SALES FACTORY ConsumerPulse

Ready, Set, Shop: Prime Days Expectations

June 27, 2024

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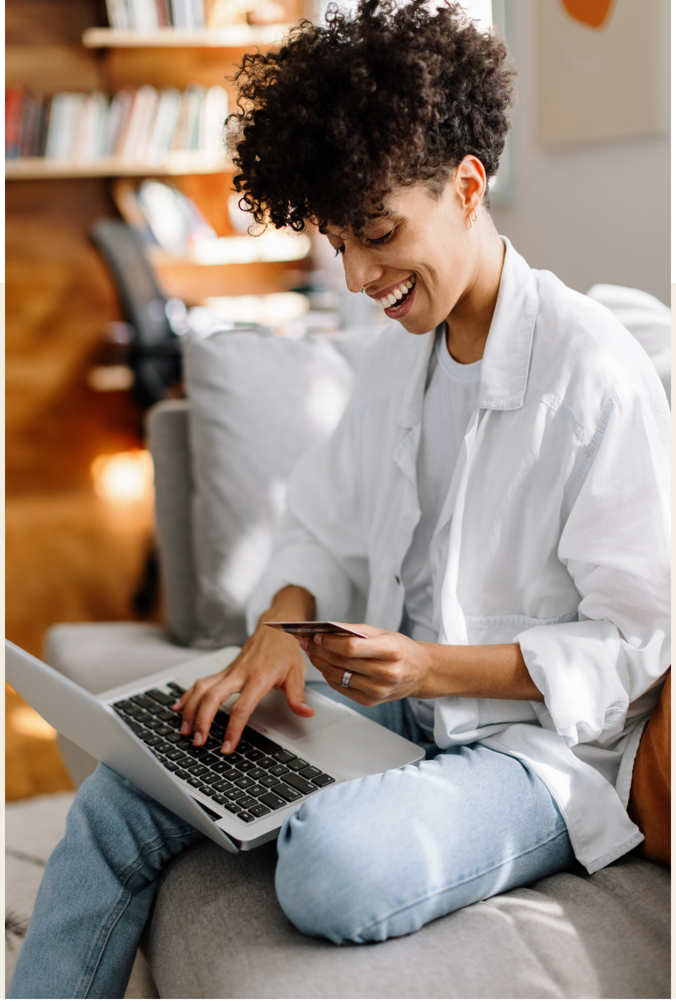


At-A-Glance:

- **Participation:** A robust 82% of Prime members intend to take advantage of Prime Days deals.

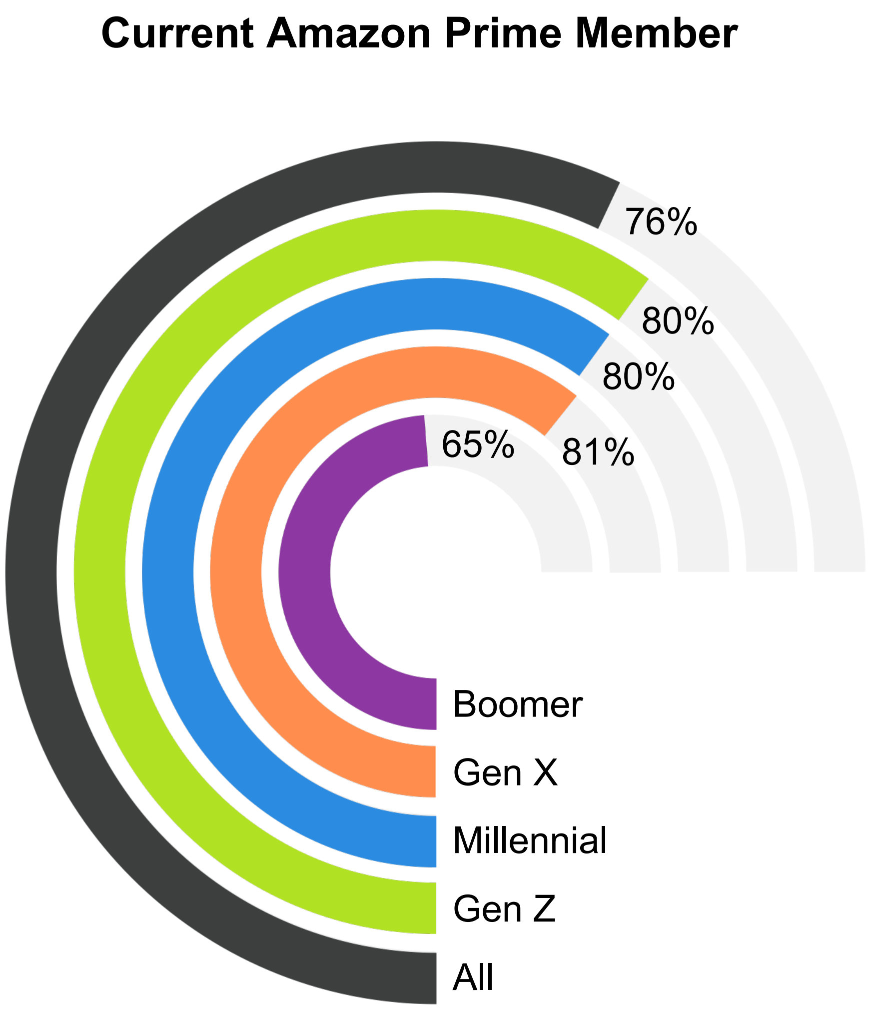
- **Top Purchase Motivators:** The most popular reasons for shopping Prime Days include finding “really good deals” (68%), “purchasing everyday items” (59%), and “finally buying items they have been waiting for” (53%).

- **Spending Plans:** When considering their budgetary expectations, 43% plan to spend about the same as previous years, 28% aim to spend less, and 26% intend to spend more, citing inflation and financial constraints as key influencers.

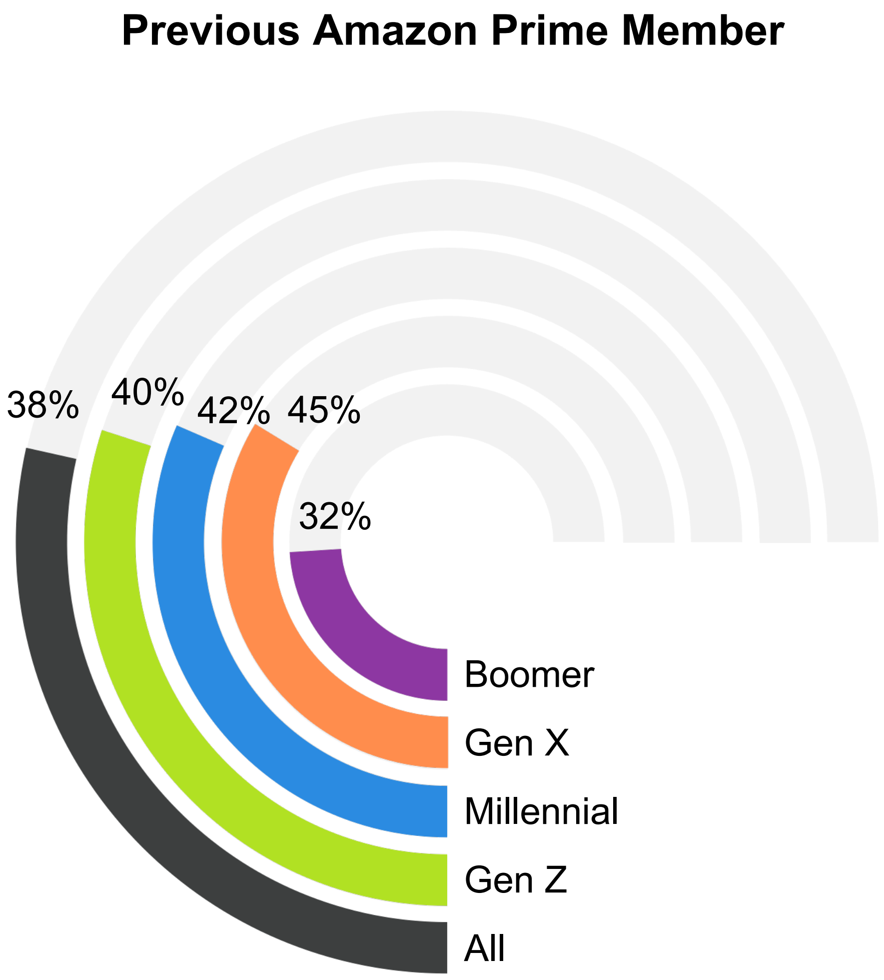
The Outlook:

Understanding consumer behavior around Amazon Prime Days is critical for brands aiming to capture an engaged audience looking for deals. The high likelihood of participation in Prime Days presents a significant opportunity for competitive positioning and targeted marketing. Moreover, with half of the respondents planning to shop deals at other retailers during Prime Days, an omnichannel strategy that includes both online and in-store promotions can be highly effective.

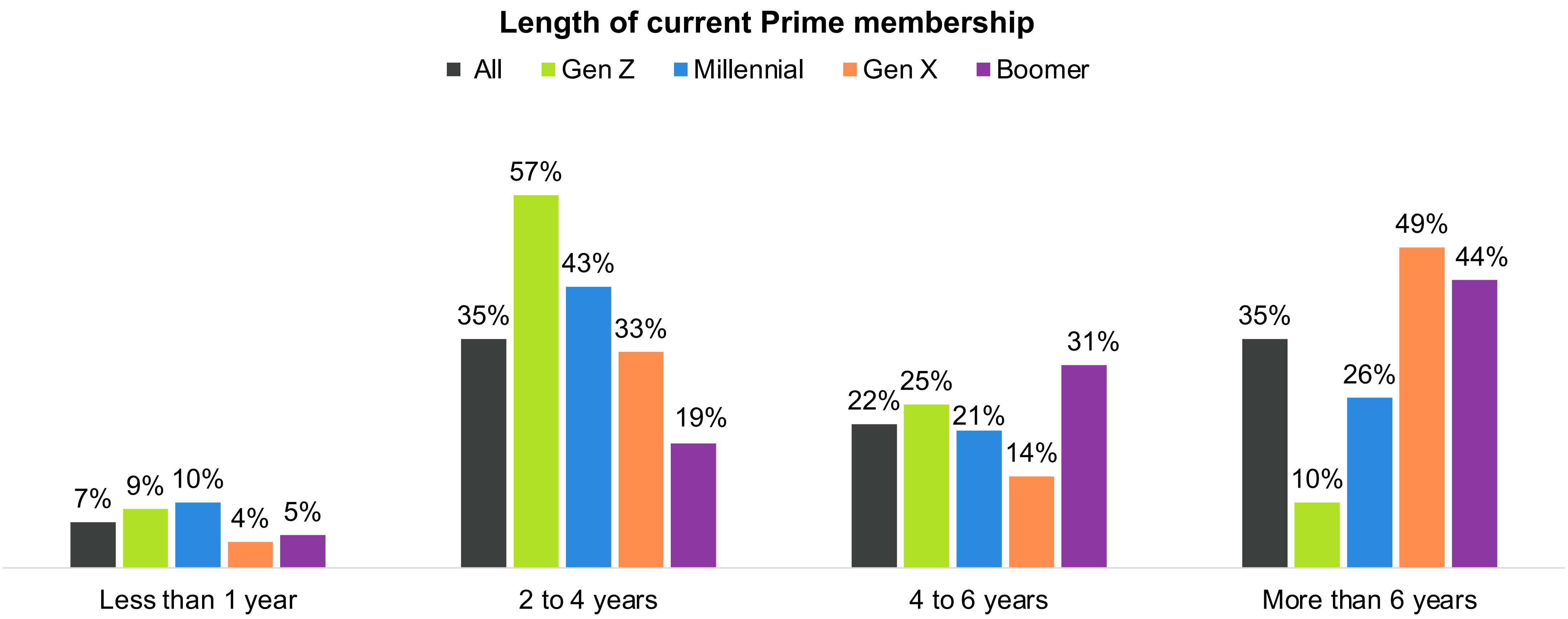
More than 3 in 4 respondents (76%) report being Amazon Prime members.



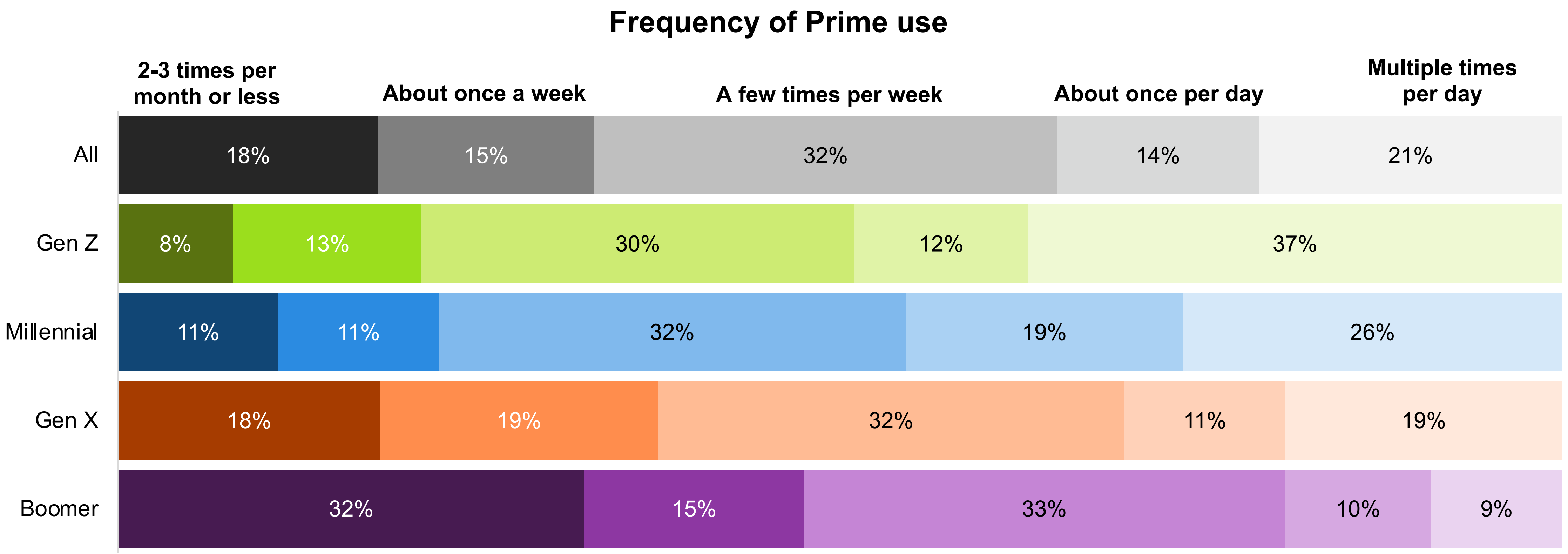
Of the 24% who are not currently members, 38% report that they were members at some point in the past.



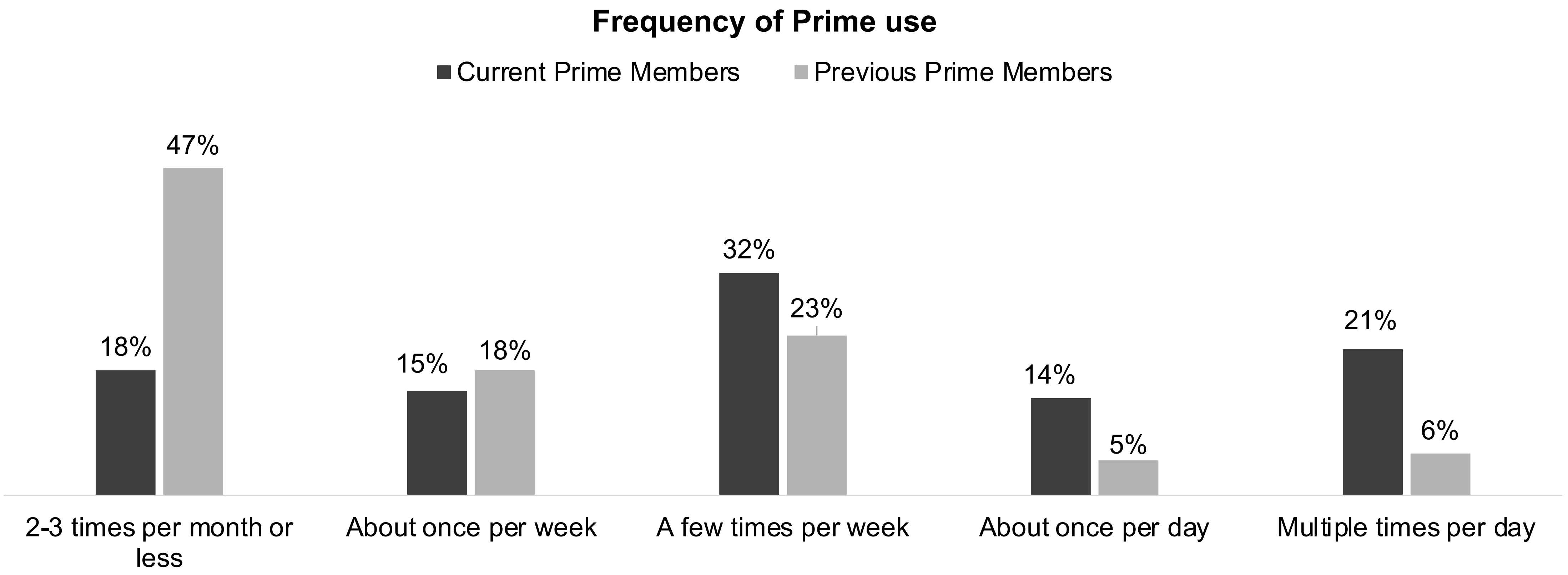
The median duration of membership is just under five years. Not surprisingly, older respondents are more likely to be long-standing members.



Heavy use (multiple times per day) skews younger towards Gen Z while lighter use (2-3 times per month or less) skews older towards Boomers.



A comparison between the use of current members vs. former members makes clear people's reason for surrendering membership. Nearly half (47%) were using Prime just three or fewer times per month.

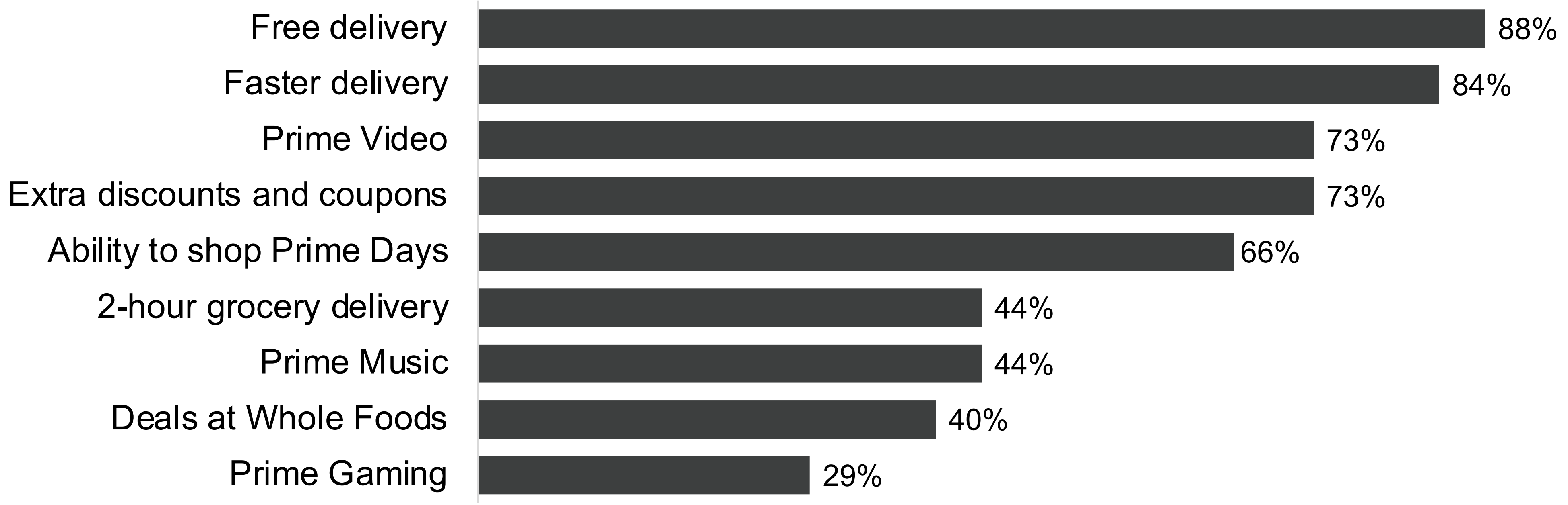


There are many different views on Prime's most valuable benefit, with "free delivery" at 38% leading the way. "Prime Video" (19%) and "faster delivery" (17%) are the only other primary benefits that register in double digits.

Biggest Prime benefit	All	Gen Z	Millennial	Gen X	Boomer
Free delivery	38%	24%	33%	37%	50%
Prime Video	19%	10%	21%	23%	18%
Faster delivery	17%	22%	17%	19%	14%
Prime Music	8%	22%	9%	5%	3%
Extra discounts and coupons	7%	4%	9%	9%	5%
Ability to shop Prime Days	4%	3%	3%	4%	6%
2-hour grocery delivery	3%	4%	2%	1%	4%
Deals at Whole Foods	2%	9%	2%	1%	0%
Prime Gaming	2%	2%	3%	1%	0%

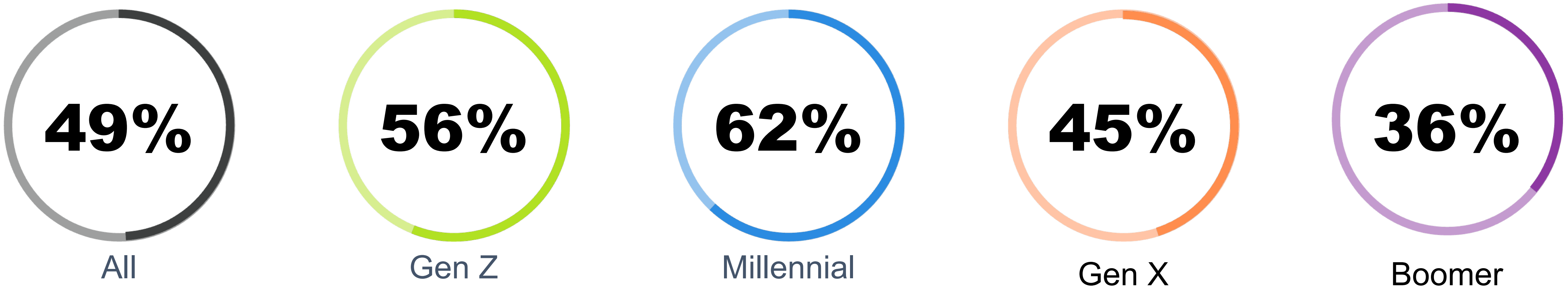
However, a single benefit is not driving people's affinity for Prime. Nearly everyone who did not pick it as their first choice found significant value in "free delivery" (88%), "faster delivery" (84%), and "Prime Video" (73%). "Discounts" (73%) and the "ability to shop Prime Days" (66%) are also popular.

Value of other Prime benefits: "Valuable" or "Very Valuable"



Slightly less than half of the respondents (49%) are aware there will be Prime Days in July.

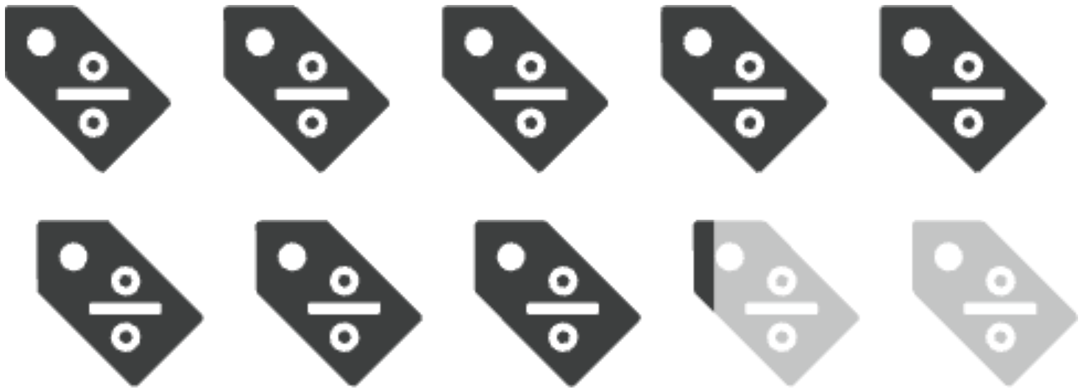
Aware of upcoming Prime Days

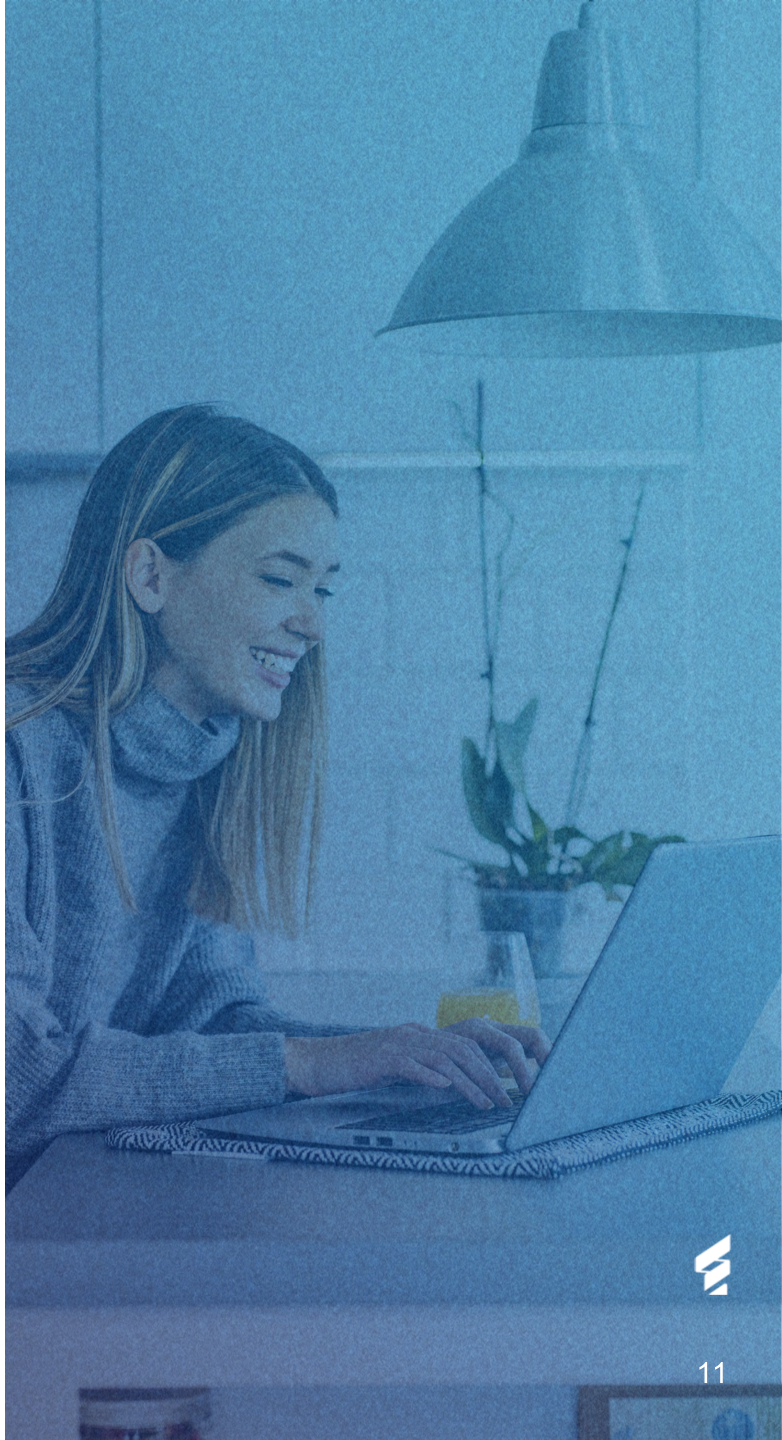


Once aware of the opportunity, 82% of Prime members say they are likely to take advantage of the deals.

Likelihood to participate in Prime Days:
"Likely" or "Very Likely"

82%

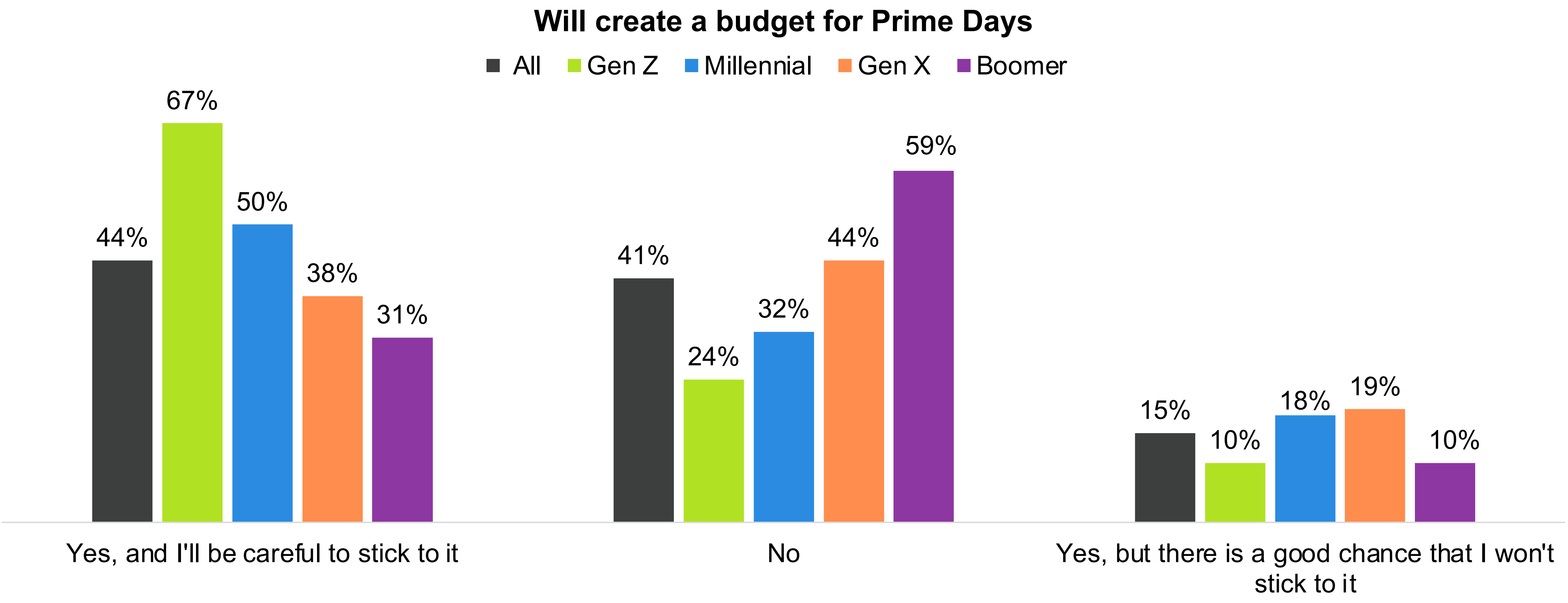




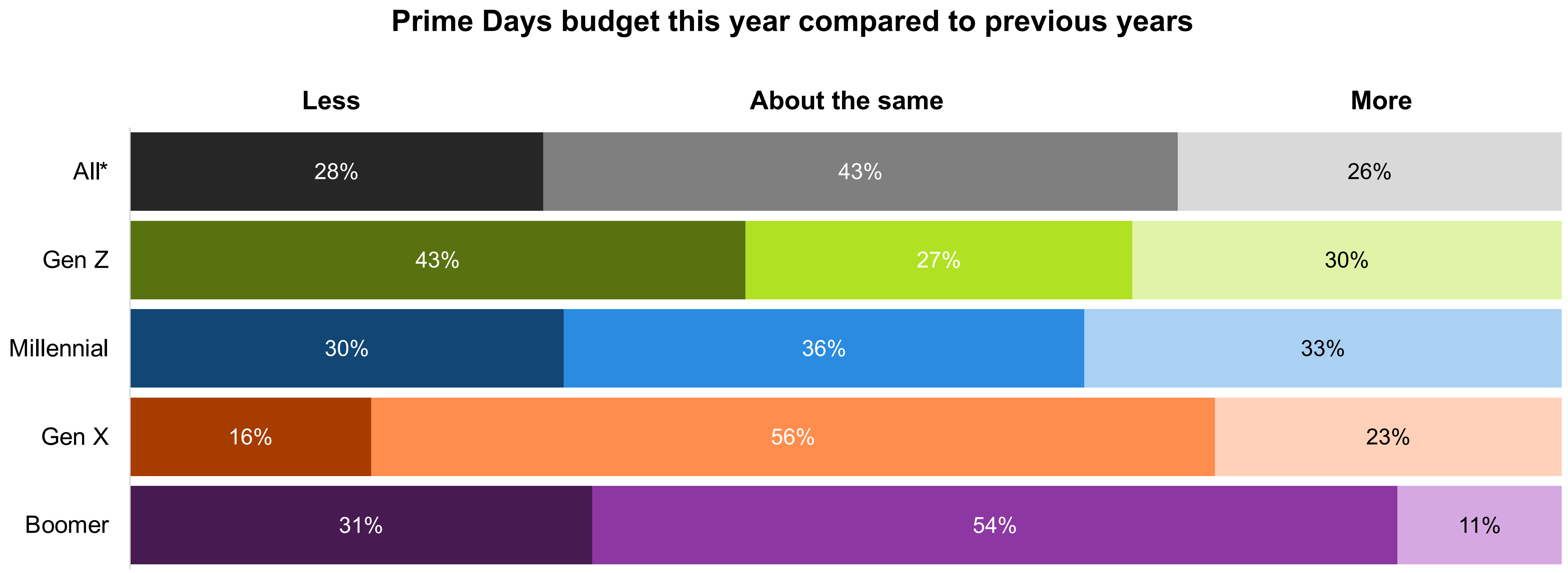
The typical Prime member has multiple motivations for making purchases on Prime Days. The most popular reasoning is that they will find "really good deals" (68%), but "everyday items" (59%) and "items they've been waiting to purchase" (53%) register significantly as well.

Purchases intending to make on Prime Day	All	Gen Z	Millennial	Gen X	Boomer
Really good deals you find	68%	75%	74%	74%	65%
Everyday items	59%	59%	65%	65%	51%
Items you've been waiting to purchase	53%	53%	50%	50%	47%
Holiday gifts	34%	42%	37%	33%	26%
Back-to-school items	21%	21%	31%	18%	12%

Respondents are divided on making a budget for Prime Days. 44% will make a budget and stick to it, 41% won't budget, and 15% will make a budget but are not likely to stick to it.



A plurality (43%) plan on spending similarly to what they have in previous years, while 28% are hoping to spend less and 26% plan to spend more.



**Note that 3% of all participants indicated this will be their first time shopping Prime Days*

The most popular reason for spending less on Prime Days this year is the pressure of inflation (75%).

Influence on spending <u>less</u> money on Prime Days this year:
"Influential" or "Very Influential"

75%
I'm trying to save money because of inflation

49%
Prime Days aren't the great deal they used to be

35%
I don't need as much as prior years

The higher cost of items (70%), need (70%), and having more money (65%) are the primary drivers for those planning on spending more.

**Influence on spending more money on Prime Days this year:
"Influential" or "Very Influential"**

70%

Things are more expensive than they were

70%

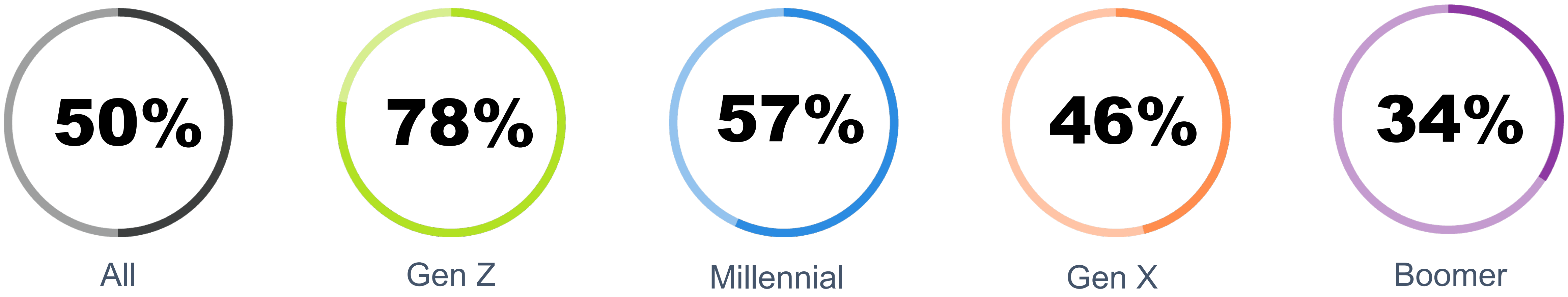
I need more than I have in prior years

65%

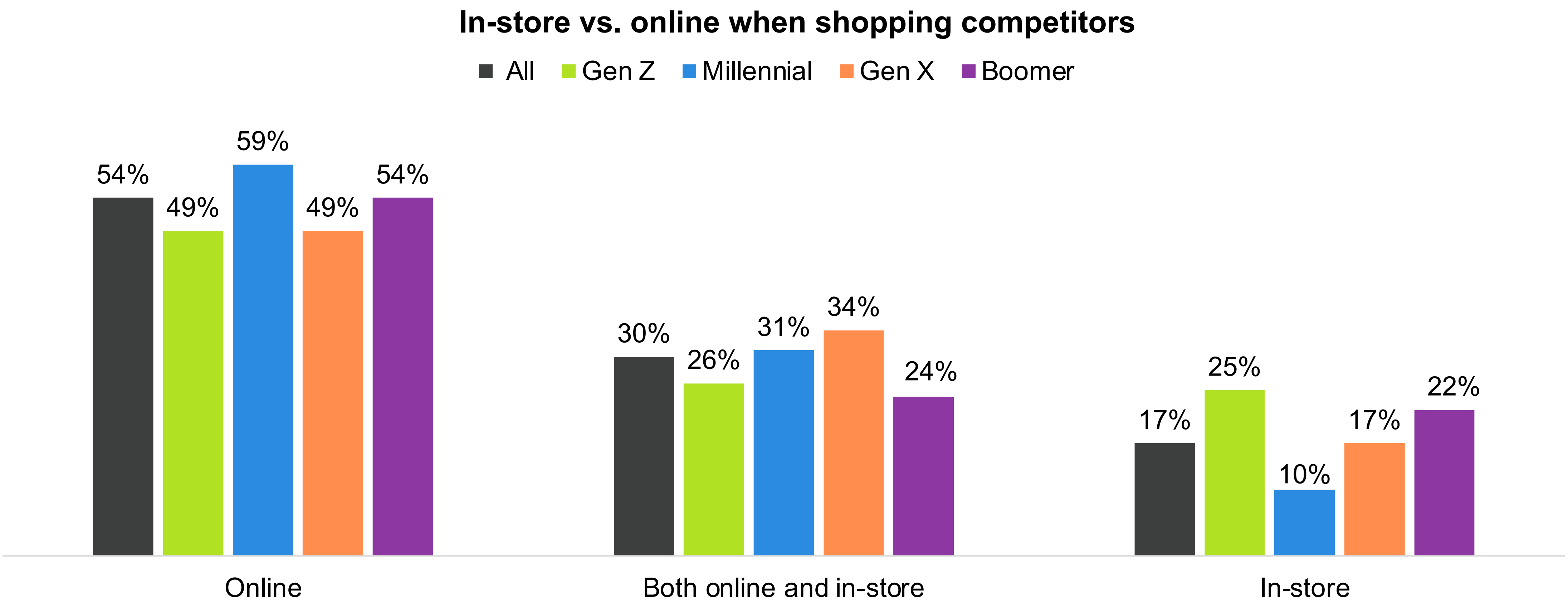
I have more money to spend

Half the respondents plan to shop at Amazon’s competitors during Prime Days. The behavior is progressively less likely for older generations.

Will shop Amazon’s competitors during Prime Days

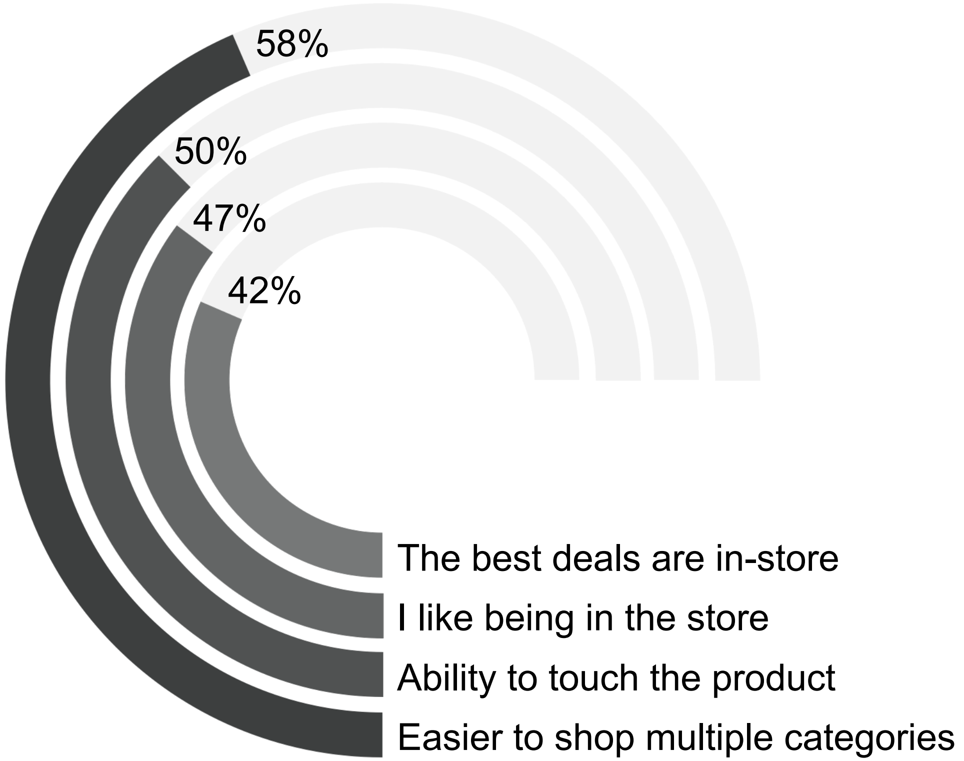


It’s not surprising that 84% of those shopping competitors will do so online. What is somewhat surprising is that 47% will also be visiting one or more brick-and-mortar outlets.



There are many reasons people opt to go in the store, including the ease of shopping multiple categories (58%) and the ability to touch the product (50%).

Influence on shopping competitors in-store: "Influential" or "Very Influential"



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N = 733
MOE ± 3.62%
Panel: General Population
Collected: 6/14/24-6/15/24

Gen Z
11%

Millennial
32%

Gen X
27%

Baby Boomer
30%

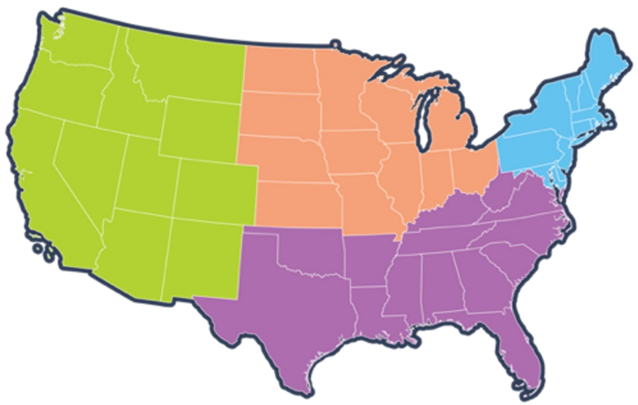
Female
51%

Male
49%

Urban
32%

Suburban
50%

Rural
18%



Northeast
17%

Midwest
21%

South
38%

West
24%

Do you want to take the Pulse of *your* consumers?

Our insights team will partner with you to design a study that will help you better understand your customers and their problems, and how your brand can win at retail.

To learn more about what our Four-Part Process and custom research studies can do for you, contact:

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