Amazon Prime Days 2020

Comprehensive Market Report

The Results, Beyond Expectation
Why was this year different from all other years?

Since 2015, Amazon’s Prime Days have been stealing July headlines and market share. COVID-19 may have delayed Prime Days until October, but it didn’t slow down sales. Total Amazon sales grew 45% from 2019 Prime Days to 2020 Prime Days, and sales for Amazon third party sellers grew 69%, according to 1010data Market Intelligence.

During 2017 Prime Days, 3% of U.S. consumer spending (retail, restaurants, and technology) was through Amazon. 1010data’s measure of consumer spending tracks retailers, restaurants, telecom and media, and travel and leisure spending. This year, that number jumped to more than 6%.

Amazon has doubled their Prime Days market share in just three years.

Online Retail Spending
While overall consumer spending was relatively unchanged during Prime Days, honing in on online retail sales during this period shows a more telling story.

Total online retail sales over the 2020 Prime Day period (October 13th-15th, 2020) were the highest seen all year. In fact, sales during October 13-15th, 2020 were all in the top 10 selling days online since 2019 beaten only by Cyber Week 2019. October 14th, the peak of Prime Days, was as big as Black Friday 2019.

Amazon Share of Consumer Spending

1010data’s measure of consumer spending tracks retailers, restaurants, telecom and media, and travel and leisure spending.
Amazon Wasn’t the Only Winner

While eCommerce retailers like Amazon were the primary winners, the heavy online traffic drove an overall bump in eCommerce sales across many sectors. eCommerce sales for apparel, footwear, beauty, pets and general merchandise grew at nearly the same amount in three days (October 13th-15th, 2020) as they did the entire month of September, 2020.

*Primarily accounts for Amazon sales*
**The Competition**

A Prime Days report would not be complete without a more detailed look at Amazon’s competitors. The heavy online traffic and sales across sites normally drive an overall bump in eCommerce sales. 2020 saw a similar bump in sales, but a few things were different.

We already know COVID-19 has been driving eCommerce sales growth all year as lockdowns forced shoppers online. Amazon sales were up more than 30% in their second quarter (company reported figure), but Walmart eCommerce sales grew 97% and Target digital comparable sales rose 195% (company reported figures). With all that growth, competitors were more prepared for their own Prime Days events. Walmart hosted a “Big Save Event,” Target had “Deal Days,” and Best Buy even shifted the calendar by a month for a “Black Friday” event.

Best Buy’s naming convention was the most noteworthy. By delaying Prime Days until October, Amazon pushed much closer to the important holiday shopping season. Companies were always unhappy to lose sales to Amazon in July, but they were unwilling to concede customers just a month before Black Friday.

The competition therefore took a toll on Amazon. While Amazon gained market share of total consumer spending, they lost share versus major competitors, resulting in Target and Best Buy being big winners. Walmart and Wayfair were not far behind either.

In fact, the changes look a lot like the rest of 2020; as more consumer spending happens online, more competitors are finding niches against Amazon.

For store-based retailers, buy-online-pick-up-in-store (BOPIS) has become a competitive advantage that Amazon is chasing to match with Amazon Hubs.

What is interesting to note about Home Depot sales is they have continued to gain share during the pandemic through in-store traffic rather than online. Home Depot stores have been open throughout the pandemic, have large aisles, and have customers who still need help from in-store associates or want products immediately.

### 2020 Change in Online Market Share

![2020 Change in Online Market Share](image-url)

Source: 1010data Consumer Transaction Panel - Amazon share of online spending among listed competitors
### Notable Highlights: Prime Days October 13th & 14th, 2020

#### Amazon vs. Other Online Retailers

<table>
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<tr>
<th></th>
<th>Target</th>
<th>Walmart</th>
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<tr>
<td>Growth on Prime Days (2019-2020)</td>
<td>116%</td>
<td>93%</td>
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- **Amazon**
  - **Total Amazon Growth from Prime Days**
    - 2018-2019: 35%
    - 2019-2020: 45%
  - **3rd Party Amazon Sales from Prime Days**
    - 2018: 38%
    - 2019: 36%
    - 2020: 43%

- **Amazon 1P Sales Domination**
  - Electronics & Appliances
- **Amazon 3P Sales Domination**
  - Health & Beauty, Electronics and Home Goods

#### Top Items Sold During Amazon Prime Days 2020

1. Apple AirPods with Charging Case
2. Amazon Echo Show 5
3. Amazon Echo Show 8
4. 23andMe Health + Ancestry Service: Personal Genetic DNA Test
5. Amazon Echo Dot (3rd Gen)
6. Apple AirPods Pro
7. iRobot Roomba i6+ (6550) Robot Vacuum
8. iRobot Roomba 692 Robot Vacuum
9. Shark IQ Robot RV1001AE Robotic Vacuum
10. Fire TV Stick 4K streaming device

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Target grew the most of all major retailers at 116% from Prime Days 2019-2020. Walmart also posted strong growth at 93% from Prime Day 2019-2020. We believe Walmart’s growth to be more tied to the overall increase in eCommerce shopping, considering Prime Days sales on Walmart.com were only slightly higher (9%) than an average day of online sales in October.

Target, on the other hand, had true Prime Day growth as they posted 70% increased sales on Prime Days compared to an average day of sales in October 2020.

While we see a similar focus from last year on electronics, appliances, and video games, in 2020 Prime Days, toys saw an increased growth.
Okay, So Who’s Doing the Shopping?

Amazon has a loyal group of Prime customers ready to act during Prime Days. The average Prime Day shopper in 2019 spent almost 3x more (2.7x) money from June-August than Amazon shoppers who didn’t spend during Prime Days. Even if you remove Prime Days from that spend, Prime Day shoppers still spend 2.5x more money over that same time period.

Despite neither competitor having a dedicated base like Prime members, Walmart and Target are not far behind at getting loyal customers to spend more money. The customers who shopped Target.com during Prime Days spent 2x more money from June-August 2019 than those who didn’t spend on those days, and Walmart.com was at 1.5x. The people shopping mid-summer deals around Prime Days at online retailers are typically some of the most active customers of those sites.

Prime Day customers spent 2x more money than other Amazon customers in September and October before Prime Days 2020.

Conclusion

Overall, Prime Days proved to be an effective promotion for the market place at large. The question to follow is, how will this “early start” impact overall Black Friday promotions and holiday sales?

Contact sales@1010data.com for more information.