



2022 Prime Day Study

How Amazon's Most Valuable
Customers Plan To Shop
Its Biggest Event

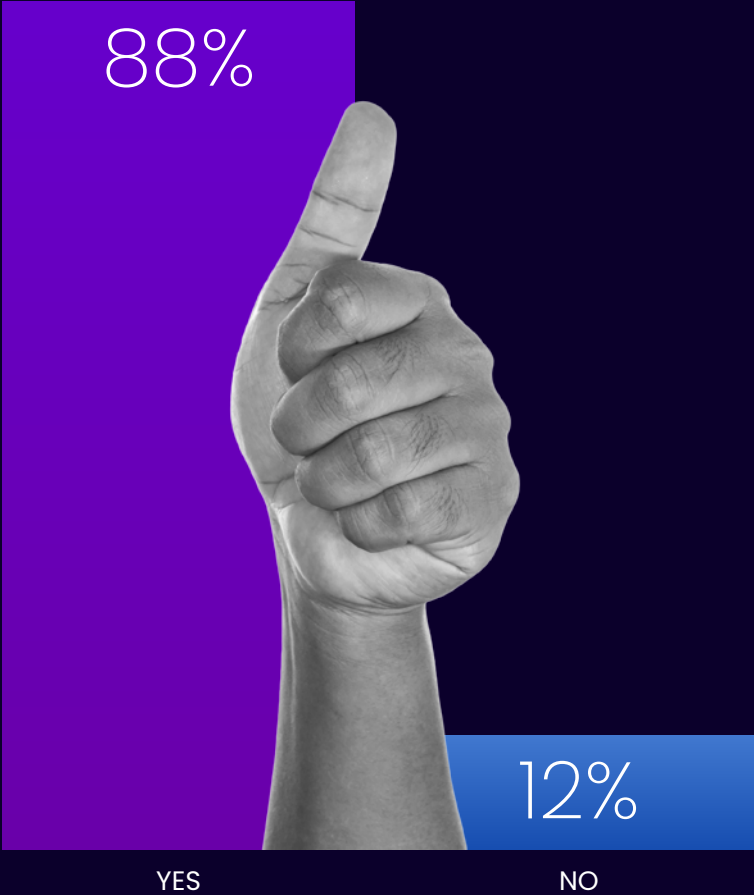


Who's planning to shop on Prime Day?

As we near the eighth edition in as many years of Amazon's premiere sales holiday, Prime Day, Prime members seem ready and willing to participate in this year's event. 88% of over 1,000 Prime members surveyed by Tinititi in May say they plan to shop on Prime Day this year, with 40% of survey respondents indicating they were more excited to shop on Amazon during Prime Day in 2022 than in 2021. Only 9% of respondents said that they were less excited about Prime Day this year compared to last year.



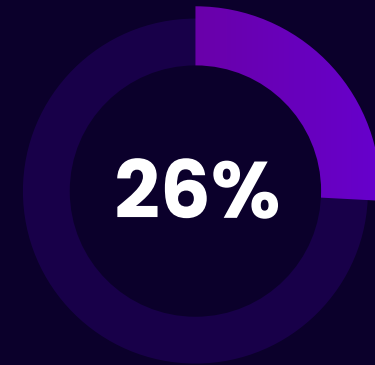
94% of Prime members who shopped during Prime Day in 2021 plan to shop it again in 2022. 67% of Prime members who didn't shop Prime Day in 2021 plan to shop in 2022.



Do you plan to shop on Amazon during Prime Day this year?

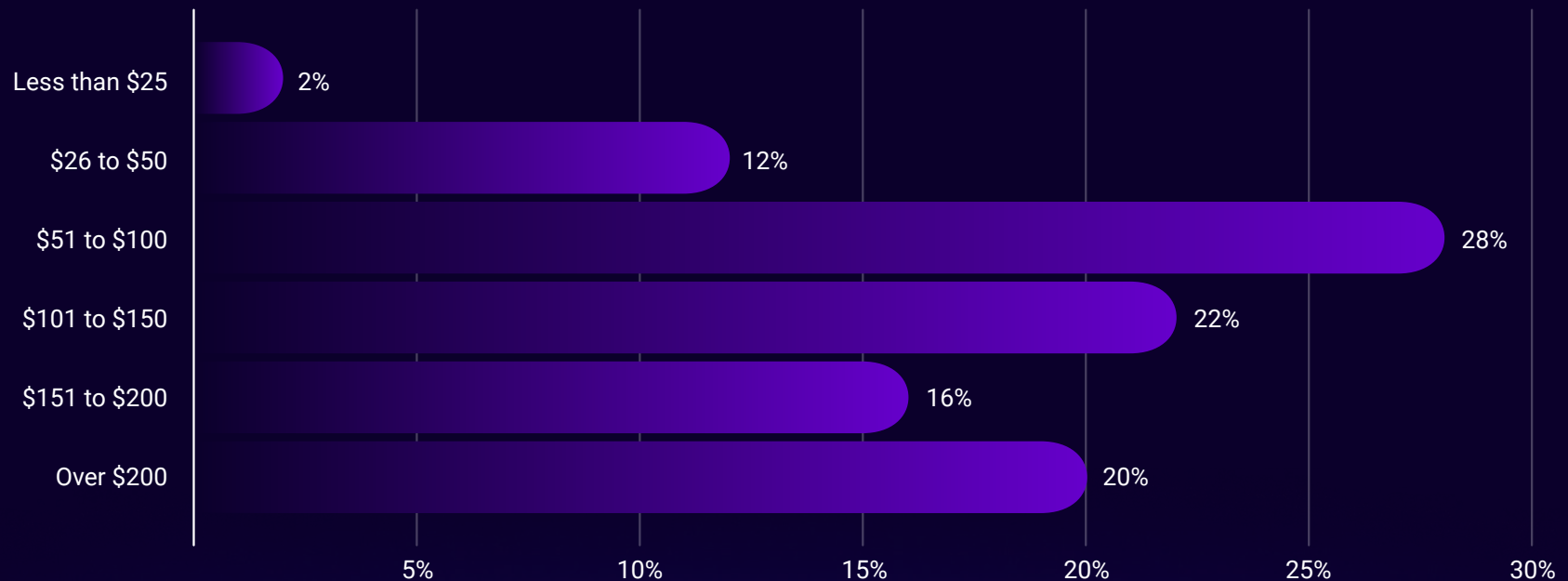
How much will Prime members spend?

Among respondents who indicated they would shop on Amazon during Prime Day, 58% expect to spend at least \$100, with 20% expecting to spend more than \$200. Prime Day shoppers expect to be active throughout the event, with 95% expecting to check in at least a few times over the course of the 48-hour sale. 78% expect to be on Amazon's site for at least half an hour during Prime Day 2022, and 7% expect to scroll through Amazon's offerings for at least three hours!



26% of adult Gen Z Prime members plan to spend over \$200 on Prime Day, among those planning to shop during the event.

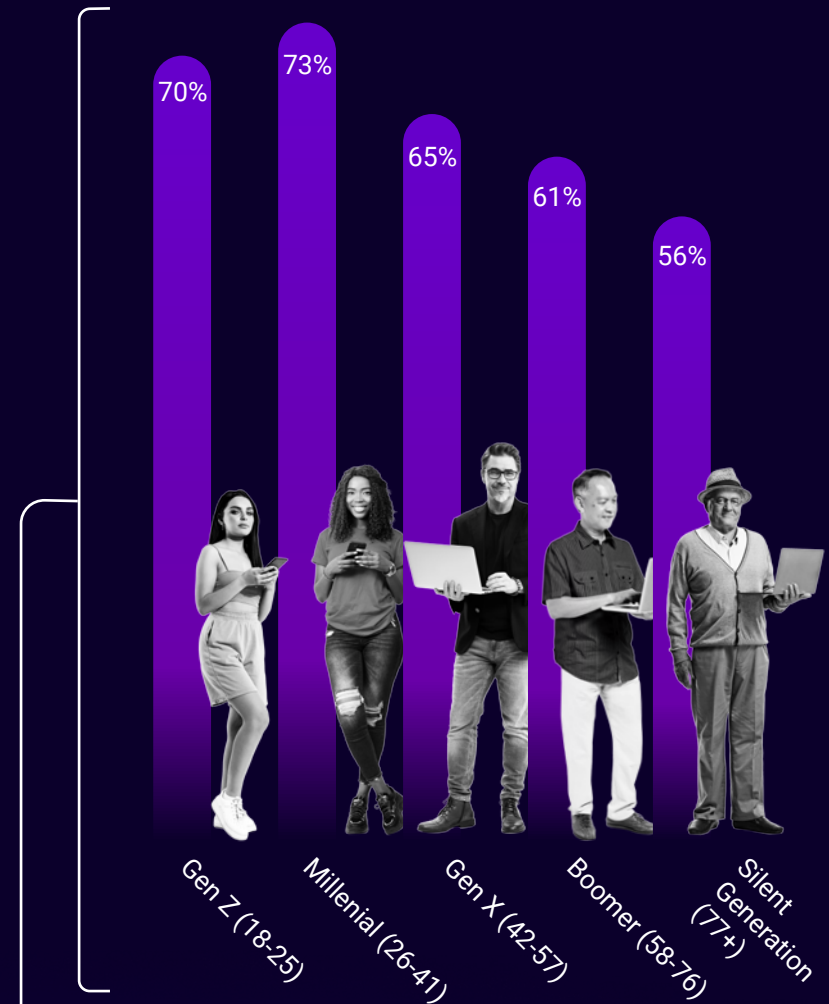
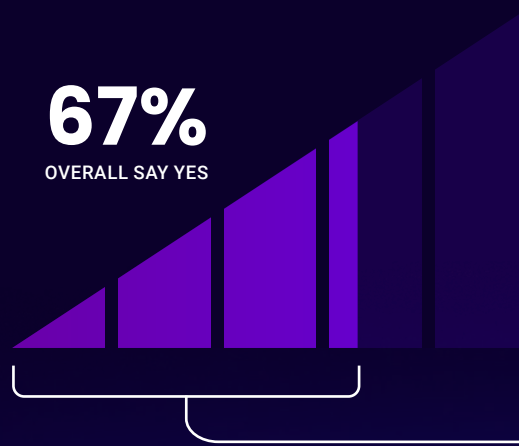
How much do you intend to spend on Amazon during Prime Day this Year?



Is Prime Day better than Black Friday?

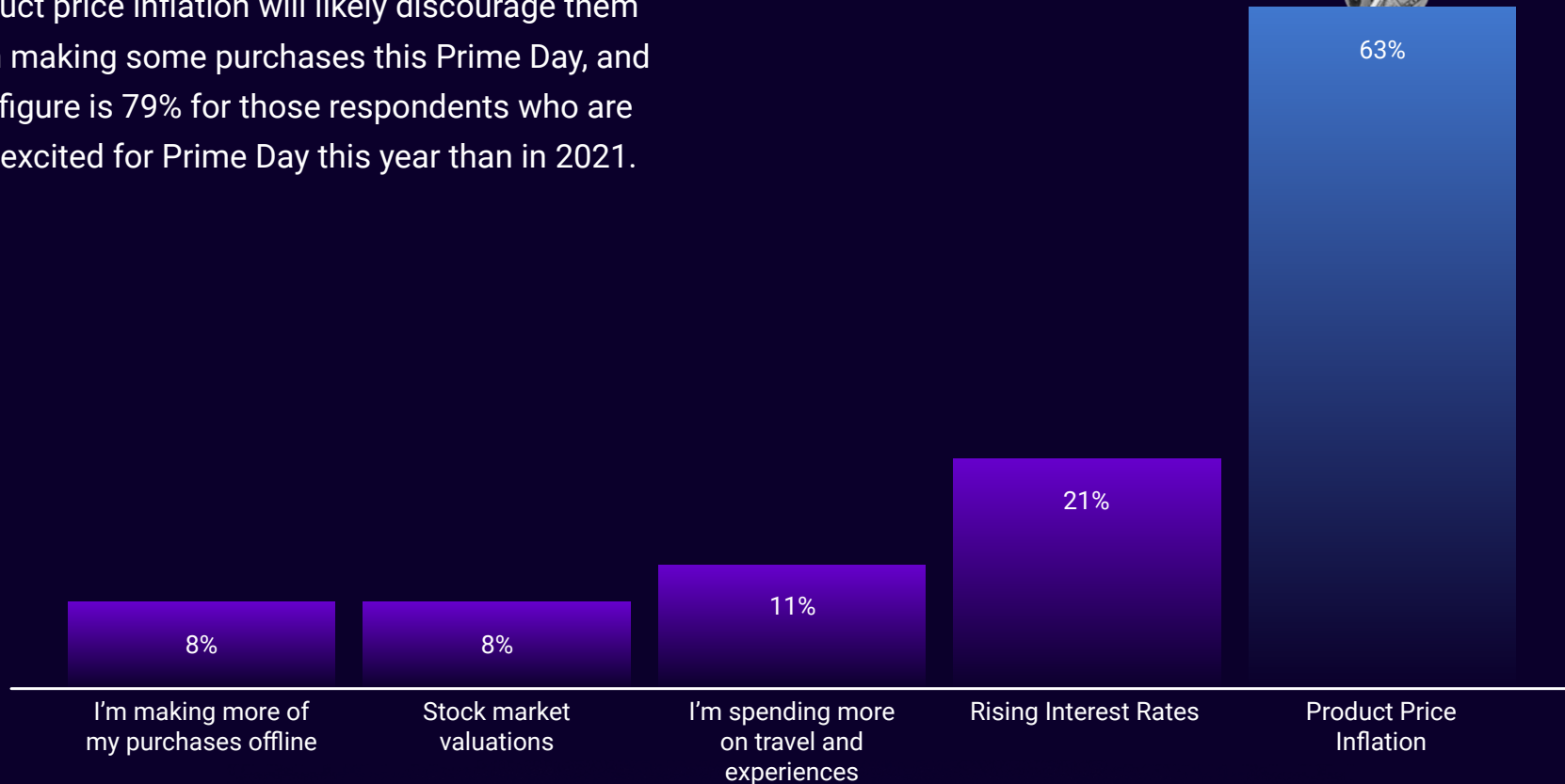
In years past, Amazon has provided commentary that Prime Day outpaced other big sales holidays in terms of total sales during the event. Consumers seem to agree, as 67% of survey respondents said they considered Prime Day to be a better opportunity for shopping on Amazon than Black Friday and/or Cyber Monday. Younger generations were even more likely to prefer Prime Day, with 73% of Millennials choosing it over Black Friday/Cyber Monday compared to only 61% of Boomers.

Prime Day is a better opportunity for shopping on Amazon than Black Friday and/or Cyber Monday.



Will inflation put a damper on Prime Day purchases?

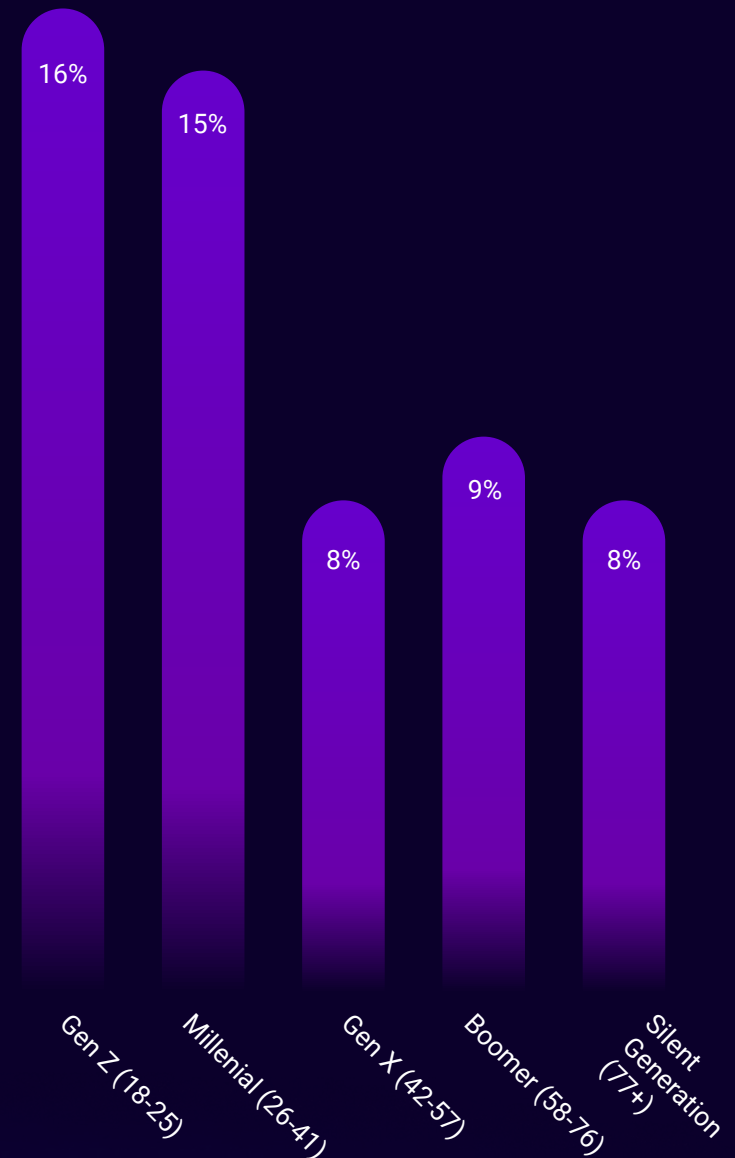
While there appears to be plenty of enthusiasm swirling among Prime members, many indicated that economic concerns would affect their purchase decisions this year. 63% of respondents say that product price inflation will likely discourage them from making some purchases this Prime Day, and that figure is 79% for those respondents who are less excited for Prime Day this year than in 2021.



Which of the following will likely discourage you from making purchases during Prime Day this Year?

Whose Prime Day spending will be impacted most by other expenses?

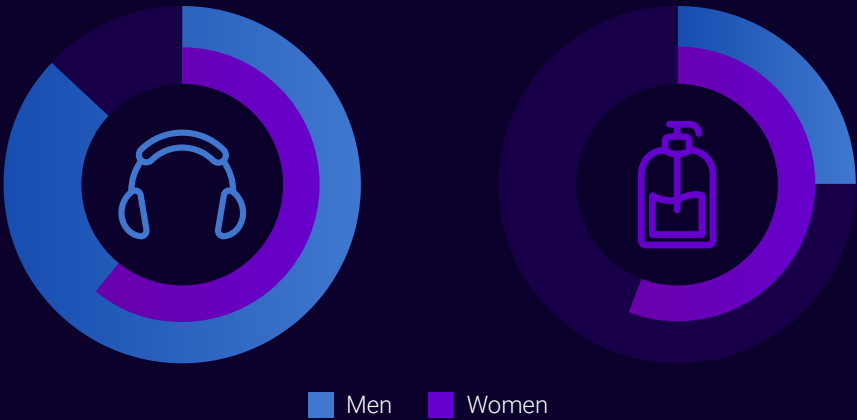
Greater freedom of movement relative to the last couple of years also stands to impact some Prime Day shoppers, with 11% saying that they're spending more on travel and experiences, which would in turn discourage them from making some purchases on Prime Day. This share was much higher for Millennials and Gen Z, at 15% and 16%, than for Gen X (8%) and Boomers (9%), as younger generations are ready to get back out after two years of pandemic-related restrictions.



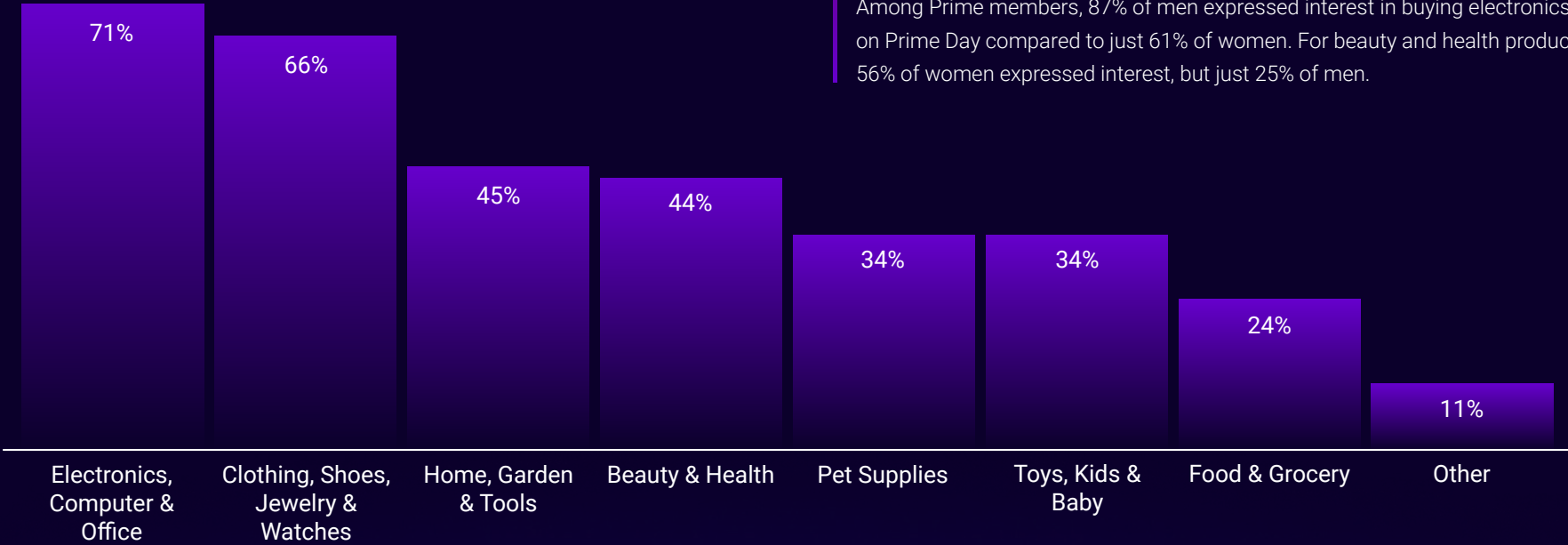
Who is spending more on travel and experiences?

What are the hottest Amazon products heading into Prime Day?

Prime members are most excited about buying electronics, computers, and office products, with 71% saying they're interested in purchasing these products on Prime Day. Some of this demand will go to Amazon-produced electronics, with 18% of respondents selecting the Echo speaker as the most appealing Amazon product to purchase and 13% selecting a Fire TV stick or cube. Clothing and accessories weren't far behind electronics, with 66% of shoppers interested in these products.



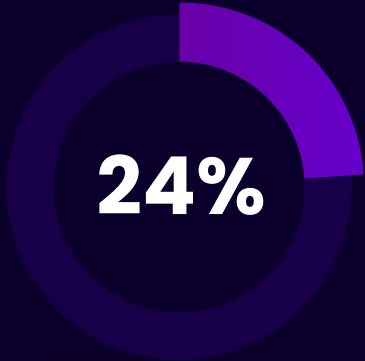
Among Prime members, 87% of men expressed interest in buying electronics on Prime Day compared to just 61% of women. For beauty and health products, 56% of women expressed interest, but just 25% of men.



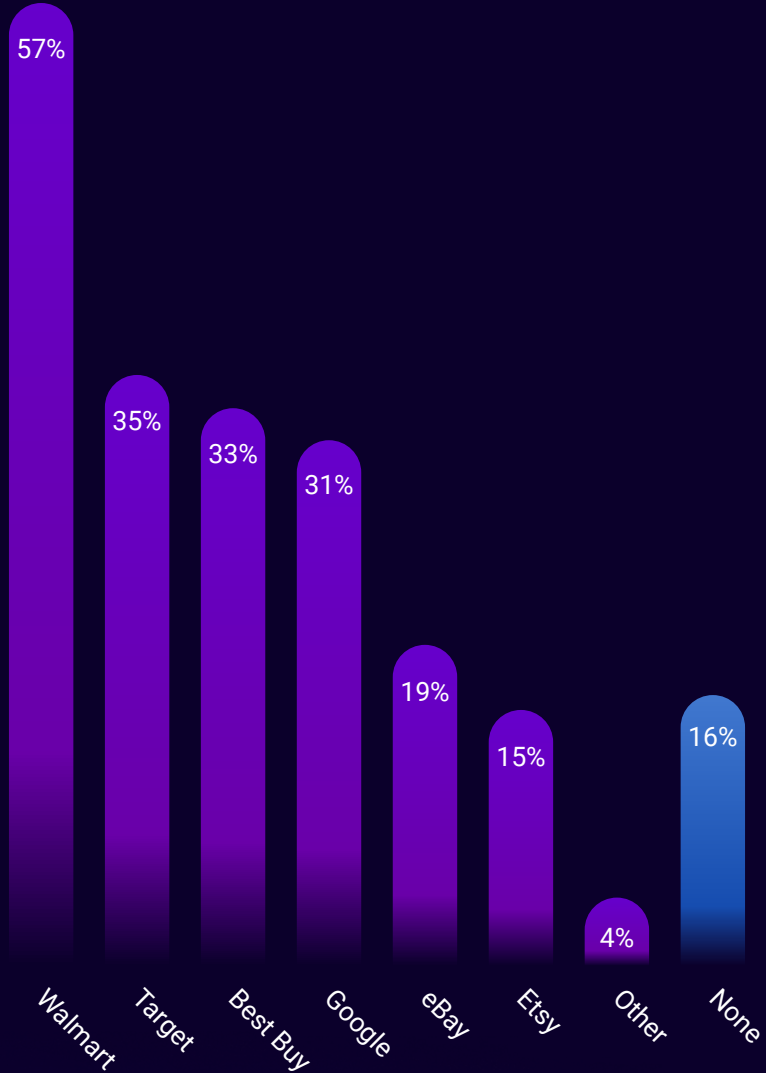
Which product categories are you interested in purchasing during Prime Day?

What other sites will shoppers visit on Prime Day?

While Walmart’s Deals for Days event typically overlaps with Prime Day, the brick-and-mortar giant chose to host its sales event from June 2 through June 10 this year. Even so, 57% of Prime Day shoppers expect to head to Walmart’s site during Prime Day, with Target checking in as the second-most visited retail site outside of Amazon during Prime Day. When asked why they might visit retail sites besides Amazon during Prime Day, 50% said they intend to do so to compare prices, and 28% attributed it to the competing deals that other retail sites run during Prime Day.



24% of Gen Z women Prime members who plan to shop Prime Day will also check Etsy during the event.



Besides Amazon, which sites are you likely to browse for products during Prime Day?

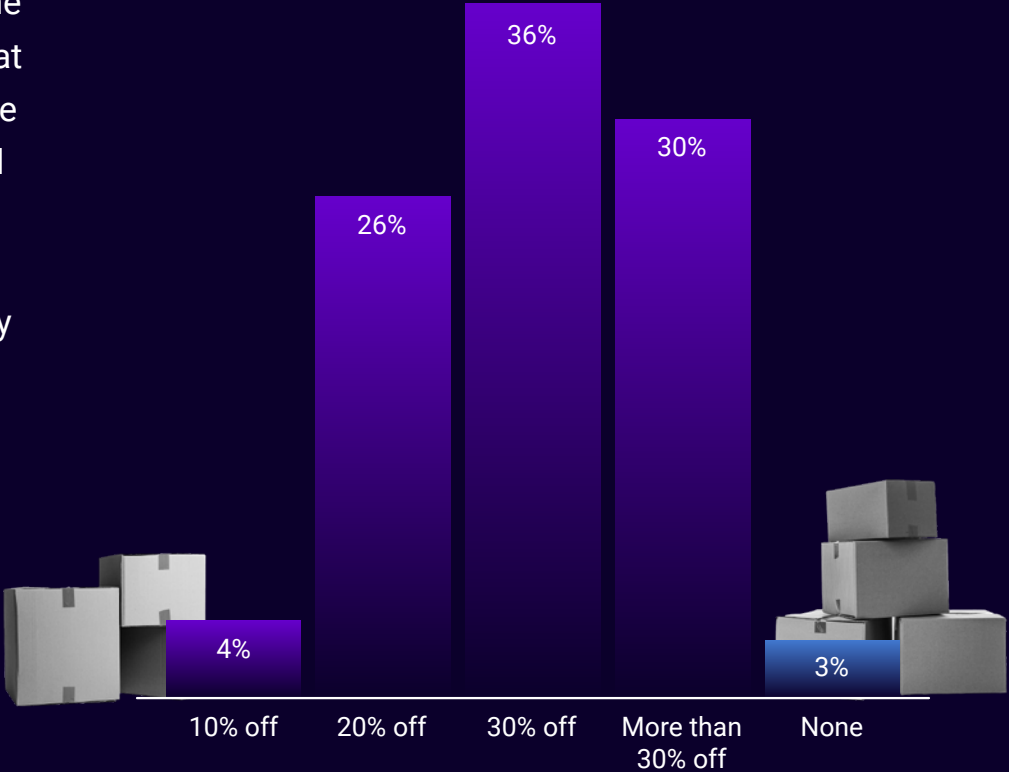
What's a good discount for Prime Day?

When asked how much a product would need to be discounted in order for it to be a good deal during Prime Day, 67% of respondents said that it would need to be at least 30% off, and nearly a third of respondents said the price needed to be more than 30% off to be considered a good deal. As such, consumers are clearly looking for steep discounts this year, especially with so many citing product price inflation as a variable that will likely discourage them from making some purchases during the event. Vendors and sellers will have to bring strong offers to compete for shoppers and win conversions.



■ Men ■ Women

While 74% of men Prime members would consider a 30% Prime day discount a good deal, just 62% of women Prime members say the same.



What is the minimum amount a Prime Day product would need to be discounted for you to consider it a good deal?

Methodology: Tinuiti surveyed 1,009 online respondents ages 18 and older on May 26, 2022, via the Pure Spectrum Insights platform. All respondents were screened with the question, "Are you an Amazon Prime member?" and those who are not Prime members did not participate.

This survey was commissioned by Tinuiti and conducted by Pure Spectrum, which uses PureCore, proprietary technology for gathering quality responses. Consumers receive no monetary payment for their participation. More information on Pure Spectrum's methodology can be found at <https://www.purespectrum.com/insights/>.