

NIQ Perspective

Prime Day 2026 Recap: Despite an Earlier Launch, A Success for Amazon

Here’s what industry experts are saying:

After two consecutive years of four-day Prime Day events, brands should treat an extended promotional window as the new normal. This year's results also suggest shoppers are increasingly value-focused, creating opportunities to spotlight lower-ASP products while aligning media investments to peak shopping periods and key consumer segments.



Jack O’Leary
Director, eCom Thought Leadership, NielsenIQ

For brands...

The success of Prime Day's move into June demonstrates that consumer demand is driven more by the event itself than by its placement on the calendar. Brands that combine agile planning, value-focused assortments, and disciplined media support will be best positioned to capitalize on future Prime Day events, regardless of when they occur.

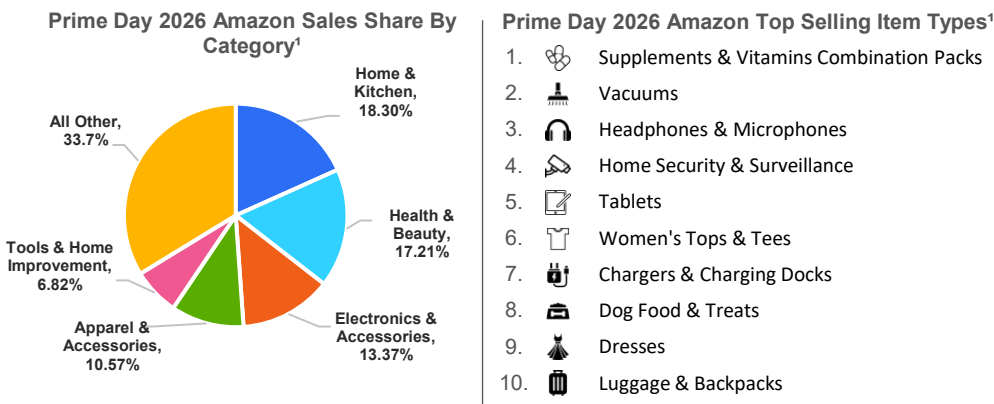
For retailers...

This year’s Prime Day reinforces that major eCommerce events can influence shopping behavior across the entire market. Retailers should view these moments as opportunities to capture incremental demand, sharpen competitive positioning, and identify emerging channels that are gaining share during periods of elevated online shopping activity.

Implications for the Industry

Category leadership shifted in 2026, with Home & Kitchen emerging as the top Prime Day department

Home & Kitchen emerged as the leading Prime Day 2026 category by sales volume, overtaking Health & Beauty from last year. Top-selling item types remained largely consistent with prior events, though Dog Food & Treats entered the top ten, highlighting continued growth in the Pet category.



Prime Day shoppers favored value, while Amazon maintained a consistent share of online spending

Shoppers gravitated toward lower-priced products during Prime Day 2026, contributing to lower average order values than last year. Even so, Amazon maintained a share of wallet in line with historical Prime Day performance.

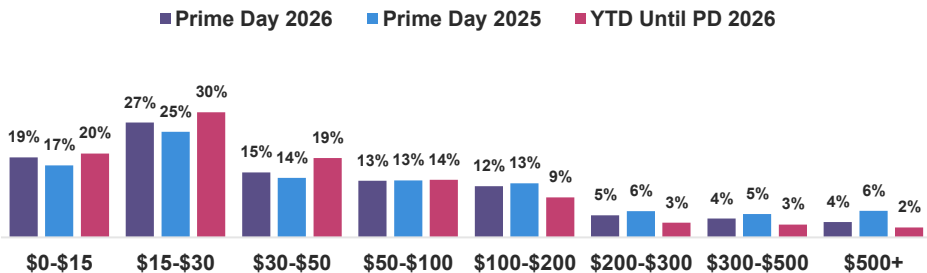
Prime Day 2026 Amazon Shopper Behavior vs. Prime Day 2025 / YTD 2026¹

Average	Prime Day 2026	Prime Day 2025	YTD Until PD 2026
Items per Order	2.2	2.2	1.8
Order Value	\$57.50	\$63.50	\$44.90
Item Price	\$28.50	\$31.40	\$26.10
Customer Spend per Day	\$52.23	\$53.23	\$13.42
AMZN Share of Online Wallet	68.1%	68.4%	51.4%

Lower-priced items gained share during Prime Day 2026

Value was a defining theme of Prime Day 2026. Products priced below \$15 gained share year over year, while purchases of items above \$500 declined, reflecting a shopper preference for lower-cost items during the event.

Amazon Share of Sales by Price Bucket, 2026 Prime Day vs. 2025 PD / 2026 YTD¹



Source: ¹NIQ Digital Purchases

The takeaway

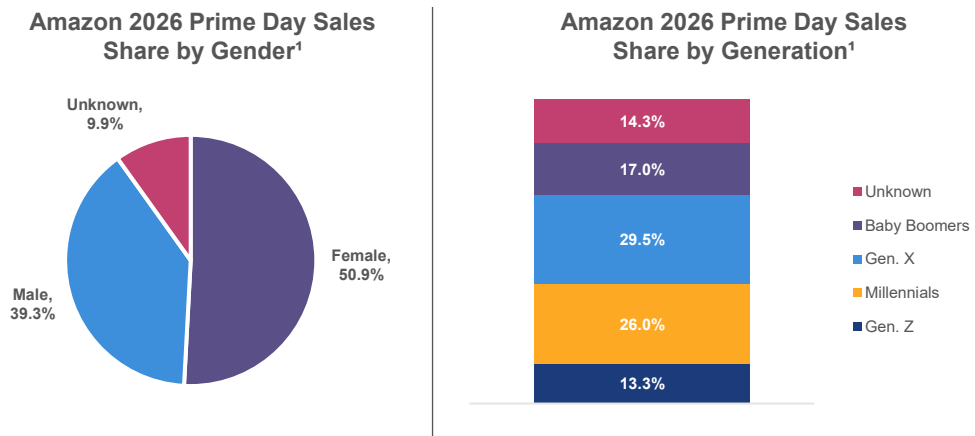
- Prime Day's move to June did not diminish shopper engagement
- Lower-priced products gained share as shoppers prioritized value
- Home & Kitchen overtook Health & Beauty as the leading Prime Day category
- Amazon captured a larger share of online spending, though the broader eCommerce market benefited as well

Your next move

- Ensure sufficient media support during major commerce events, regardless of when they occur
- Evaluate your portfolio for value-oriented products that align with shopper demand trends
- Focus activation plans around Day 1 and key morning and evening shopping windows
- Monitor competitive activity across the broader eCommerce landscape, including emerging platforms such as TikTok Shop

Gen X and Millennials continued to drive the majority of Prime Day spending.

Millennials and Gen X remained the primary drivers of Prime Day 2026 demand, accounting for more than half of total event sales. While Gen Z continues to increase its presence in eCommerce, its contribution to Prime Day sales remained well below that of older generations, reinforcing the importance of established consumer segments during major promotional events.



Evening and morning hours drove the most shopping activity, while Day 1 generated the largest share of sales

Day 1 accounted for the largest share of Prime Day sales, with demand gradually moderating over the remainder of the event. Shopper activity was concentrated during morning and evening hours, reinforcing the importance of aligning promotions and media investments to these peak engagement periods.

Prime Day 2026 Amazon Sales Share by Time-of-Day ¹						
Time	Day 1	Day 2	Day 3	Day 4	Total	Per Hour
Overnight (12am-8am)	4.6%	4.4%	3.8%	3.6%	16.4%	0.5%
Morning/Midday (8am-2pm)	8.6%	6.5%	6.1%	6.2%	27.4%	1.1%
Afternoon (2pm-6pm)	4.0%	5.1%	4.5%	5.0%	18.6%	1.2%
Evening (6pm-10pm)	9.8%	6.1%	5.6%	6.5%	28.0%	1.8%
Late Evening (10pm-12am)	2.7%	2.2%	2.0%	2.7%	9.6%	1.2%
Total	29.7%	24.3%	22.0%	24.0%	-	-

Amazon captured the largest share of online spending, but Prime Day also lifted the broader eCommerce ecosystem

Amazon increased its share of online spending during Prime Day relative to its year-to-date performance, largely at the expense of smaller eCommerce channels. However, the event's ability to attract shoppers online benefited other platforms as well, with TikTok Shop posting strong sales gains across several key categories during the promotional period.

