

Jungle Scout **COBALT**

# Amazon Prime Day Report 2023



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## CHAPTER 1

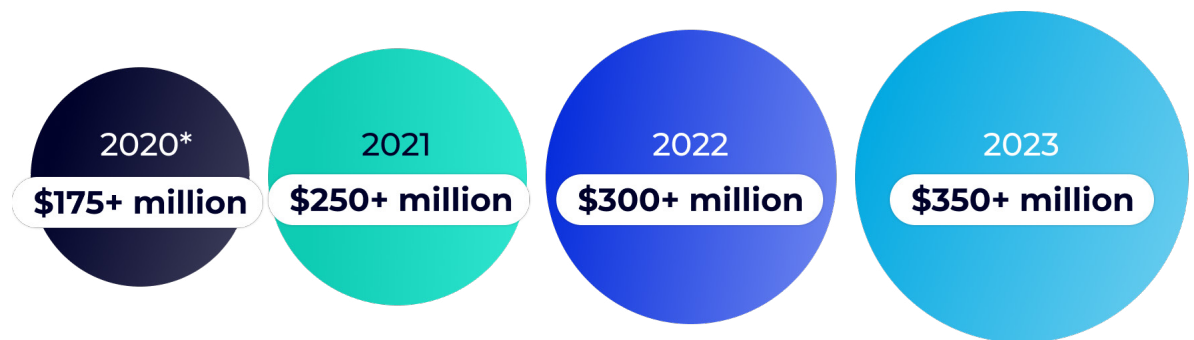
# Amazon Prime Day 2023 Overview

Since its inception in 2015, Amazon Prime Day has ballooned into one of the largest and most influential online sales events in the world. Every summer, brands and consumers alike flock to the ecommerce platform for a 2-day whirlwind of promotions, discounts, and deals.

## Prime Day 2023 Breaks New Records

This year was no exception: Prime Day 2023 officially surpassed last year's event as the biggest Prime Day in Amazon history. According to Amazon, more deals were offered this year than during any other Prime Day event, resulting in over \$2.5 billion in savings for shoppers. The first day of Prime Day – July 11 – was the single largest sales day in the company's history.

### Total items purchased on Amazon Prime Day, Worldwide



Source: [Amazon](#)

\*Note: Prime Day 2020 took place in October, due to delays caused by the COVID-19 pandemic

“The first day of Prime Day was the largest sales day in Amazon’s history, and Prime members saved more this year than any other Prime Day event. Prime is an incredible value, and we’re proud to offer additional value for members through exclusive deals events like Prime Day. Thank you to our Prime members for continuing to shop in our store, and to our employees and independent sellers around the world who delivered for customers this Prime Day.”



**DOUG HERRINGTON**

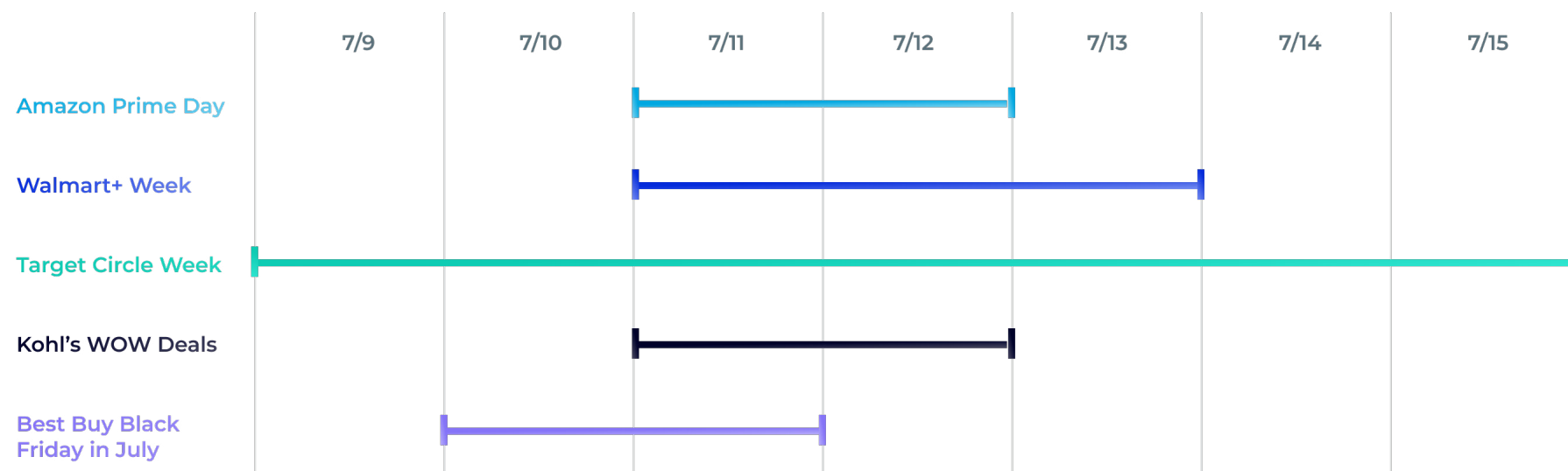
CEO of Amazon Stores, in a [press release](#) following Prime Day



## Prime Day's Impact on Overall Ecommerce Sales

The popularity of Prime Day creates ripple effects for all of ecommerce. During the first day of this year's event, spending across all ecommerce platforms surpassed \$6 billion, a 6% year-over-year increase. Both on and off of Amazon, Prime Day fueled the largest daily online spending thus far in 2023. An increasing number of retailers and platforms have begun launching competing sales events, turning Prime Day into a full-fledged global retail holiday. This year also marked the first time that U.S. Prime members were able to shop Prime Day deals beyond Amazon's platform using Buy with Prime.

### Prime Day and Competing Sales, 2023



This Prime Day, members shopped deals beyond the Amazon store using Buy with Prime, [which] offers U.S.-based members the benefits they love and trust when shopping directly from participating brands' websites. Buy with Prime invited a range of merchants to participate in promotional activities in connection with Prime Day deals on their own sites. Merchants who participated experienced a 10x increase in daily Buy with Prime orders and saw an 8x increase in daily revenue from those orders during the Prime Day event period versus the month before we announced Prime Day.”

**AMAZON STAFF**

in a [blog post](#) published on July 13, 2023

## CHAPTER 2

# Prime Day Product Trends

In many categories, Prime Day delivered the lowest prices on Amazon so far in 2023. In this chapter, we'll explore which categories were most shopped this year, as well as sales and revenue trends for leading brands and products during the event.

## Popular Prime Day Categories

While Prime Day generates sales and revenue spikes across all of Amazon, some categories consistently draw a high influx of shoppers during the event.

### Top-Selling Amazon Categories, Prime Day 2023



Source: [Amazon](#)

### Year-Over-Year Prime Day Trends, by Product Type

Report date: July 11, 2023 - July 12, 2023  
As compared to July 11, 2022 - July 12, 2022

Product Type	Revenue (YoY change)	Unit Sales (YoY change)
Cat Treats	↑ 259% <i>Highest growing revenue</i>	↑ 123%
Dryer Sheets	↑ 166%	↑ 90%
Hand-Poured Candles	↑ 145%	↑ 17%
Laundry Detergent	↑ 144%	↑ 133% <i>Highest growing unit sales</i>
Gum	↑ 83%	↑ 64%
Coffee Pods	↑ 79%	↑ 74%
Dry Shampoo	↑ 65%	↑ 55%
Eye Cream	↑ 52%	↑ 61%
Baby Wipes	↑ 51%	↑ 61%
Plant-Based Protein Bars	↑ 48%	↑ 7%
Dish Soap	↑ 43%	↑ 49%
Eco-Friendly Cleaning Products	↑ 31%	↑ 30%
Bamboo Toilet Paper	↑ 31%	↑ 33%
Baby Bottles	↑ 29%	↑ 38%
Pacifiers	↑ 29%	↑ 24%

\*Note: Prime Day 2023 fell on July 11-12; Prime Day 2022 fell on July 12-13












## Prime Day 2023: Leading Brands

Prime Day 2023 was a sales boon for large brands and retailers, small and medium-sized businesses, and independent sellers alike. Top-selling brands included Apple, [Dyson](#), LANEIGE, Samsung, and more.

### Year-Over-Year Prime Day Trends, by Brand

Report date: July 11, 2023 - July 12, 2023

As compared to July 11, 2022 - July 12, 2022

Brand	Revenue (YoY change)	Unit Sales (YoY change)
 Apple	↑ 816%	↑ 25%
 Beats	↑ 199%	↑ 216%
 Blink	↑ 271%	↑ 282%
 Chemical Guys	↑ 153%	↑ 65%
 Dunkin	↑ 166%	↑ 162%
 Dyson	↑ 615%	↑ 365%
LANEIGE LANEIGE	↑ 547%	↑ 462%
 Lavazza	↑ 166%	↑ 162%
N Ū F A C E NuFace	↑ 389%	↑ 104%
 Oral-B	↑ 91%	↑ 55%
 Samsonite	↑ 101%	↑ 91%
<b>SAMSUNG</b> Samsung	↑ 972% <i>Highest growing revenue</i>	↑ 789% <i>Highest growing unit sales</i>
<b>Shark</b> Shark	↑ 173%	↑ 203%
 Starbucks	↑ 195%	↑ 216%
 Temptations	↑ 299%	↑ 175%

“Amazon’s wide selection is made possible through independent sellers – most of which are small and medium-sized businesses – and this Prime Day was the largest ever for independent sellers in Amazon’s store. Amazon offered more Prime Day deals on small business products than ever before, and this year, small businesses Caraway, True Classic, and TUSHY increased their average daily sales in Amazon’s store by over 18x during the first day of the Prime Day event when compared to 2023 leading up to Prime Day.”

AMAZON STAFF

in a [blog post](#) published on July 13, 2023

\*Note: Prime Day 2023 fell on July 11-12; Prime Day 2022 fell on July 12-13

## Popular Prime Day Products

This year's record-breaking Prime Day led to sales increases for a range of products, from electronics and cleaning tools to apparel and beauty items.

### Year-Over-Year Prime Day Trends, by Product

Report date: July 11, 2023 - July 12, 2023

As compared to July 11, 2022 - July 12, 2022

Product Name	Revenue (YoY change)	Unit Sales (YoY change)
<b>SAMSUNG</b> Samsung Galaxy S21	↑ 3,366% <i>Highest growing revenue</i>	↑ 5,894% <i>Highest growing unit sales</i>
LANEIGE LANEIGE Lip Glow Balm	↑ 590%	↑ 830%
<b>Shark</b> Shark FlexStyle	↑ 100%	↑ 100%
<b>dyson</b> Dyson Airwrap	↑ 65%	↑ 110%
<b>Levi's</b> Women's Levi Jeans	↑ 98%	↑ 81%
<b>Crest</b> Crest 3D Whitestrips	↑ 55%	↑ 49%
<b>O-Cedar</b> O-Cedar EasyWring Spin Mop	↑ 43%	↑ 121%
<b>NESPRESSO</b> Nespresso Capsules VertuoLine	↑ 337%	↑ 351%
<b>Paper Mate</b> Paper Mate Felt Tip Pens	↑ 100%	↑ 100%
<b>OLAY</b> Olay Regenerist Whip Face Moisturizer	↑ 577%	↑ 789%
<b>SCOTCH &amp; SODA</b> Scotch & Soda Men's Chino Shorts	↑ 182%	↑ 182%
<b>Safety 1st</b> Safety 1st Step Lite Compact Stroller	↑ 347%	↑ 361%
<b>Grande Cosmetics</b> Grande Cosmetics Mascara	↑ 157%	↑ 267%
<b>Tommee Tippee</b> Tommee Tippee Baby Bottle	↑ 967%	↑ 1,119%
<b>ANKER</b> Anker USB C Charger	↑ 683%	↑ 727%
<b>COSMO BAR</b> Cosmo Bar	↑ 139%	↑ 139%

### ★ INSIGHTS

Amazon's Fire TV Stick with Alexa Voice Remote was the best-selling product across all of Amazon worldwide during Prime Day 2023.

Gain more valuable insights into popular products and trends with Cobalt's [Amazon Market Watch](#) reports.



\*Note: Prime Day 2023 fell on July 11-12; Prime Day 2022 fell on July 12-13

## CHAPTER 3

# Prime Day Search Trends

As chatter about Prime Day circulated online in the weeks leading up to the event, consumers began searching for the best deals to look out for. In this chapter, we'll explore how shoppers researched Prime Day deals both on and off of Amazon.

## Prime Day Keyword Trends on Amazon

**Jungle Scout Consumer Trends** data shows that buying items on sale and seeking out coupons and discounts are consistently the most popular money-saving strategies for consumers. It's no surprise, then, that shoppers began searching Amazon for Prime Day and related deals well ahead of the event.

### 30-Day Amazon Keyword Search Trends\*

Keyword	30-Day Trend
Prime Day	↑ 2,711%
Prime Day deals	↑ 4,595%
Prime Deals	↑ 793%
Amazon Prime Day	↑ 1,408%
Amazon Prime deals	↑ 1,063%

### ★ INSIGHTS

- The average number of weekly searches for "Prime Day" increased by over **430%** year-over-year.
- Categories with the most products ranking for Prime Day related keywords included Clothing, Shoes & Jewelry, and Electronics.

*\*Data reflects the 30 days leading up to July 17, 2023.*

## Prime Day Search Trends Beyond Amazon

Bargain-hunting shoppers didn't limit their searches for Prime Day deals to Amazon itself, turning to other popular search and social media platforms to scout for the best discounts as well.

**Google** On July 10, 2023, Amazon Prime Day was the top trending Google search in the United States, with over **1 million searches**.\*

**TikTok** Videos related to Amazon Prime Day 2023 generated over **105 million views** on TikTok.\*\*

**YouTube** YouTube searches for "Amazon Prime Day sale 2023" increased by more than **185%** from July 10 to July 11, 2023.\*\*\*

*\*Source: Google Trends*

*\*\*Source: TikTok search results*

*\*\*\*Source: YouTube Analytics/Google Trends*



## CHAPTER 4

# Prime Day Advertising Trends

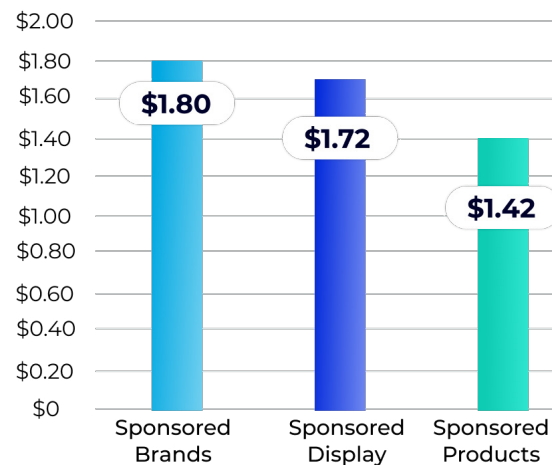
From spend to returns, Prime Day advertising trends varied across advertising types. In this chapter, we'll explore data on Prime Day advertising costs, return on ad spend, consumer engagement, and more.



## Prime Day Advertising Spend

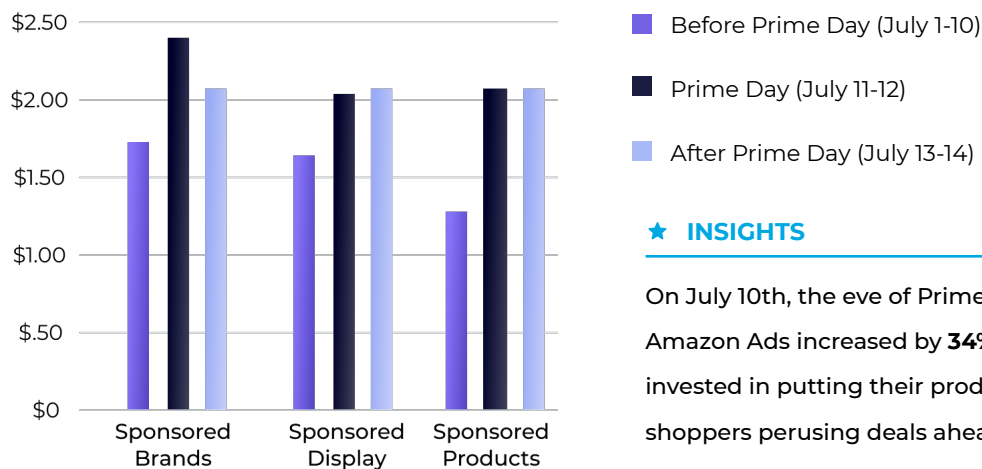
Advertisers invested big in Prime Day this year, spending nearly 300% more on July 11th and 12th than in the 10 days prior. During the two days of the event, cost-per-click was up 40% across all ad types.

### Average Cost-Per-Click (CPC) on Prime Day, by Campaign Type



[Learn more](#) about 2023 advertising trends on Amazon.

### Prime Day CPC vs Pre- and Post-Event CPC



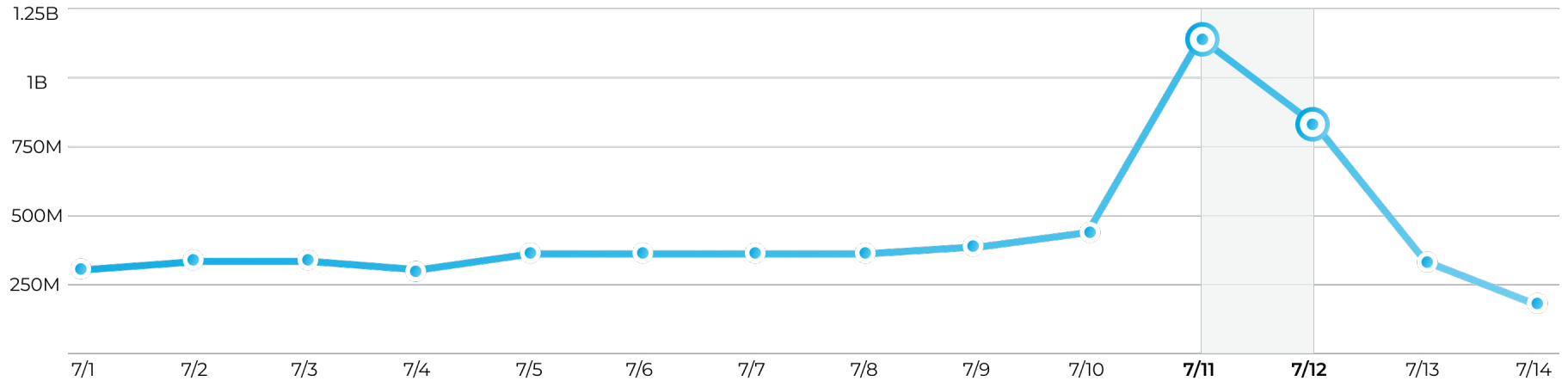
#### ★ INSIGHTS

On July 10th, the eve of Prime Day, spending on Amazon Ads increased by **34%** as advertisers invested in putting their products in front of shoppers perusing deals ahead of time.

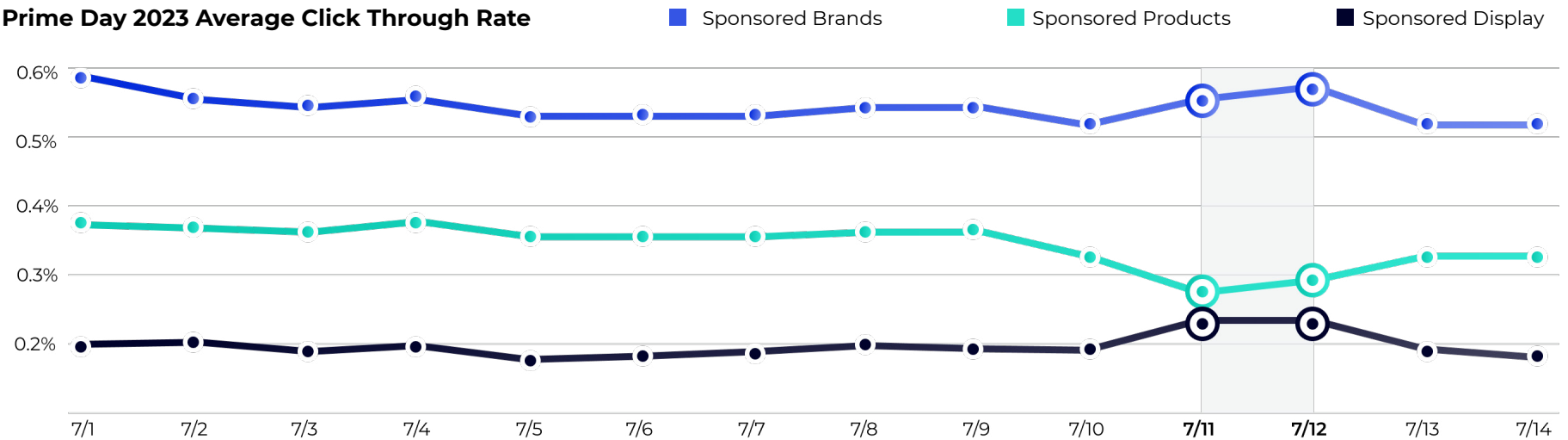
## Prime Day Advertising Engagement

As consumers flocked to Amazon for deals, impressions skyrocketed during Prime Day compared to the 10 days prior. Click-through rates during the Prime Day period remained constant, with the exception of Sponsored Display campaigns, which saw a 25% increase.

### Total Advertising Impressions Over Time



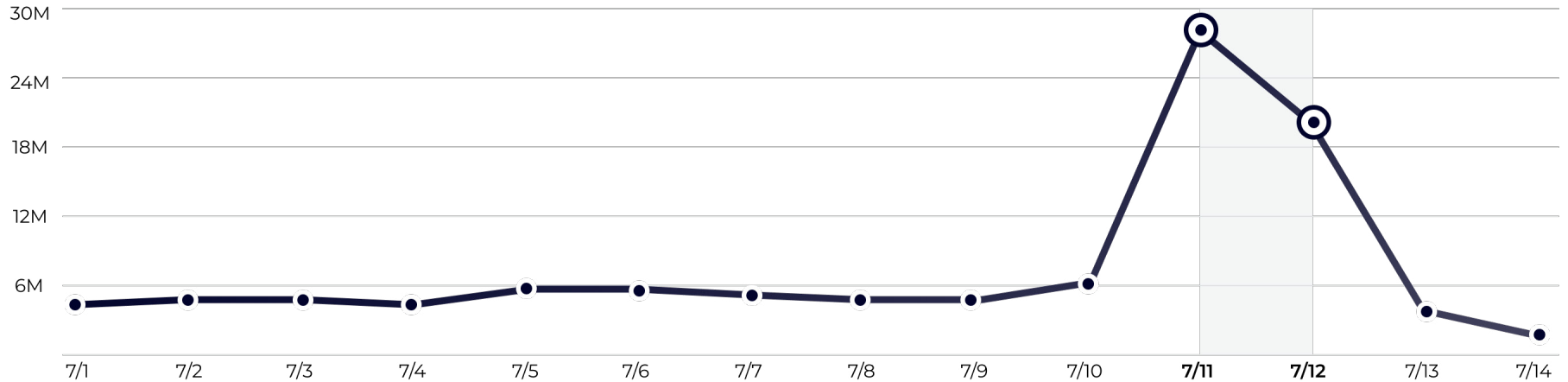
### Prime Day 2023 Average Click Through Rate



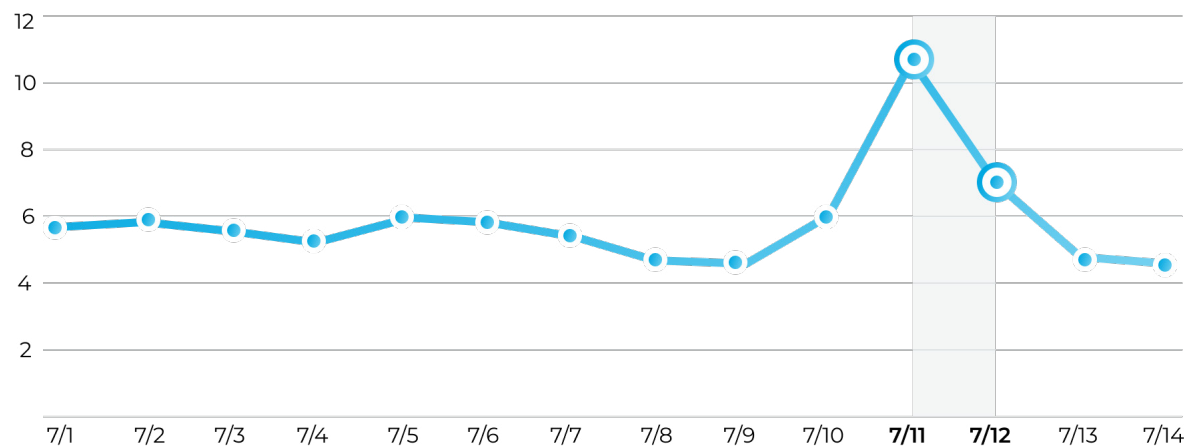
## Prime Day Sales and Return on Ad Spend (RoAS)

Increased ad spend led to big wins for many advertisers this Prime Day. In just 2 days, total attributed sales for Prime Day surpassed all other attributed sales for the month of July to date, and RoAS jumped 55% compared to the 10 days prior to the event.

### Total Attributed Sales Over Time



### Prime Day 2023 1-Day RoAS Trends



#### ★ INSIGHTS

On the first day of this year's Prime Day event, **Sponsored Display** campaigns saw an average **5x RoAS** increase compared to the previous 10 days.

## CHAPTER 5

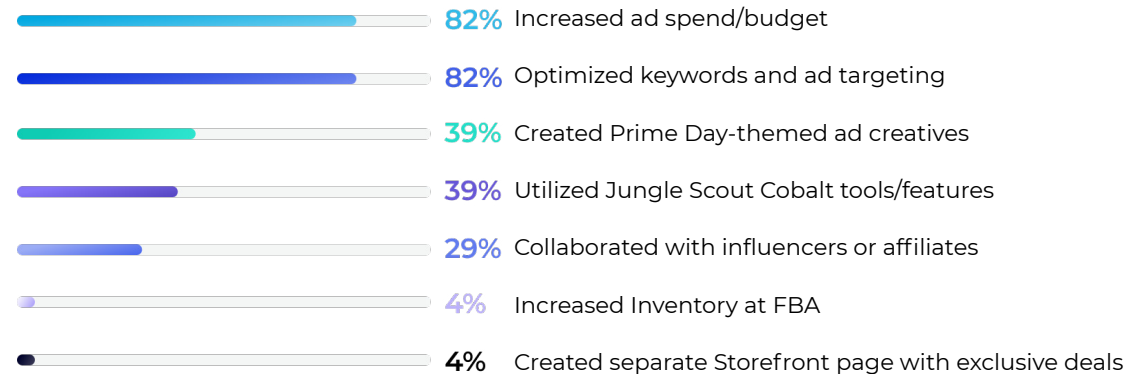
# Brand Perspectives on Prime Day

To prepare for one of the biggest digital sales events in the world, most brands begin planning well ahead of Prime Day and leverage ecommerce tools to strengthen their strategies. In this chapter, we'll explore how brands and their partner agencies prepared for Prime Day 2023.

## How Brands Prepared for Prime Day

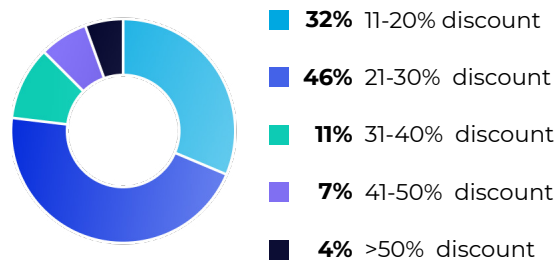
From advertising to market research, a successful Prime Day requires a deep understanding of current trends, competition, and more. According to Jungle Scout Cobalt survey data, brands were highly focused on increasing ad spend and optimizing targeting to keep their products visible during this year's event.

### Top Actions Brands Took to Prepare for Prime Day

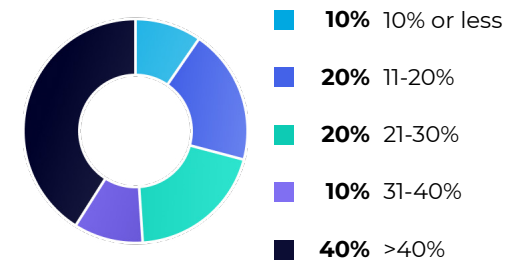


Note: Respondents could select multiple options; as a result, above percentages do not total 100%

### Average Discount Offered by Brands for Prime Day



### Average Advertising Budget Increase for Prime Day



### ★ INSIGHTS

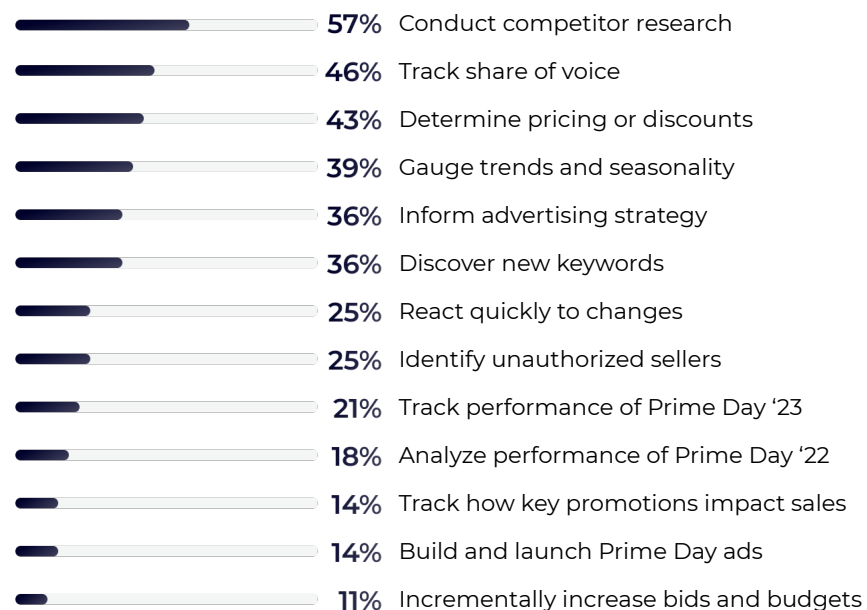
72% of brands surveyed achieved a sales increase of 46% or more during Prime Day.



## Ecommerce Tools for Prime Day

Brands enlisted the help of ecommerce tools like Jungle Scout Cobalt to build, implement, and optimize their Prime Day strategies. According to Jungle Scout Cobalt survey data, almost half of brands used Cobalt to track share of voice during Prime Day, while nearly 60% used the tool to conduct research that helped them stay ahead of competitors during the event.

### How Brands Used Cobalt for Prime Day Strategies



Note: Respondents could select multiple options; as a result, above percentages do not total 100%

### ★ INSIGHTS

57% of brands surveyed report saving 5-20+ hours on Prime Day preparations by using **Jungle Scout Cobalt**.

## What Brands Say About Cobalt for Prime Day

“Jungle Scout Cobalt is awesome. Me and my team use it for so many things like keyword research and listing optimization, and implementations of keywords in Ad campaigns which helped us net a 50% increase on sales on Prime day compared to normal days.”



AMIR SHWANA

Listing Optimization Specialist, Reach Brands

“We used Jungle Scout Cobalt to help us understand what kind of discounts our competitors used in previous Prime Days. Cobalt is easy to use and helped us find the information we needed.”



JIM SCHUH

Director of Ecommerce & Digital Marketing, Standard Process

“Using Jungle Scout Cobalt’s market insights helped us identify areas where we lagged behind competitors. This information allowed us to prepare better and earlier for Prime Day 2023, resulting in our most successful Amazon sales days yet.”



FELIPE SOARES

Digital Marketing Manager, Goal Zero

“Using Jungle Scout Cobalt helped us identify our main competitors for each specific category, which made it easier to focus our Ad Spend of SD and SP campaigns, and narrow down the best products to go after. Knowing where our products were in the market, from a bestselling and a pricing point of view, gave us clear insights on the products and brands around us, and will give us an indication in the coming weeks how we performed versus our nearest competitors.”



NICK SWARTENBROUX

Ecommerce Trading Manager, Nuby

## CHAPTER 6

# About the Report

Findings in this report are based on Jungle Scout Cobalt's ecommerce data collected in July 2023. Product data is representative of the U.S. Amazon market.

Year-over-year fluctuations are comparisons of the period of July 11, 2023 - July 12, 2023, to July 11, 2022 - July 12, 2022. Advertising data includes Amazon ad campaigns from 1,007 US based advertising accounts across all key ad mediums for the time period of July 1, 2023 - July 14, 2023. Any references to "the Prime Day period" refer to data for the period of July 11, 2023 - July 12, 2023. Some percentages have been rounded to the nearest whole number.


We encourage you to explore Jungle Scout Cobalt's 2023 Amazon Prime Day Report and to share, reference, and publish the findings with attribution to "Jungle Scout Cobalt" and a link to [this page](#).

For more information, specific data requests, media assets, or to reach the report's authors, please contact us at [press@junglescout.com](mailto:press@junglescout.com).

## About Jungle Scout Cobalt

Jungle Scout Cobalt empowers brands and retailers with a powerful suite of ecommerce tools designed to help drive growth, maximize sales, and optimize digital shelf performance on Amazon. Our comprehensive data analytics, built-in advertising automation, and intuitive visualizations provide straightforward answers to critical ecommerce questions, turning insights into action.

Over the past decade, Jungle Scout has gathered a wealth of industry-leading data points through continuous monitoring and analysis of Amazon, making us the foremost innovator in the industry. Our tools are trusted by household brands and retailers worldwide, providing the market intelligence they need to make confident decisions and develop effective strategies for success on Amazon.

-  Supports \$50 billion in Amazon revenue
-  Serves more than 600,000 customers worldwide
-  Raised \$110 million in growth equity in 2021
-  Monitors over 1.8 billion data points daily

Learn more about how Jungle Scout Cobalt can remove the guesswork from measuring, managing, and multiplying your sales on Amazon's most popular sales day events.

[Request a demo >](#)

[Explore the platform >](#)