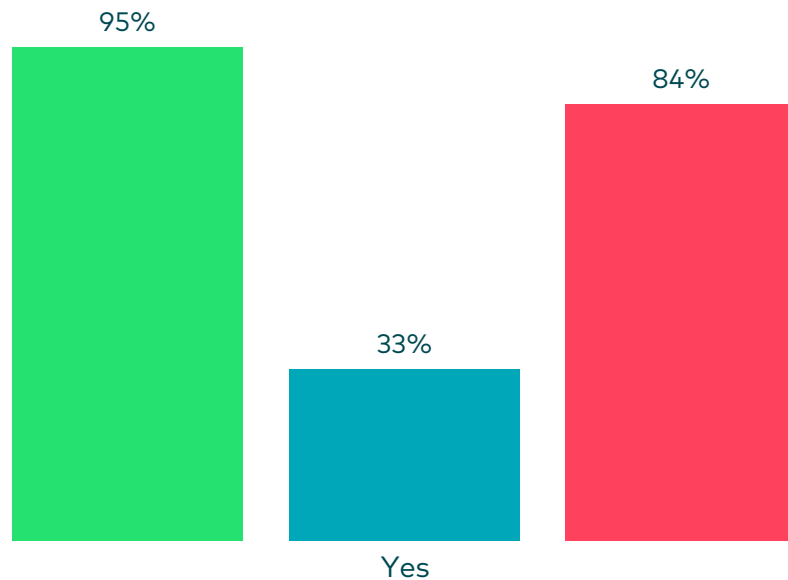
Amazon & Target's sales were well-known and drove drips.

Most consumers who shopped at Amazon or Target during their respective sales periods were aware of the sales prior to shopping, compared to only a third of Walmart shoppers during Walmart+ Weekend. Over half of Target shoppers said the sale was the primary reason they shopped at Target on that day, compared to 41% of Amazon and 24% of Walmart shoppers.

SALE AWARENESS

Were you aware of [EVENT] prior to the event / making your purchases?

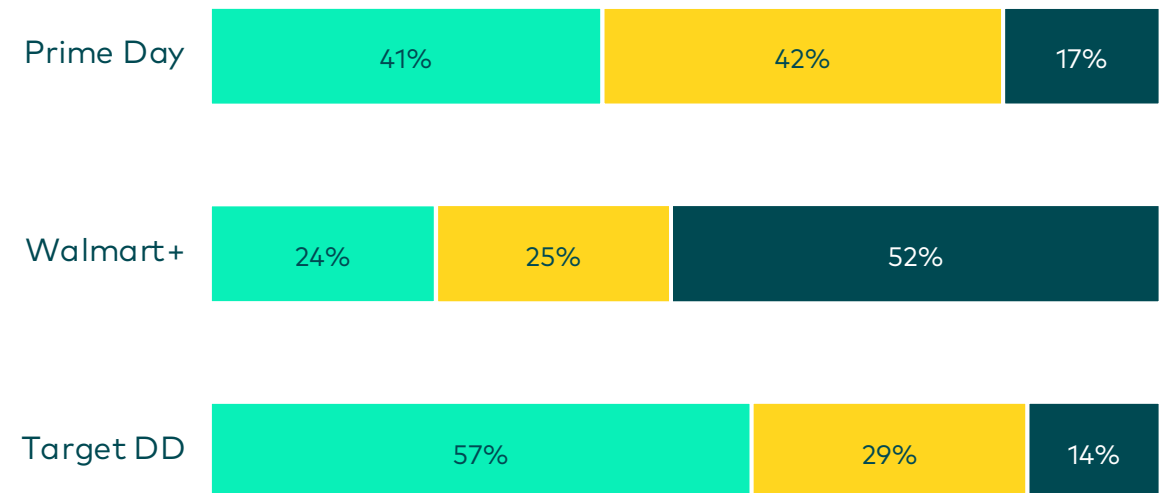
■ Amazon Prime Day ■ Walmart+ Weekend ■ Target Deals Days



SALE INFLUENCE

How influential was [EVENT] in your decision to shop at [RETAILER]?

■ Primary reason I shopped ■ One reason I shopped ■ Little-to-no influence



Sources: Numerator Prime Day 2022 Survey (n= 6,065) | Walmart+ Weekend 2022 Survey (n=457) | Target Deals Days 2022 Survey (n=776)

Prime Day resulted in a more dramatic lift than other retailer sales.

Prime Day orders cost 70% more than the average annual Amazon order and spend per unit also rose 49%. Target and Walmart saw much smaller lifts to their order sizes and spend per unit during their sale periods, likely influenced by many shoppers making standard purchases unrelated to the sale during these periods, particularly at Walmart.

SALE DATES VS. ANNUAL	PRIME DAY 07/12 – 07/13	TARGET DEALS DAYS 07/11 – 07/13	WALMART+ WEEKEND 06/02 – 06/05
Order Size (\$)	\$60.73 +70%	\$52.53 +5%	\$56.45 +7%
Order Size (Units)	1.9 +19%	7.0 +5%	12.2 -2%
Spend per Unit	\$32.71 +49%	\$7.46* +5%	\$4.58 +9%

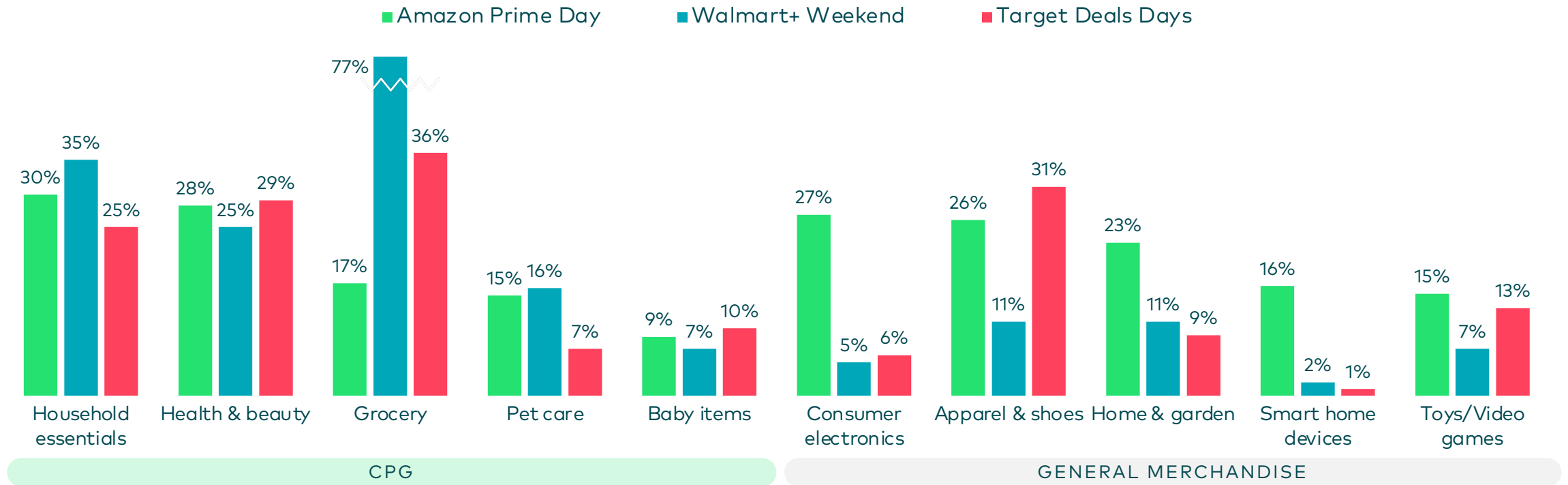
Source: Numerator Insights Total Commerce Panel Prime Day & Target Deals Days, Walmart+ Weekend

Prime Day was the top sale for general merchandise categories.

Walmart+ Weekend trips were centralized around core CPG categories– a likely effect of fewer shoppers participating in the actual sale– while Prime Day purchases were 2-5x higher in general merchandise categories. Target Deals Days was the top sale for apparel and shoes as well as health & beauty items, and saw over a third of shoppers purchasing groceries as well.

CATEGORIES PURCHASED

What type(s) of items did you buy from [RETAILER] during [EVENT]?



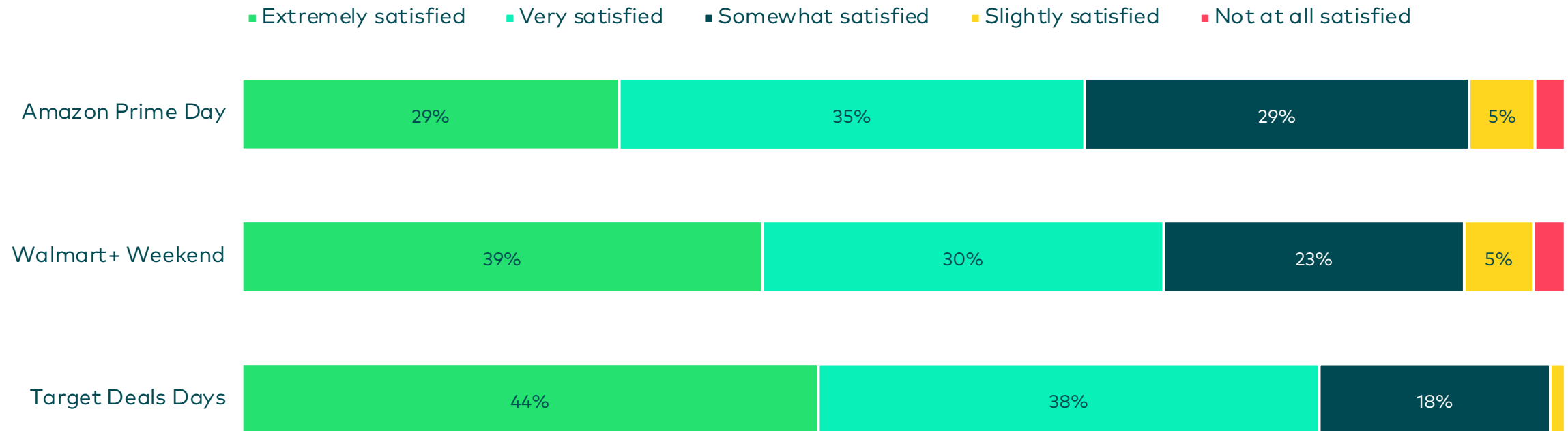
Sources: Numerator Prime Day 2022 Survey (n= 6,065) | Walmart+ Weekend 2022 Survey (n=457) | Target Deals Days 2022 Survey (n=776)

Target Deals Days led the way in shopper satisfaction.

82% of Target shoppers were highly satisfied with the deals offered, followed by 70% of Walmart+ Weekend shoppers. Prime Day shoppers had the lowest overall satisfaction, though over half still rated the deals highly.

DEAL SATISFACTION

How satisfied were you with the deals offered during [EVENT]?



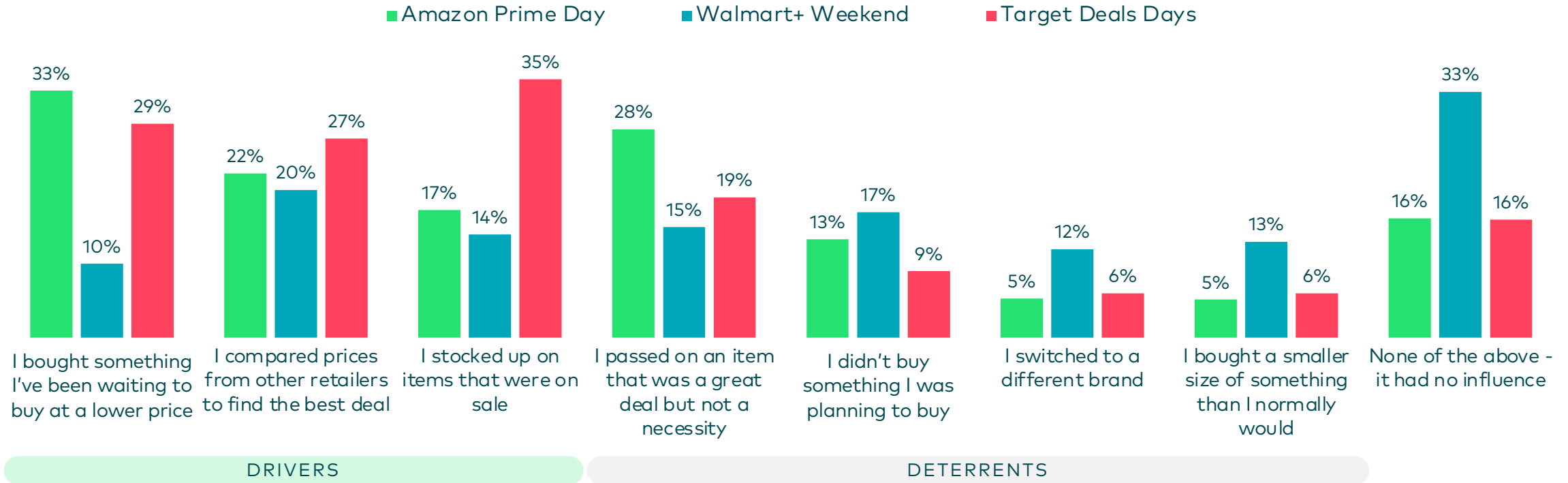
Sources: Numerator Prime Day 2022 Survey (n= 6,065) | Walmart+ Weekend 2022 Survey (n=457) | Target Deals Days 2022 Survey (n=776)

Walmart+ Weekend was least impacted by inflation.

Target Deals Days was a major stock-up event for shoppers, with over one third stocking up on sale items, twice the amount of Prime Day or Walmart+ Weekend. Prime Day and Deals Days were both used to purchase low-priced items consumers had been waiting to buy, though over a quarter of Prime Day shoppers say they passed up a deal because the item was not a necessity.

INFLATION IMPACT

How, if at all, did general inflation and higher prices influence your Prime Day purchase decisions?



Sources: Numerator Prime Day 2022 Survey (n= 6,065) | Walmart+ Weekend 2022 Survey (n=457) | Target Deals Days 2022 Survey (n=776)



Unbox additional Amazon insights.

Interested in learning more about Amazon Prime Day or any retailer sales event? Reach out to your Numerator representative or contact us at hello@numerator.com.



A SINGLE DATA SOURCE. INFINITE INSIGHTS.