



2024 Prime Day Highlights Report

CONSUMER SURVEY & VERIFIED PURCHASE DATA



Prime Day attracts slightly older, higher-income shoppers than everyday Amazon.

Compared to the typical Amazon shopper—who is younger and higher income than the average U.S. shopper—Prime Day 2024 shoppers were more likely to be high-income Gen X'ers. Most were aware of the sale in advance and approached it with a plan.

PRIME DAY SHOPPER PROFILE

2024 Prime Day Shoppers vs. Average Amazon Shopper

DEMOGRAPHIC	%	INDEX VS. AMAZON SHOPPERS
Gen Z [> 1996]	5%	73
Millennials [1982-1995]	27%	101
Gen X [1965-1981]	35%	109
Boomers+ [< 1965]	33%	96
Low Income (<\$40k)	18%	76
Middle Income (\$40-\$125k)	49%	103
High Income (\$125k+)	34%	115
White/Caucasian	71%	107
Black or African American	11%	82
Hispanic/Latino	11%	83
Asian	6%	105
Other	2%	93



98%

Knew July 16 & 17th were Prime Day before they shopped on Amazon



84%

Had shopped during past Prime Day sales, 66% in 2023 specifically



83%

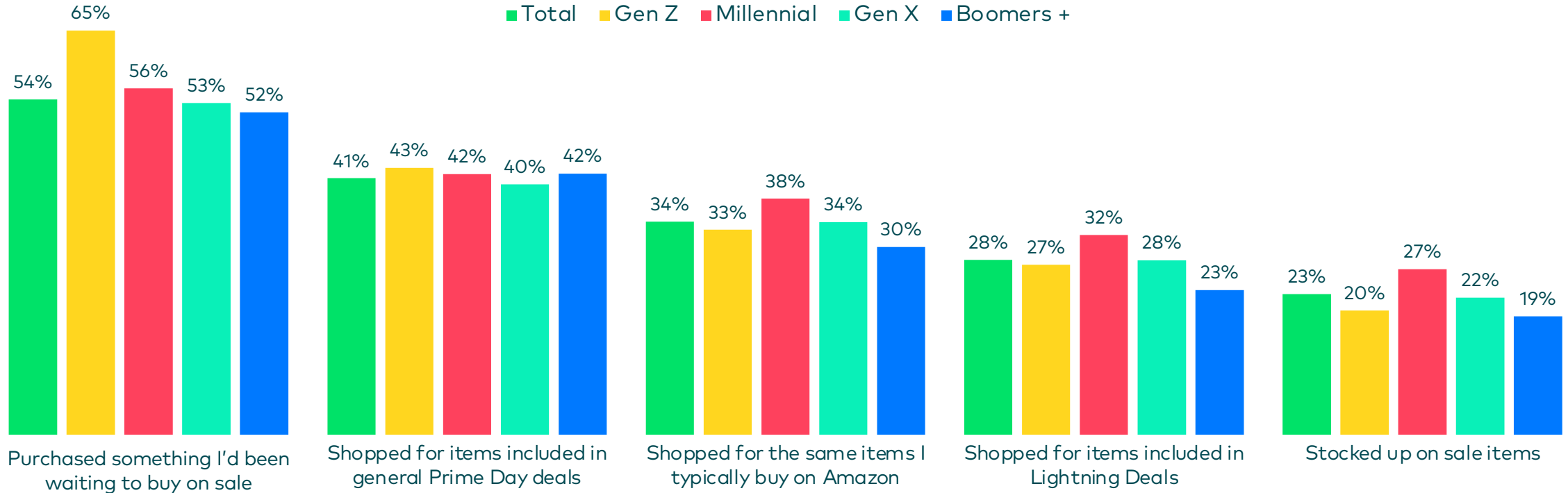
Had an idea of what they wanted to purchase going into Prime Day

Half of Prime Day shoppers saved specific purchases for the sale.

Gen Z participants were more likely to say they purchased something they'd been waiting to buy on sale, while Millennials were more likely to purchase the same items they typically buy on Amazon or stock up on sale items.

TOP PRIME DAY ACTIVITIES

% of Prime Day shoppers

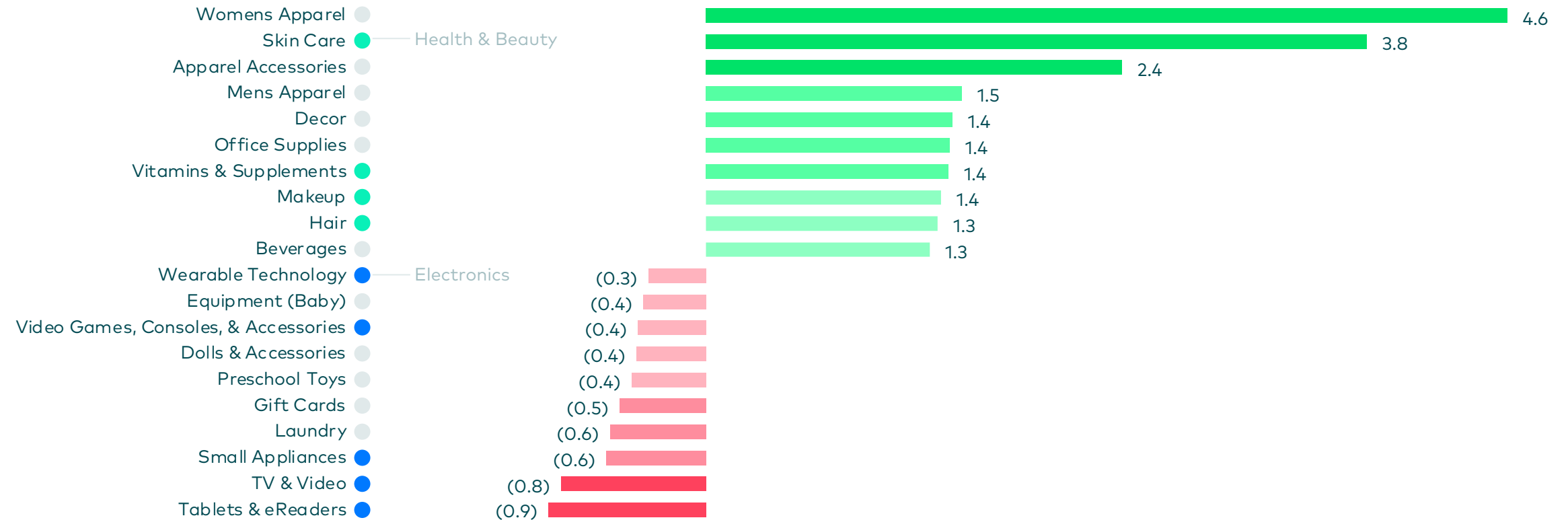


Health & beauty categories saw significant growth this Prime Day.

Four of the top ten fastest-growing categories on Prime Day 2024 fell under the health & beauty sector, led by skin care, vitamins, makeup and hair care. Electronics held five of the ten most-declined categories, with tablets & eReaders dropping one point.

CATEGORIES WITH LARGEST GROWTH / DECLINE

Change in % of Prime Day shoppers who purchased 2024 vs. 2023



Electronics and everyday goods split the top items and brands lists.

Amazon brands, along with electronic brands Apple, Ring, and all held numerous spots in the top 10 lists. The Amazon Fire TV stick held onto its top spot for most units sold, while Blink outdoor cameras and Apple watches brought in the most dollars.

TOP 10 ITEMS (\$)

Based on total sales dollars

1. Blink Outdoor Camera 4th Gen
2. Apple Watch Series 9
3. Apple Watch SE 2nd Gen
4. Apple AirPods Pro 2nd Gen
5. Ring Video Doorbell
6. Apple iPad 10th Gen
7. Ring Floodlight Camera
8. Amazon Fire TV Stick
9. Amazon Kindle Paperwhite
10. Bissell Little Green Cleaner

TOP 10 ITEMS (#)

Based on total units sold

1. Amazon Fire TV Stick
2. Starbucks Frappuccino
3. Premier Protein Shakes
4. Liquid I.V. Hydration Multiplier
5. Glad Trash Bags
6. COSRX Snail Mucin Serum
7. Essentia Water Bottles
8. Energizer AA Batteries
9. Crest 3D Whitestrips
10. Orgain Organic Protein Powder

TOP 10 BRANDS

Blended rank of dollars and units sold

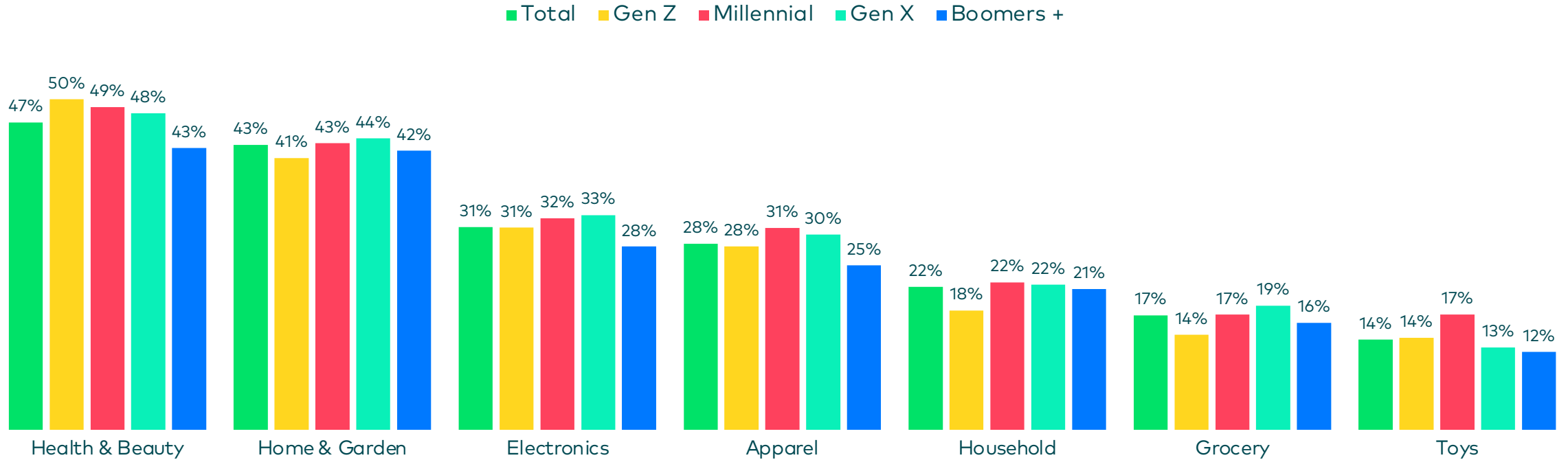
1. Apple
2. Amazon Basics
3. Ring
4. Blink
5. Hanes
6. Anker
7. Bedsure
8. Premier Protein
9. Bissell
10. Glad

Health & beauty items were most popular, especially with younger shoppers.

Half of Gen Z Prime Day shoppers purchased health & beauty items, higher than any other generation. Gen X shoppers were the most likely to purchase electronics during the sale while Millennials purchased more apparel & toys.

TOP PRIME DAY CATEGORIES

% of Prime Day shoppers who purchased

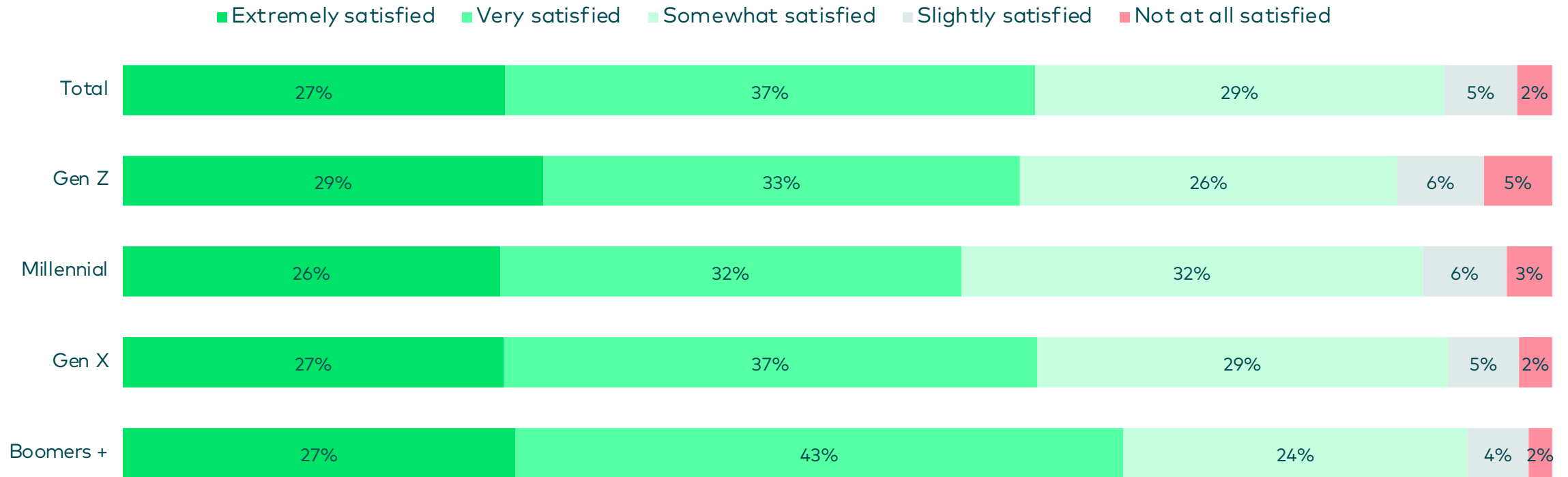


Two-thirds of Prime Day shoppers were highly satisfied with this year's deals.

Overall deal satisfaction was highest among Boomers+, while Gen Z'ers were the most polarized on their deal perceptions. Among those who also shopped the sale last year, most (80%) thought this year's deals were as good or better.

PRIME DAY DEAL SATISFACTION

% of Prime Day shoppers

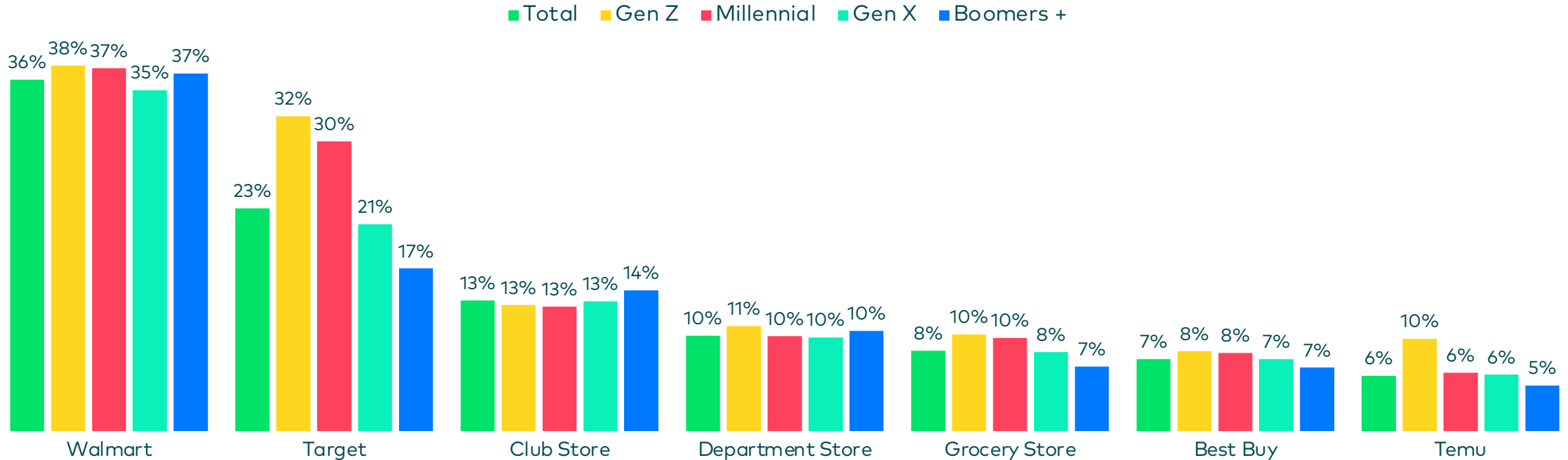


Over half of shoppers compared Prime Day prices to other retailers.

Before making their Prime Day purchases, 54% of shoppers compared prices at other retailers & websites. A third of shoppers looked at Walmart prices, followed by Target, which was especially popular among younger shoppers.

PRIME DAY PRICE COMPARISONS

% of Prime Day shoppers



How did Prime Day 2024 impact **your business?**

There's more to know about Prime Day. Talk to your Numerator representative about custom analysis opportunities using our Panel, TruView, Promotions or Survey capabilities.



- How did your brand or category perform?
- Was your market share impacted?
- Did your buyers make any Prime Day purchases?
- Were competing retailer sales successful?

Reach out to hello@numerator.com for any additional questions.