

# Amazon Prime Day 2021: The (Stellar) Results Are In



Last year, Amazon shifted from the established mid-July Prime Day timeframe to mid-October. In 2021, Prime Day took place June 21st and 22nd, capping off Q2 for the ecommerce giant. **Prime Day 2021 was the biggest two-day period ever for Amazon's third-party sellers**, the majority of which are small and medium-sized businesses. A big theme was livestreaming; Amazon embraced the tactic, and tens of millions of customers viewed try-on hauls and product demonstrations during Amazon Live livestreams throughout the event. As we assessed Prime Day 2021 performance both for Amazon and our Stella clients, here are key stats that we found most exciting:

## 1 BIG PICTURE: AMAZON'S RESULTS

In the two-week lead-up to Prime Day 2021, customers spent **\$1.9B** on more than **70M products sold by small businesses**, a +100% YoY increase

- **\$7.31B** The estimate for Amazon U.S. Prime Day sales, reflecting an 18% YoY increase from \$6.17B in 2020
- **\$11.B** The estimate for total U.S. ecommerce sales on Prime Day, a 6.1% increase from 2020
- Participation from **20 countries**



## 2 WHAT DID THEY WANT?

More than **250 million** items were purchased by Prime members worldwide

Top-selling products worldwide included:

- iRobot Roomba 692 Robot Vacuum
- Keurig K-Slim Coffee Maker
- Apple Cider Vinegar Gummy Vitamins by Goli Nutrition
- Crest 3D White Professional Effects Whitestrips



Amazon devices are typically top sellers; in 2021, the trend continued: the Fire TV Stick 4K with Alexa Voice Remote was the most popular item purchased during Prime Day 2021

## 3 PLANNING AHEAD

Prime Members took advantage of the timing this year and stocked up for back-to-school, purchasing more than:

- **600k** backpacks
- **1M** laptops
- **1M** headphones
- **240k** notebooks
- **40k** calculators
- **220k** Crayola products



## 4 CATEGORIES OF INTEREST

Prime members took advantage of enticing deals for myriad products, and the best-selling categories worldwide included tools, beauty, nutrition, baby care, electronics, apparel, and household products

## 5 STELLA SUCCESS:

On average, Stella Clients saw:

Prime Day Revenue: **3.5x** lift vs. the average\*

Prime Day Revenue: **2.1x** lift vs. LY

Prime Week Revenue: **1.7x** lift vs. the average and LY \*

Search revenue was up **over 100%** vs. Prime Week LY

Display revenue was up **+190%** vs. Prime Week LY

Advertising traffic was up +27% vs. the average

Brands that utilized external drivers (social, email, press) saw a **5.3x** lift in traffic

The average discount offered was **30%** off across Spotlight Deals, Coupons, and Lightning Deals

\*Compared to average day YTD