

INTRO TO PRIME DAY

What is Prime Day?

A global shopping event exclusively for Prime members

Amazon launched the first Prime Day on July 15, 2015, with customers buying more units than Black Friday 2014. On Prime Day 2018, Prime members enjoyed a day (and a half) of shopping, with more than 1 million deals worldwide offered exclusively to them. Members worldwide bought more than 100 million products, making Prime Day 2018 the biggest shopping event in Amazon history at that time.

In 2018, 17 countries participated in Prime Day, with customers in Australia, Japan, Singapore, China, India, Belgium, the Netherlands, Luxembourg, Germany, Austria, France, Italy, Spain, the U.S., U.K., Canada, and Mexico shopping on Prime Day.

Let Jeff Wilke, CEO of Amazon Worldwide Consumer, give you a [behind-the-scenes look at Prime Day](#) in 2017.



Why is Prime Day important?

Facts and sales records during Prime Day

Prime Day continues to **grow year over year**, bringing more traffic and customers to Amazon. Here are some highlights:

Prime Day 2016

- Customers worldwide bought more than **90,000 TVs**
- Customers in the US bought more than **215,000 Instant Pot 7-in-1 Multi-Functional Pressure Cookers**

Prime Day 2017

- Prime members in the US bought more than **50,000 TP-Link Smart Plugs**
- Customers in the US bought more than **200,000 women's dresses** and more than **200,000 light bulbs**
- **Tens of millions of Prime members** worldwide made a purchase, **more than 50%** higher than the prior year

Prime Day 2018

- Prime members worldwide bought more than **100 million products**
- Customers worldwide bought **more than 5 million items** in each of the following product categories: toys, beauty products, PCs and computer accessories, apparel, and kitchen
- Customers in the US bought more than a **million smart home devices**, making it the biggest sales day for smart home devices in Amazon history
- Amazon welcomed **more new Prime members worldwide** than any previous day in Amazon history
- In the US, the **best-selling deal** at Whole Foods Market was on organic strawberries

When is Prime Day?

Dates of previous Prime Days

		Date	Duration
2015	●	July 15	24hrs
2016	●	July 12	24hrs
2017	●	July 10 July 11	30hrs
2018	●	July 16 July 17	36hrs
2019	●	July 15 July 16	48hrs



Small- and medium-sized businesses selling on Amazon are among many that participate. These businesses far exceeded \$1 billion in sales on Prime Day 2018. During Prime Day 2017, customers ordered more than **40 million units** from hundreds of thousands of small businesses and entrepreneurs around the world. Here's what sellers had to say about Prime Day:

*“Prime Day was the **biggest single sales day of the year**. We sold 10 times as many items as we sell on a regular day.”*

-Chris Guiher, Vintage Book Art Co.



*“Prime Day has already been **our biggest day ever**. During our peak hour, customers were purchasing one Tea Forté product every two seconds.”*

-Jurgen Nebelung, Tea Forté

*“Prime Day has been **our most successful day ever** when launching new products. We released 10 new items, and all 10 are up more than 300 percent over our previous launches.”*

-Brandon Straub, Tegu

*“Prime Day 2018 has exceeded our expectations- sales **are up more than 400 percent** over a typical day. We’re excited to leverage the momentum as we move into the second half of 2018.”*

- Caron Proschan, Simply Gum

How do I participate?

Make history with Amazon

Active Amazon sellers don't have to do anything to participate!

By simply having products available for sale on Amazon, you can take advantage of the increased customer traffic Prime Day brings to Amazon.



Ways to drive success

Getting started:

1. **Products:** [Add products to your catalog](#)
2. **Inventory:** [Ensure that your products are available for buyers](#)
3. **Pricing:** [Learn how to price your products](#)
4. **Product detail pages:** [Update your detail pages with quality content](#)

To make the most of Prime Day

1. **Fulfillment by Amazon:** sign up to make your products Prime eligible
2. **Lightning Deals:** can help your products gain more visibility
3. **Sponsored Products:** can help advertise products to Amazon customers

Learn more about Prime Day:

- Amazon Prime – [About Amazon Prime](#)
- Amazon Press Release on [Prime Day 2018](#)

References

Prime Members Enjoyed Biggest Global Shopping Event in Amazon History this Prime Day. (2017, July 12). Retrieved April 4, 2019, from <https://press.aboutamazon.com/news-releases/news-release-details/prime-members-enjoyed-biggest-global-shopping-event-amazon-0>

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