

Amazon's Prime Day 2021

Amazon's Prime Day is one of the biggest online shopping events in the US. With billions in revenue and more than 200 million shoppers in the last year, great promises await for this year's event. Let's take a look at how the Amazon Prime Day 2021 went.

Share of Marketplace Sales

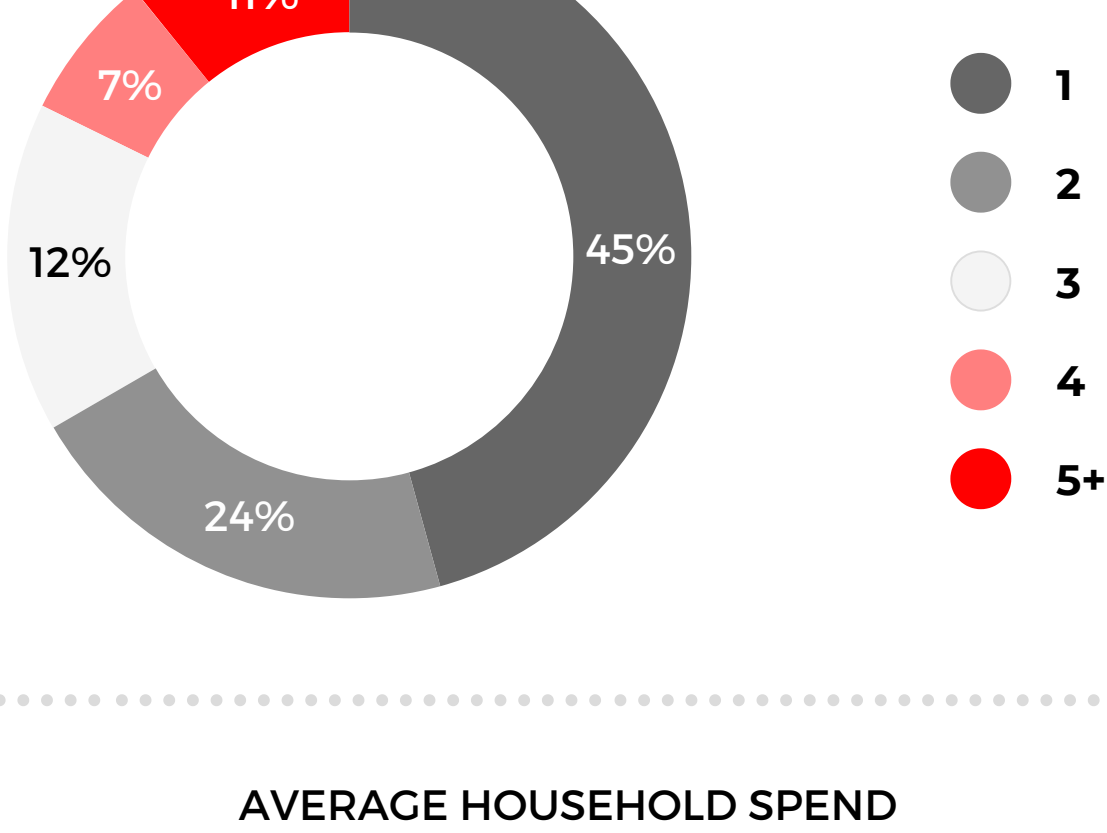


Prime Day Order Insights

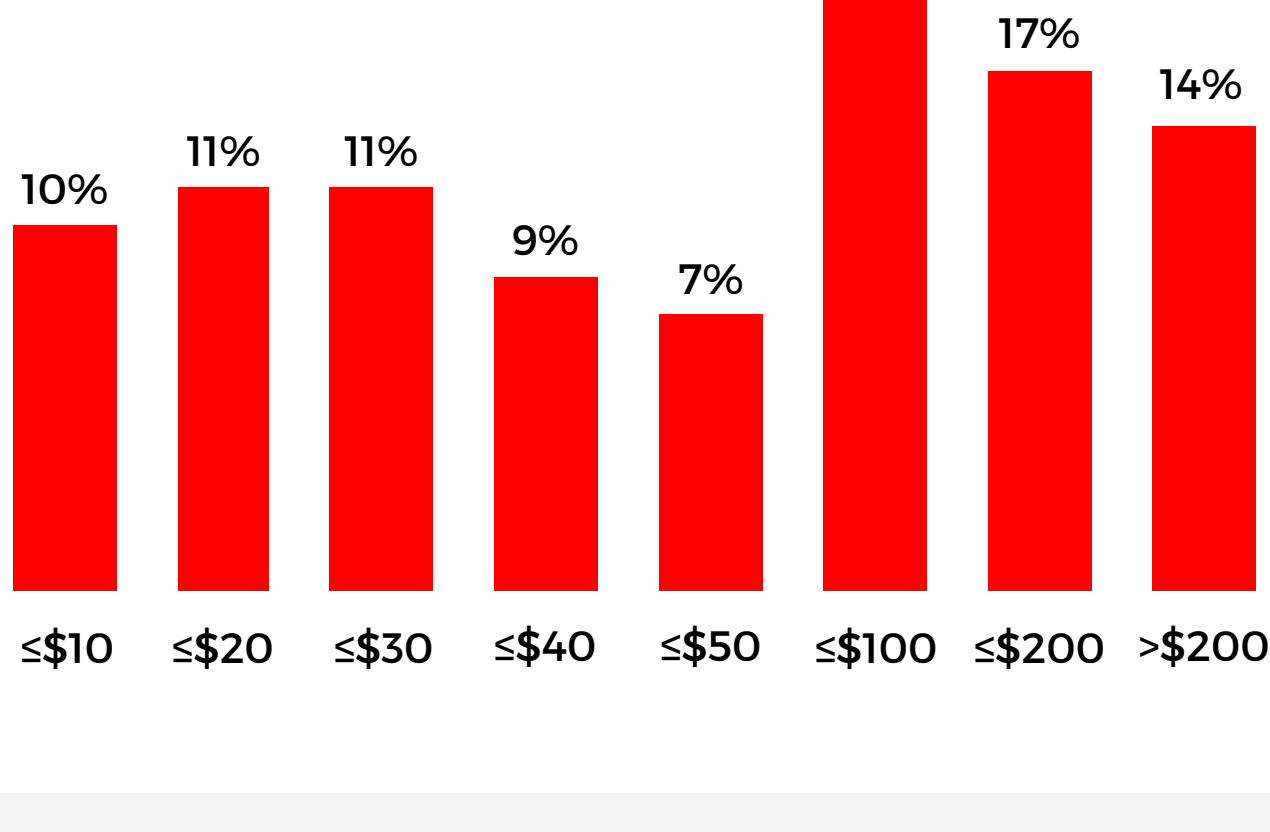
AVERAGE ORDER SIZE



ORDERS PER HOUSEHOLD



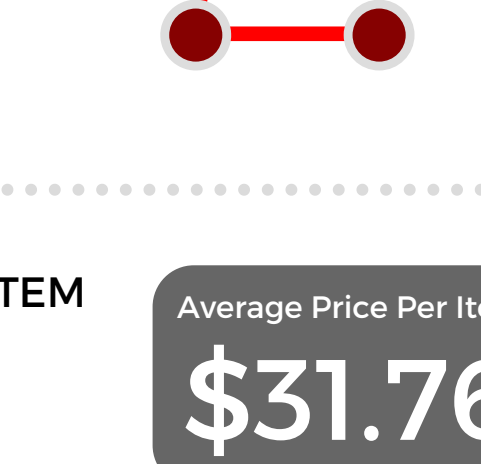
AVERAGE HOUSEHOLD SPEND



Prime Day Product Insights

TOP ITEMS

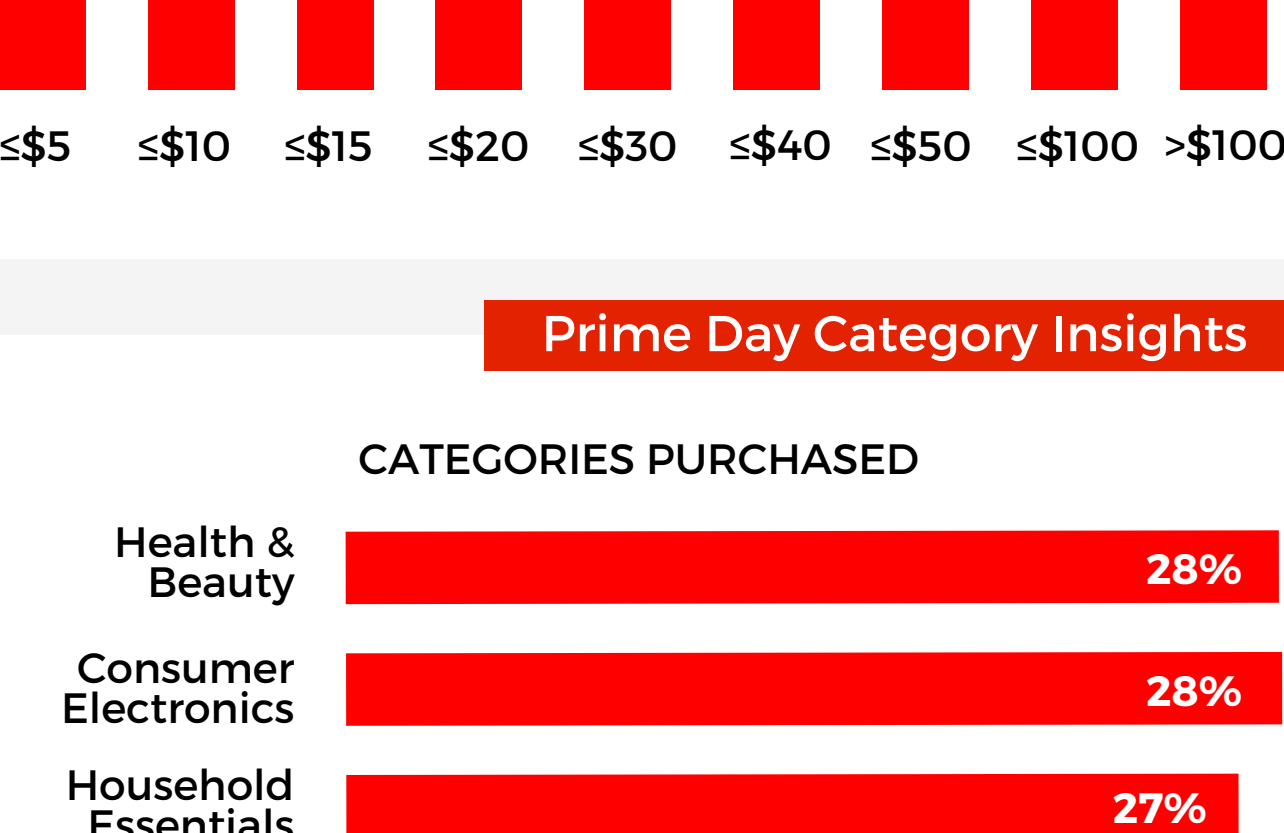
1. Amazon Photos Project
2. Gift Card Reload
3. Fire TV Stick
4. Echo Dot 4th Generation
5. Fire HD Tablet



PRICE PER ITEM

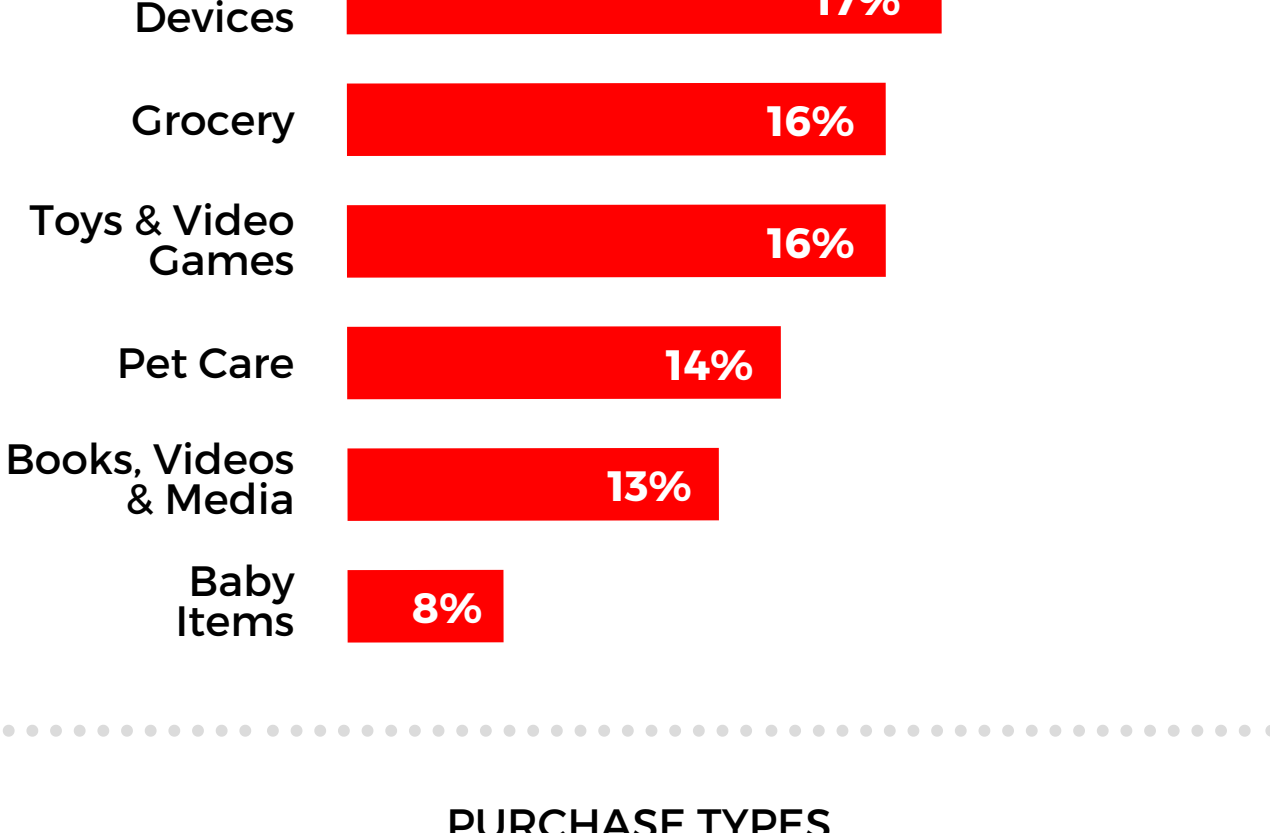
Average Price Per Item

\$31.76



Prime Day Category Insights

CATEGORIES PURCHASED



PURCHASE TYPES

50%

ITEMS INCLUDED IN PRIME DAY DEALS

14%

GIFTS FOR NON-HOLIDAY OCCASIONS

26%

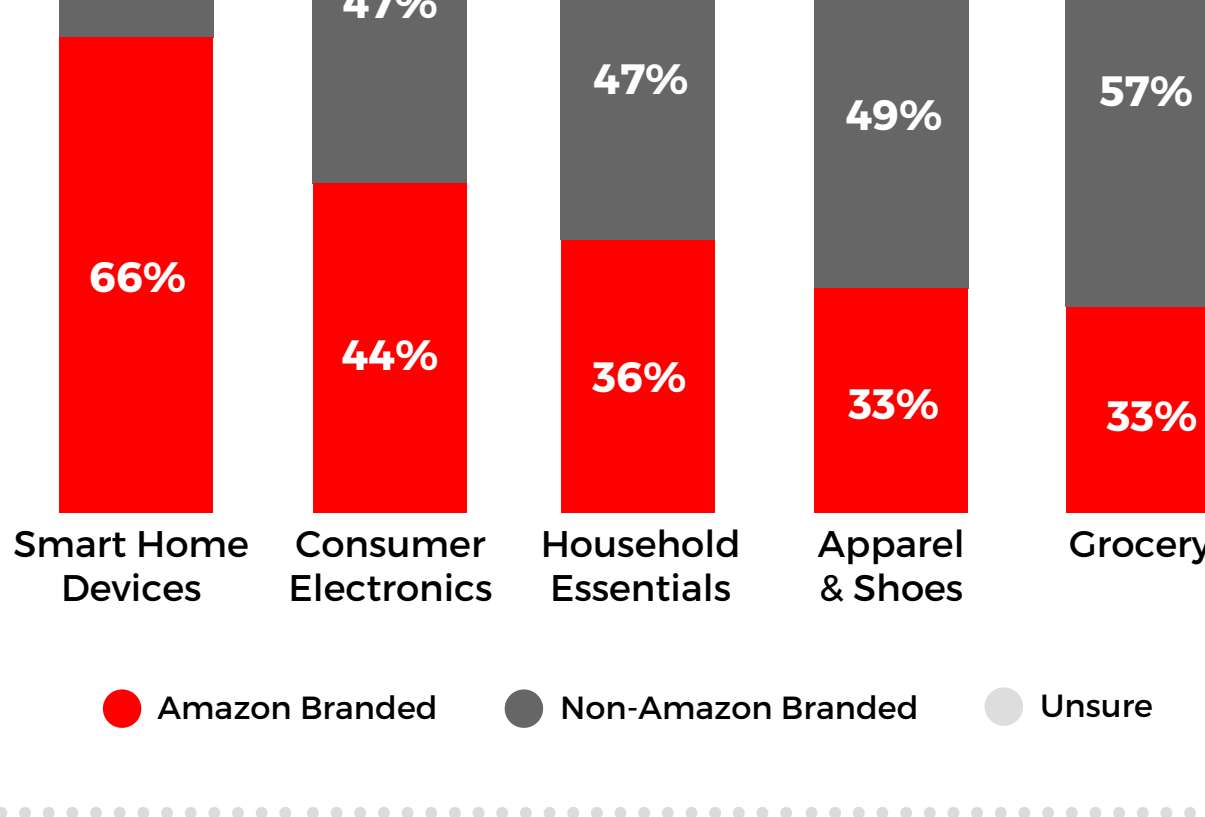
SAME ITEMS USUALLY PURCHASED ON AMAZON

3%

BACK-TO-SCHOOL ITEMS

Prime Day - Amazon vs Non-Amazon

Brands Purchased*



Comparisons

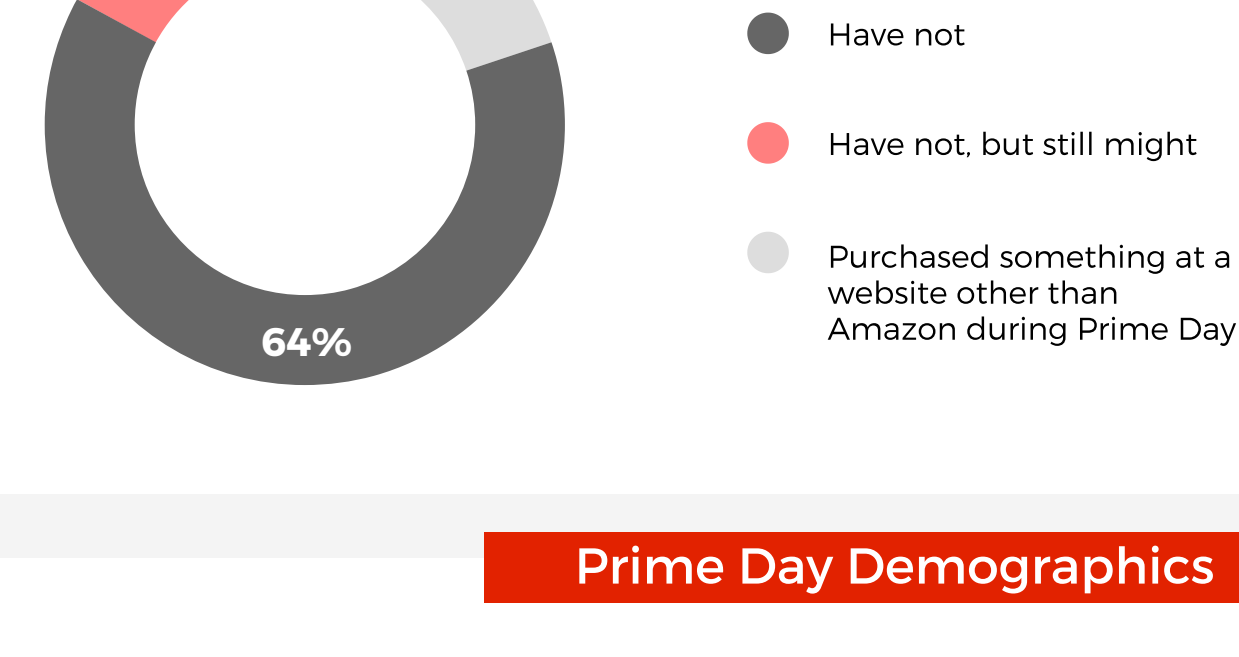
53%

ONLY CONSIDERED AMAZON FOR THEIR PURCHASES

19%

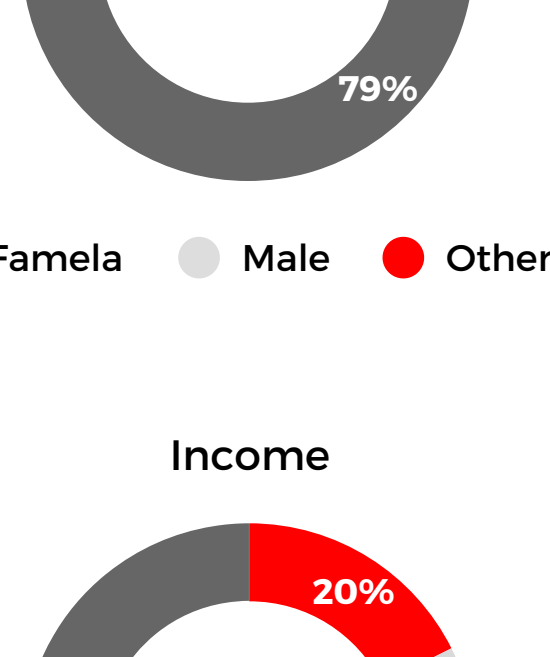
COMPARED PRICES AT OTHER RETAILERS

Non-Amazon Purchases

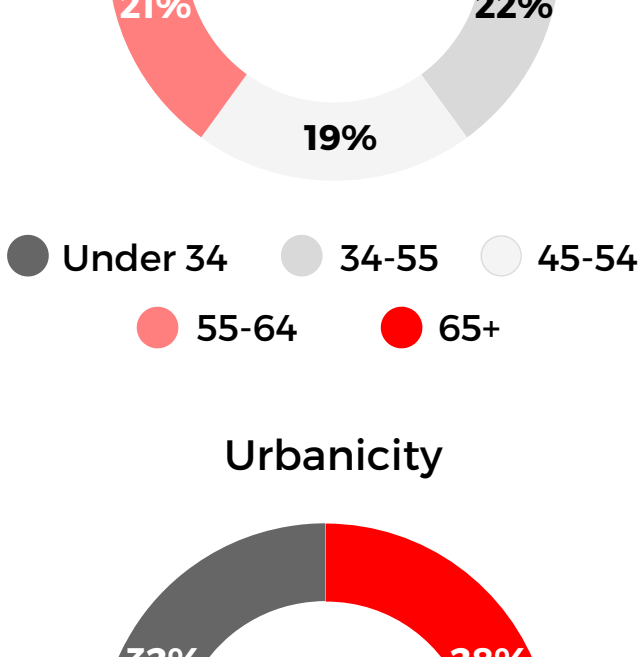


Prime Day Demographics

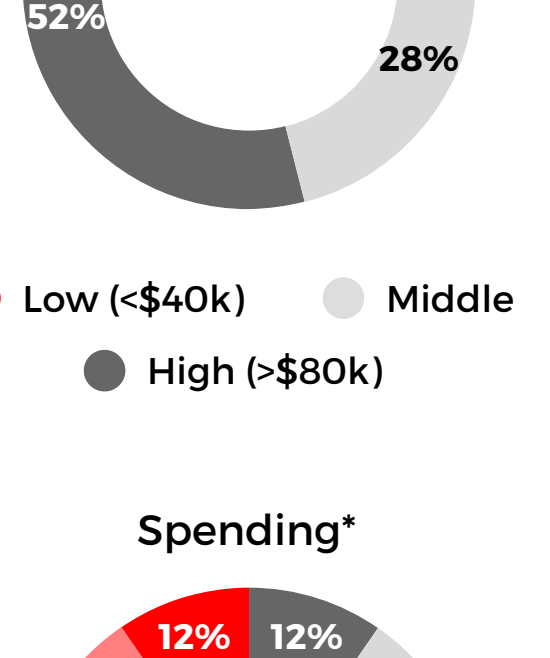
Gender



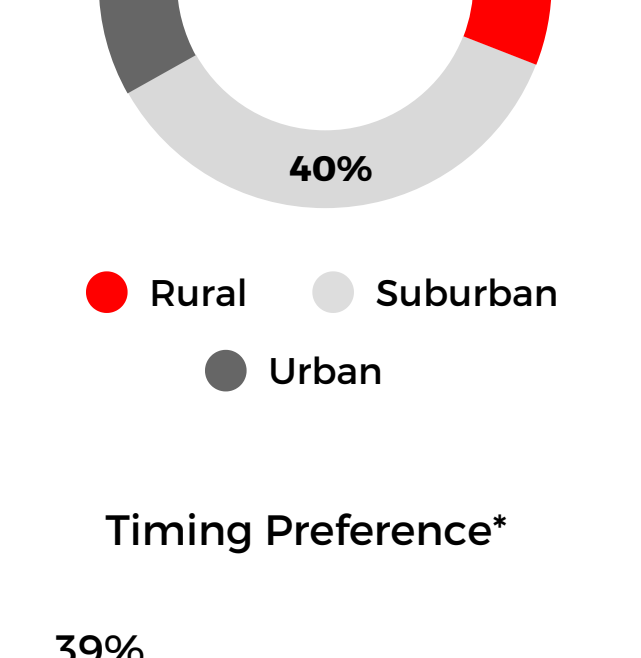
Age



Income



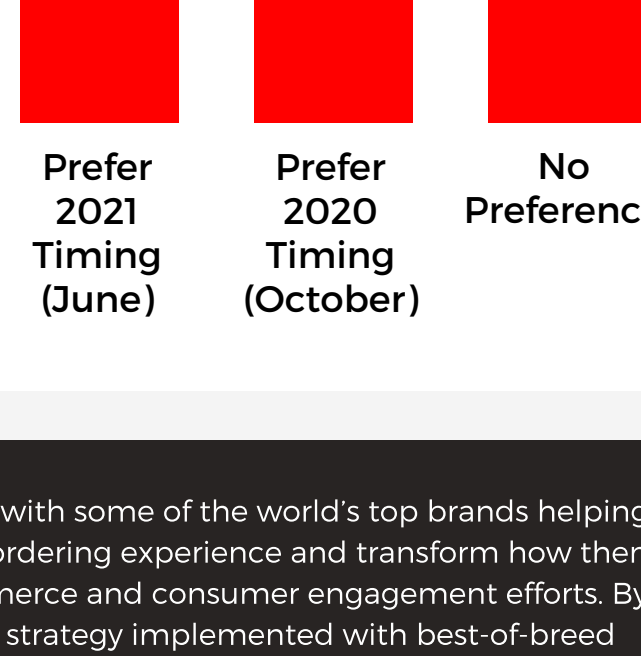
Urbanicity



Spending*



Timing Preference*



McFadyen Digital works with some of the world's top brands helping to modernize their online ordering experience and transform how they implement digital commerce and consumer engagement efforts. By applying modern digital strategy implemented with best-of-breed Ecommerce platforms and the Mirakl Marketplace platform, we can help you take the lead in the ever-changing digital race.