

“Amazon launched Prime Big Deal Days four years ago as a strategic extension of Prime Day, aiming to replicate its success with a second, curated shopping event. Historically, the event has delivered strong sales volumes and served as an effective inventory reset ahead of the critical holiday season. This year, expect continued reinforcement of the Prime membership value proposition, alongside promotion of Amazon initiatives such as its Rufus AI shopping assistant and same-day delivery capabilities.”



Jack O'Leary  
Director,  
eCom Insights,  
NielsenIQ

Here’s what industry experts are saying:

“Our 2024 Prime Big Deal Days event marked a strong start to the holiday shopping season, with record-breaking sales and participation from Prime members worldwide. This is just the start of great deals from Amazon over the holiday shopping season, paired with fast, free delivery for Prime members to help them check items off their gift lists.”

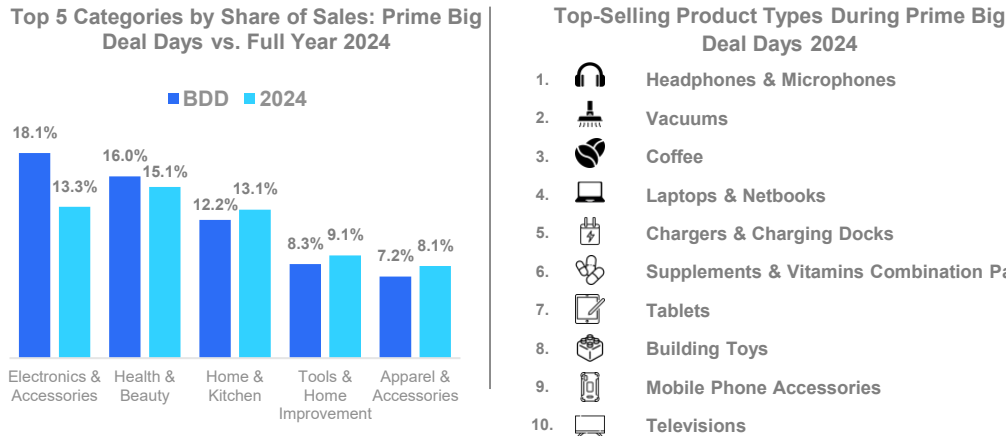
Doug Herrington  
CEO, Worldwide Amazon  
Stores Amazon  
October 2024

# Prime Big Deal Days: The Unofficial Start of the 2025 Holiday Season

## Expect Elevated Sales Volumes as Prime Members Hunt for Deals

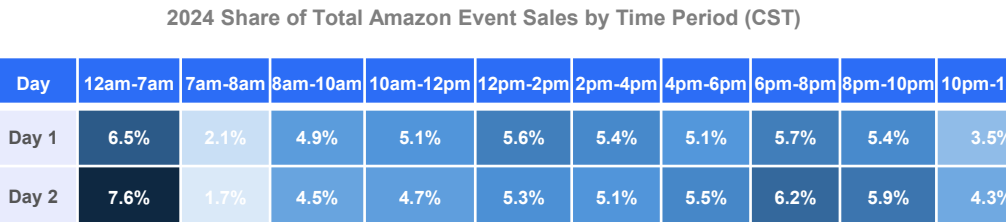
### Prime Big Deal Days Rank Among Amazon’s Top Sales Days

Amazon’s Prime Big Deal Days shopping event returns on October 7th and 8th, marking its fourth annual installment. Designed to unofficially kick off the holiday shopping season, the event has become a key moment in Amazon’s retail calendar. In 2024, Prime Big Deal Days ranked as the sixth and seventh highest sales days of the year, trailing only Prime Day and the Black Friday/Cyber Monday weekend. Average daily sales during the event were 2.5 times higher than a typical day. Electronics led the charge, with strong demand for products such as headphones, vacuums, and laptops — underscoring the event’s role in driving high-value, discretionary purchases



### Late-Night and Early-Morning Hours Drive Peak Engagement

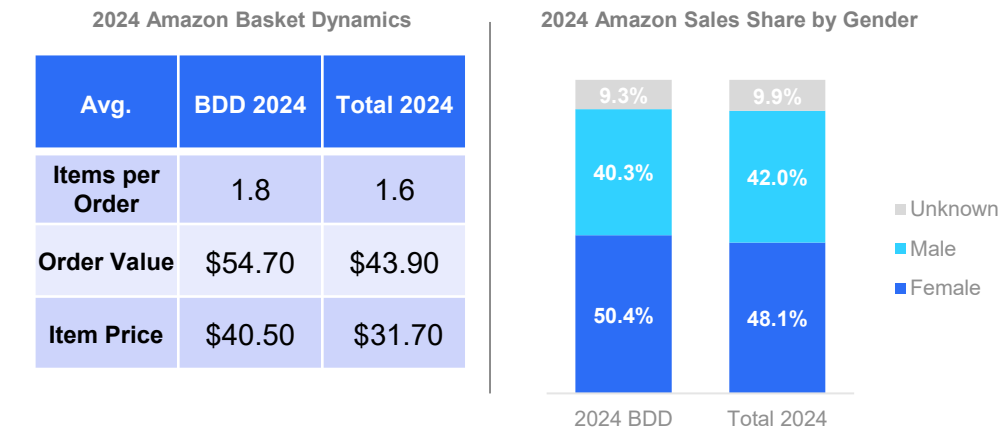
Deals for Prime Big Deal Days will go live at 12:01 a.m. PST on October 7th. In 2024, peak shopping hours occurred late at night and early morning, suggesting that savvy shoppers are eager to secure early access to top deals.



Note: All times CST, % equals share of sales of full two-day event

### Bigger Baskets and Higher Order Values During Big Deal Days

Prime Big Deal Days drives increases in items per order, average order value, and item price compared to typical shopping days. These shifts are likely due to promotional pricing and a focus on higher-ticket discretionary items such as electronics. The event also sees a modest uptick in female participation, with women accounting for 50.4% of sales during BDD 2024, compared to 48.1% across the rest of the year.



Source: NIQ – Digital Purchases, Data from: 10.1.2025