



July 11 - 12, 2023

# Prime Day Event

 MARKETDEFENSE

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# July Prime Day 2023 reached a record \$12.7B in sales.

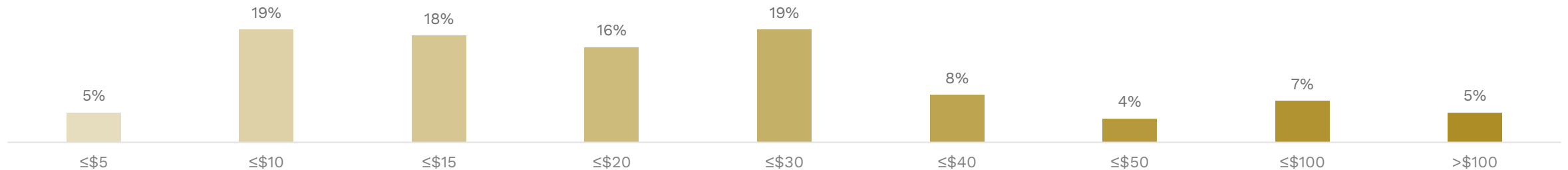
Beauty & Personal Care Increased YoY Sales 35% to \$849M & Product Views 28%

## KEY CONSUMER INSIGHTS

- The first day of Prime Day, July 11, was the single largest sales day in company history.
- The typical observed Prime Day shopper was a high income, suburban female aged 35 to 44.
- Nearly all shoppers (97%) were aware of Prime Day before shopping & 80% had shopped on Prime Day in the past.
- More than half of Prime Day items (57%) sold for under \$20, while 5% were over \$100.
- Average order size slightly increased YoY to \$54.05 from \$52.26 during Prime Day 2023, but 65% of households placed 2+ separate orders, bringing average household spend up to \$155.67.
- 55% of consumers said Prime Day was their main reason for shopping.
- 54% of consumers compared prices or products at other retailers, including Walmart (36%) & Target (25%).
- 66% of consumers reported feeling “Extremely” or “Very” satisfied with Prime Day deals offered.
- 68% of consumers planned to shop during the next Amazon Prime Day 2023.

## PRICE PER ITEM SKEWS HEAVILY TO THE RIGHT, AVERAGING \$32.35

7.6% INCREASE YOY



## PRODUCT TYPES PURCHASED

34%

Items included in Lightning Deals

43%

Items included in general PD deals

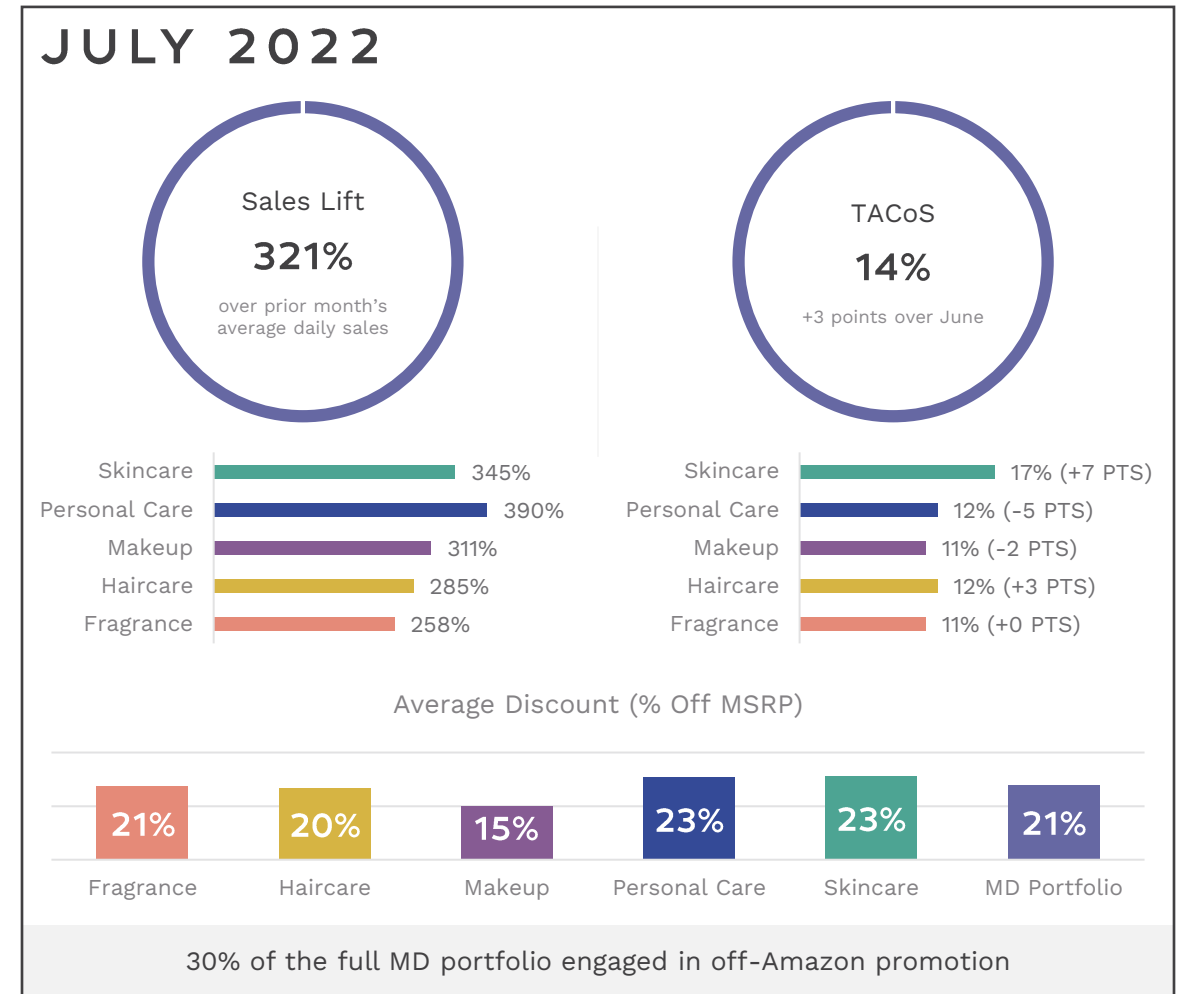
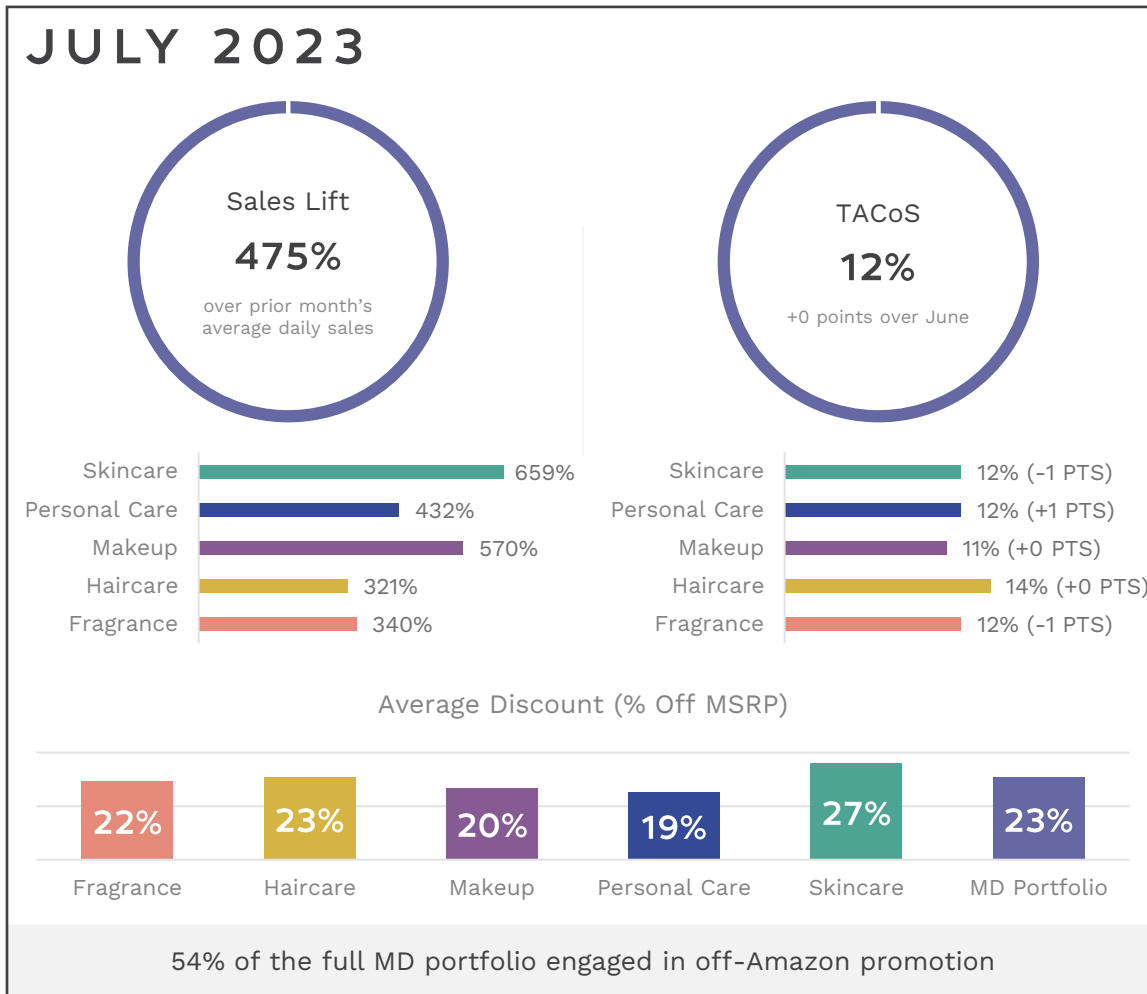
52%

Items I was waiting to buy on sale

32%

Same items I typically buy on Amazon

# The Market Defense portfolio delivered Prime Day 2023 sales volumes equal to 286% YoY. Amazon's overall performance was 6% YoY.



# These were the main drivers of performance across our portfolio of beauty brands.

## HIGHER DISCOUNTS INCREASED SALES LIFT SIGNIFICANTLY

Brands that offered Prime Day discounts on at least some of their catalog listings saw significant sales lift over brands not offering discounts.

**83%**

Average Sales Lift for Brands  
Offering No Discount  
due to increases in overall traffic

**368%**

Average Sales Lift for Brands  
Offering a 20-25% Discount

**894%**

Average Sales Lift for Brands  
Offering a 30% or Higher Discount

**AVG SALES LIFT FOR BRANDS THAT DROVE TRAFFIC TO THEIR AMAZON STORES BY PROMOTING DEALS OFF-AMAZON** 523%

**AVG SALES LIFT FOR BRANDS THAT DID NOT PROMOTE DEALS OFF-AMAZON** 447%



**DID YOUR BEAUTY BRAND EXPERIENCE A RECORD DAY IN SALES ON PRIME DAY?**

Our marketing audit will reveal where you missed the mark. Let's connect.

# Thank you.

[www.marketdefense.com](http://www.marketdefense.com)

