

Record sales on Prime Day 2019

Sales for Amazon's 2019 Prime Day event surpassed those the company recorded for the previous Black Friday and Cyber Monday combined. Prime Day, held over two days on 15 and 16 July this year, was the largest shopping event in Amazon history with more than one million deals made available exclusively for Prime members.



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Amazon welcomed more new Prime members on July 15 than any previous day, and almost as many on July 16 – making these the two biggest days ever for member signups. According to the company, members from 18 countries shopped – double the number since the first Prime Day five years ago.

Prime members purchased more than 175 million items throughout the event, shopping across nearly the entire catalogue of products including electronics, beauty, fashion, grocery, toys, furniture, everyday essentials and school supplies

The sale was the biggest event ever for Amazon devices, when comparing two-day periods – top-selling deals worldwide were Echo Dot, Fire TV Stick with Alexa Voice Remote, and Fire TV Stick 4K with Alexa Voice Remote.

“We want to thank Prime members all around the world,” said Jeff Bezos, Amazon founder and CEO. “Members purchased millions of Alexa-enabled devices, received tens of millions of dollars in savings by shopping from Whole Foods Market and bought more than \$2 billion of products from independent small and medium-sized businesses.”



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18 Jul 2019



Other top-selling products

Top-selling smart-home devices this year included iRobot Roomba 690 Robot Vacuum, MyQ Smart Garage Door Opener Chamberlain MYQ-G0301 and Amazon Smart Plug.

This Prime Day was the biggest sales event ever for eero on Amazon – customers purchased 6x as many devices as any previous sales event for the product. The sale was also the biggest event ever on Amazon for Alexa devices with screens, such as Echo Show and Echo Show 5, and customers purchased 2x as many Fire TV Edition Smart TVs as last year's Prime Day, when comparing two-day periods.

Customers purchased 2x as many Ring and Blink devices this Prime Day as last year, when comparing two-day periods. Prime Day 2019 also saw record sales for Fire tablets, with Fire 7 tablet as the top-seller. Kindle devices were also a top seller.



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Michael King 17 Jul 2019



Third-party sellers

According to Amazon, Prime Day 2019 was a record-breaking success for independent third-party sellers – mostly small and medium-sized businesses. Globally, these businesses far exceeded \$2 billion in sales this Prime Day, making it the biggest Amazon shopping event ever for third-party sellers when comparing two-day periods.

"These innovators, artisans and entrepreneurs are an invaluable part of the Amazon family. Products from these unique businesses increase variety and contribute to the ever-expanding selection available to Prime members worldwide," said Amazon in a statement.

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