A survey of 1,000 consumers who were familiar with Prime Day, showcases their upcoming spending intentions for one of retail’s biggest discount events of the year.

Consumers are feeling the economic pinch, but that’s only making Prime Day more attractive.

52% expect the cost of living crisis to impact their spending this year

70% are definitely or most likely to shop this Prime Day

77% are going to spend the same or more this year as last year

The TOP items of interest in demand are still **BIG-TICKET ELECTRONICS** but many are stocking up on household goods.

1. **Consumer Electronics**
2. **Household Products**
3. **Fashion & Apparel**
4. **Beauty & Personal Care**

#5 - Pets  |  #6 - Toys & Games

Consumers LOVE a bargain...

- 91% have purchased during Prime Day before
- 85% would love two Prime Day events a year
- 61% viewed price as extremely important in their purchasing decision

...and they are willing to play the long game in order to secure the best deals.

- 61% will research products to purchase before the big event
- 63% are happy to wait until Prime Day to bag a better deal, even if a product was on sale in the lead up.

Prime Day may be Amazon’s Day, but other retailers and publishers could benefit.

65% are likely to compare prices on other retailer websites during Prime Day

63% have clicked a Facebook ad that takes them to an Amazon product page

While Amazon has self-invented a retail event that rivals Black Friday, consumers and retailers alike can all take advantage of the opportunity it presents. Win, win.