

“The October Prime Big Deal Days has firmly established itself as a critical annual shopping event, both in scale and strategic timing. Beyond driving meaningful sales growth, it enables Amazon to reset inventory, ramp up seasonal hiring, and kick off holiday shopping early. This year’s 27% growth and strong performance in categories like Electronics and Health & Beauty underscore its impact. Brands should re-evaluate participation based on their category’s trends, while retailers must counter with competitive promotions to defend share. Big Deal Days is now a permanent fixture in the U.S. shopping calendar.”



Jack O’Leary
Director,
eCom Insights,
NielsenIQ

Amazon’s competitive position remains anchored in selection and convenience—key themes reinforced in its Q3 earnings call:

“I’ll now turn to stores. Where the team continues to deliver and innovate for customers across our key priorities, selection, low prices, and convenience, particularly fast delivery, we’re offering 14% more selection since last quarter from popular brands... and we’ve added hundreds of thousands of items from popular brands this year.”

Andrew Jassy
President & CEO, Amazon
Q3 2025 Earnings Call

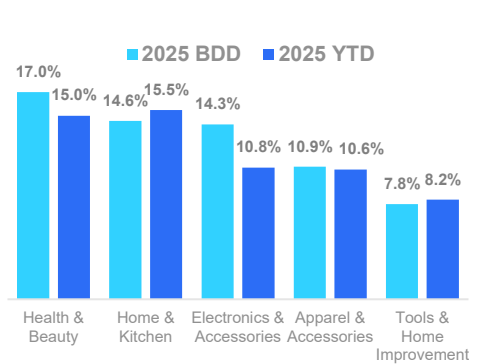
Prime Big Deal Days: Now a Key Fixture in the Promotional Calendar

In Its 4th Year, Big Deal Days Delivers Strong Growth and Share Gains for Amazon

An Anchor Event in the Q4 Shopping Season

Prime Big Deal Days on October 7–8 delivered strong results, with sales up nearly 27% versus last year’s event. Leading categories included Health and Beauty, Home and Kitchen, and Electronics and Accessories—where seven of the top ten product types originated. This event now serves as an unofficial kickoff to holiday shopping and a strategic opportunity for Amazon to reset inventory ahead of Black Friday and Cyber Monday.

Top 5 Categories by Share of Sales: Prime Big Deal Days vs. Full Year 2025



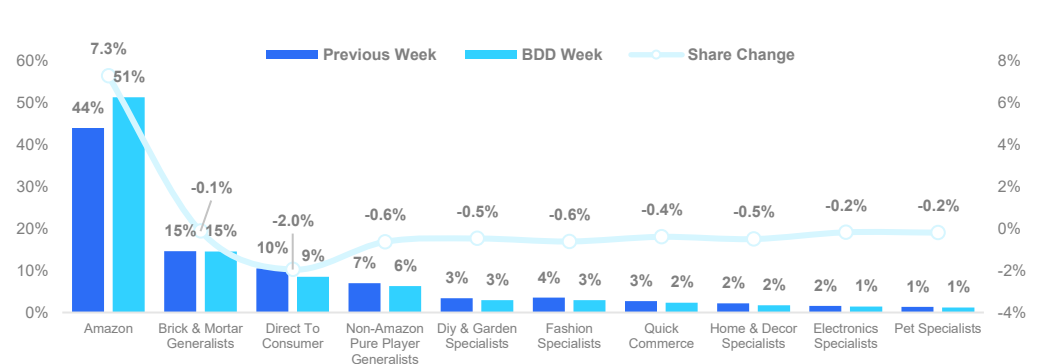
Top-Selling Product Types During Prime Big Deal Days 2025

- Headphones & Microphones
- Vacuums
- Supplements & Vitamins Combination Packs
- Tablets
- Laptops & Netbooks
- Home Security & Surveillance
- Women's Tops & Tees
- Televisions
- Cell Phone Accessories
- Dog Food & Treats

Amazon Outperforms During a Crowded Promotional Week

Now in its fourth year, Prime Big Deal Days takes place in a crowded promotional landscape, with many retailers launching competing discount events. Despite this, Amazon captured 51% of online market share during BDD week, a 7-point gain versus the prior week.

Top Ten Merchant Types By Share of US eCom Sales, BDD Week vs. Prev. Week



Gen X Women: Leading Demographic Driving Basket Growth

Prime Big Deal Days 2025 drove larger baskets than both last year’s event and year-to-date averages, with 2.1 items per order and an average value of \$58. However, average item price declined to \$29.20 from \$40.50 in 2024. While in the past this event often signaled early holiday shopping, typically lifting item prices, 2025 trends suggest more cautious spending and a focus on practical, value-driven purchases. Gen X Women emerged as the leading demographic, accounting for 16.7% of total event sales.

Amazon Basket Dynamics

Avg.	BDD 2025	BDD 2024	YTD 2025
Items per Order	2.1	1.8	1.8
Order Value	\$58.00	\$54.70	\$46.60
Item Price	\$29.20	\$40.50	\$27.60

2025 Amazon Big Deal Days Share of Event Sales by Gender and Generation Combinations

	Gen. Z	Millennial	Gen. X	Baby Boomer	Unknown
Female	6.8%	14.7%	16.7%	10.7%	2.5%
Male	5.5%	12.1%	12.0%	7.0%	2.5%
Unknown	0.2%	0.2%	0.2%	0.1%	8.9%