

Prime Big Deal Days 2024






For the third year in a row, Amazon kicked off the holiday season early with its Prime Big Deal Days (PBDD) event, which took place October 8th and 9th. According to Amazon, this year marked its biggest October shopping event yet, with higher sales and more items sold than ever before. 95% of consumers who shopped knew the event was happening before they hit the site—Amazon has (quickly) established this event within the shopping calendar, and consumers now look forward to it. PBDD is the unofficial start of the holiday shopping season for some—26% bought holiday gifts—but most consumers take advantage of the sale for everyday items.

RUNNING THE NUMBERS

Globally, Prime members saved more than **\$1B** across millions of deals



What Did Consumers Want Most?

-  **Household Essentials**
-  **Apparel & Shoes**
-  **Home Goods**
-  **Beauty**
-  **Health & Wellness**



Primed for Promotions

59% also shopped Prime Day in July

57% of the consumers were very or extremely satisfied with the deals offered

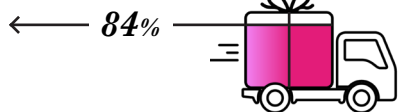
Competition IS ON

Major retailers including Target, Walmart, Ulta, Wayfair, and The Home Depot, **launched their own events during the same time**

HOLIDAY Starts Now!




While **26%** purchased holiday gifts, **84%** say they will shop on Amazon again in the next three months for holiday items



Stella Clients SHINE!

We were once again thrilled to deliver excellence for our own Stella Rising clients, who experienced strong YoY growth and were included in Amazon's own list of top selling brands during the event

 On average, Stella Rising **client sales rose +41%** vs. PBDD LY

 **PBDD still does not capture consumers like its sister event:** client sales were, on average, **21%** less than July

 But our client data reinforces that **PBDD is growing:** 2023 PBDD sales were **32%** less than July Prime Day 2023



UNDERSTANDING THE EVENT

In years past, **Day 1** has driven considerably stronger performance—in 2024, Day 2 sales were only a touch softer than Day 1

36% of Stella Rising clients experienced flat or higher sales on Day 2

Press is stellar! Our top performing brands were those whose PBDD deals were featured widely by major online publications, including Vogue, ELLE, Allure, TODAY, Forbes, People, Harper's Bazaar, and more

Many brands also took external support into their own hands via **social content** to amplify the promotional message to their loyal followers

