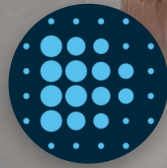# Prime Day 2021's Best Fashion Discounts Around the World

27th Jul, 2021

BY DATAWEAVE

Consumers are moving beyond yoga pants. After a long year of pandemic lockdowns and the casual comfort of a homebody lifestyle, shoppers are giving their wardrobes a makeover. During this year's Prime Day sales event, retailers around the world were well prepared for fashion shoppers' enthusiasm for a fresh look.

That's why we at DataWeave wanted to know how Prime Day 2021 discounts played a role in fashion marketing. We focused our analysis on how global retailers adapted their Prime Day pricing strategies to distinguish their offerings across seven fashion subcategories, including men's and women's shoes, and clothing & accessories.

Our Methodology
We tracked the pricing of products among 16 leading retailers in nine countries across five regions, including:

• The US (Amazon US, Nordstrom, Target, Walmart and Zappos)
• The UK (Amazon UK, Ebay, Etsy and OnBuy)
• Europe (Amazon France, Amazon Germany and Amazon Italy)
• The Middle East (Amazon Saudi Arabia and Amazon UAE)
• Asia (Amazon Japan and Amazon Singapore)

This year's results showed some impressive discounts among retailers and across regions. Let's see how retailers used pricing as a competitive strategy

to win Prime Day sales in the fashion category, as well as international fashion brands that stood out for the generous discounts on their products.
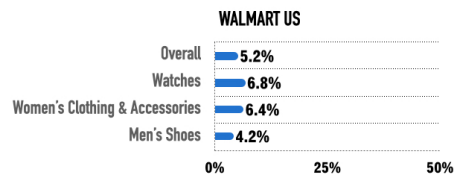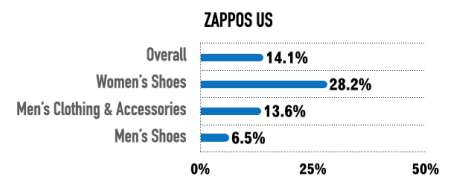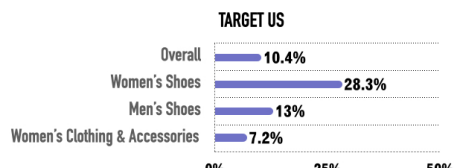
Percentage of items with a price decrease

The US retailer with the overall highest percentage of fashion products with a price decrease for Prime Day was Amazon US (34.5%).

Fashion subcategories with the highest percentage of items with a price decrease per US retailer were:

• **Amazon US**: Watches (43.1%), men's clothing & accessories (34.0%) and men's shoes and women's shoes (both 32.8%)
• **Nordstrom**: Men's clothing & accessories (5.2%), women's shoes (2.1%) and women's clothing & accessories (1.5%)
• **Target**: Women's shoes (28.3%), men's shoes (13.0%) and women's clothing & accessories (7.2%)
• **Walmart**: Watches (6.8%), women's clothing & accessories (6.4%) and men's shoes (4.2%)
• **Zappos**: Women's shoes (28.2%), men's clothing & accessories (13.6%) and men's shoes (6.5%

amazon **primeday 2021**

PERCENTAGE OF ITEMS WITH A PRICE DECREASE

ITEMS WITH A PRICE DECREASE

AMAZON UK

Category	%
Overall	30.7%
Women's Shoes	38.5%
Watches	33.5%
Men's Shoes	25%

0%   50%   100%

EBAY UK

Category	%
Overall	4.7%
Men's Shoes	7.6%
Women's Shoes	5.5%
Women's Clothing & Accessories	6%

0%   10%   20%

ETSY UK

Category	%
Overall	2.7%
Jewellery & Accessories	4.7%
Men's Clothing & Accessories	4.3%
Women's Clothing & Accessories	2.4%

0%   10%   20%

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By far, the UK retailer with the overall highest percentage of items with a price decrease for Prime Day was Amazon UK (30.7%).
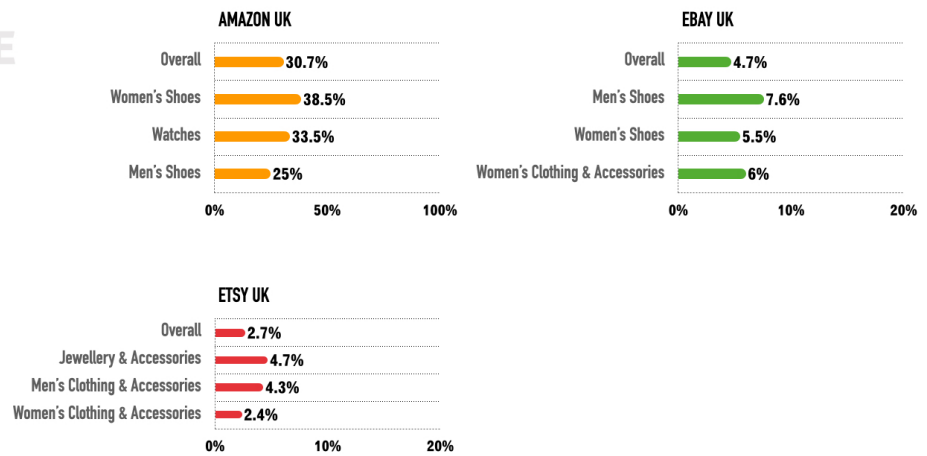
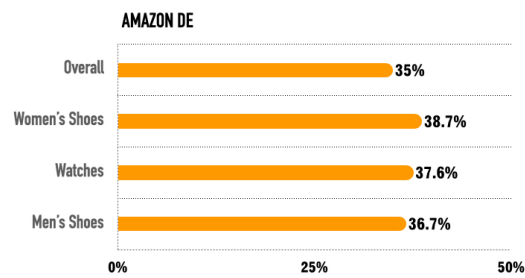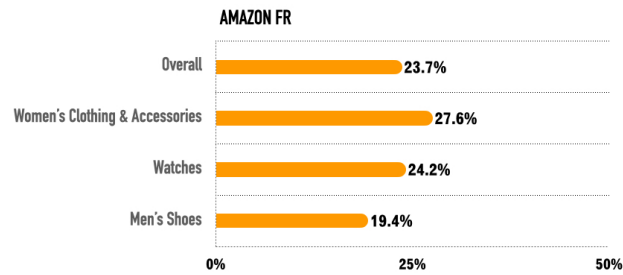Fashion subcategories with the highest percentage of items with a price decrease per UK retailer were:

• **Amazon UK**: Women's shoes (38.5%), watches (33.5%) and men's shoes (25.0%)
• **Ebay**: Men's shoes (7.6%), women's clothing & accessories (6.0%) and women's shoes (5.5%)
• **Etsy**: Jewellery & accessories (4.7%), men's clothing & accessories (4.3%) and women's clothing & accessories (2.4%)

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PERCENTAGE OF ITEMS WITH A PRICE DECREASE

ITEMS WITH A PRICE DECREASE

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AMAZON FR

Overall	23.7%
Women's Clothing & Accessories	27.6%
Watches	24.2%
Men's Shoes	19.4%

0%   25%   50%

AMAZON DE

Overall	35%
Women's Shoes	38.7%
Watches	37.6%
Men's Shoes	36.7%

0%   25%   50%

In Europe, Amazon Germany had the overall highest percentage of items with a price decrease for Prime Day (35.0%).

Fashion subcategories with the highest percentage of items with a price decrease per European retailer were:

• **Amazon France**: Women's clothing & accessories (27.6%), watches (24.2%) and men's shoes (19.4%)
• **Amazon Germany**: Women's shoes (38.7%), watches (37.6%) and men's shoes (36.7%)
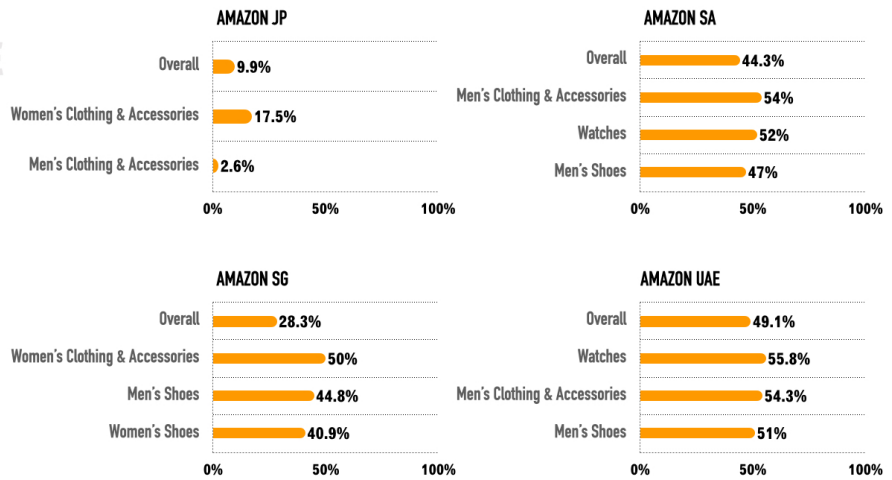
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PERCENTAGE OF ITEMS WITH A PRICE DECREASE

ITEMS WITH A PRICE DECREASE

W W W . D A T A W E A V E . C O M

AMAZON JP

Overall	9.9%
Women's Clothing & Accessories	17.5%
Men's Clothing & Accessories	2.6%

0%   50%   100%

AMAZON SA

Overall	44.3%
Men's Clothing & Accessories	54%
Watches	52%
Men's Shoes	47%

0%   50%   100%

AMAZON SG

Overall	28.3%
Women's Clothing & Accessories	50%
Men's Shoes	44.8%
Women's Shoes	40.9%

0%   50%   100%

AMAZON UAE

Overall	49.1%
Watches	55.8%
Men's Clothing & Accessories	54.3%
Men's Shoes	51%

0%   50%   100%

Across the Middle East & Asia, Amazon UAE had the overall highest percentage of fashion items with a price decrease for Prime Day (49.1%).

Fashion subcategories with the highest percentage of items with a price decrease per retailer were:

• **Amazon Saudi Arabia**: Men's clothing & accessories (54.0%), watches (52.0%) and men's shoes (47.0%)
• **Amazon UAE**: Watches (55.8%), men's clothing & accessories (54.3%) and men's shoes (51.0%)
• **Amazon Japan**: Women's clothing & accessories (17.5%) and men's clothing & accessories (2.6%)
• **Amazon Singapore**: Women's clothing & accessories (50.0%), men's shoes (44.8%) and women's shoes (40.9%)
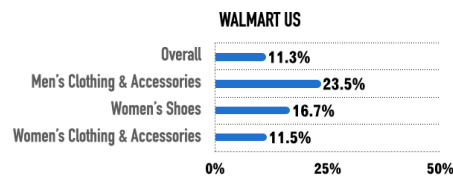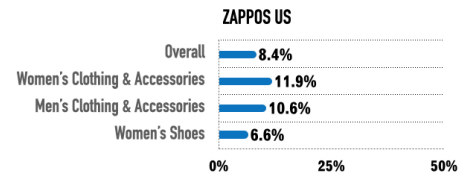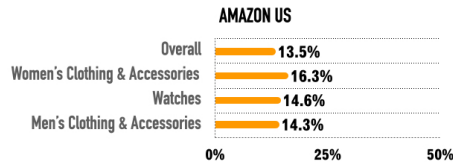
Magnitude of price decrease

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MAGNITUDE OF PRICE DECREASE

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AMAZON US
- Overall 13.5%
- Women's Clothing & Accessories 16.3%
- Watches 14.6%
- Men's Clothing & Accessories 14.3%

SHOPNORDSTROM US
- Overall 29.3%
- Women's Clothing & Accessories 35%
- Women's Shoes 29.3%
- Men's Clothing & Accessories 28.4%

TARGET US
- Overall 18.8%
- Men's Clothing & Accessories 21.9%
- Women's Clothing & Accessories 19.3%
- Women's Shoes 18.6%

ZAPPOS US
- Overall 8.4%
- Women's Clothing & Accessories 11.9%
- Men's Clothing & Accessories 10.6%
- Women's Shoes 6.6%

WALMART US
- Overall 11.3%
- Men's Clothing & Accessories 23.5%
- Women's Shoes 16.7%
- Women's Clothing & Accessories 11.5%

The US retailer with the greatest overall magnitude of price decrease for Prime Day was Nordstrom (29.3%).

The fashion subcategories with the greatest magnitude of price decrease per US retailer were:
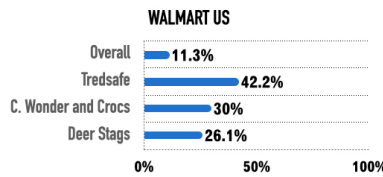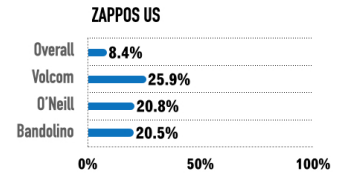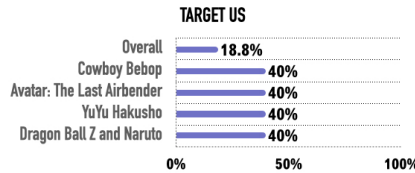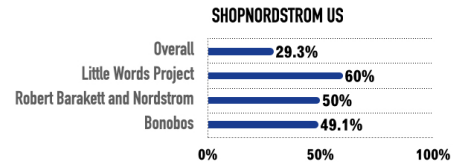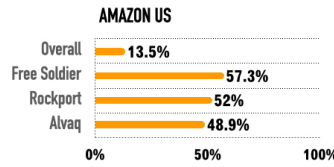
• **Amazon US**: Women's clothing & accessories (16.3%), watches (14.6%) and men's clothing & accessories (14.3%)
• **Nordstrom**: Women's clothing & accessories (35.0%), women's shoes (29.3%) and men's clothing & accessories (28.4%)
• **Target**: Men's clothing & accessories (21.9%), women's clothing & accessories (19.3%) and women's shoes (18.6%)
• **Walmart**: Men's clothing & accessories (23.5%), women's shoes (16.7%) and women's clothing & accessories (11.5%)
• **Zappos**: Women's clothing & accessories (11.9%), men's clothing & accessories (10.6%) and women's shoes (6.6%)

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MAGNITUDE OF PRICE DECREASE

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AMAZON US

Overall	13.5%
Free Soldier	57.3%
Rockport	52%
Alvaq	48.9%

SHOPNORDSTROM US

Overall	29.3%
Little Words Project	60%
Robert Barakett and Nordstrom	50%
Bonobos	49.1%

TARGET US

Overall	18.8%
Cowboy Bebop	40%
Avatar: The Last Airbender	40%
YuYu Hakusho	40%
Dragon Ball Z and Naruto	40%

ZAPPOS US

Overall	8.4%
Volcom	25.9%
O'Neill	20.8%
Bandolino	20.5%

WALMART US

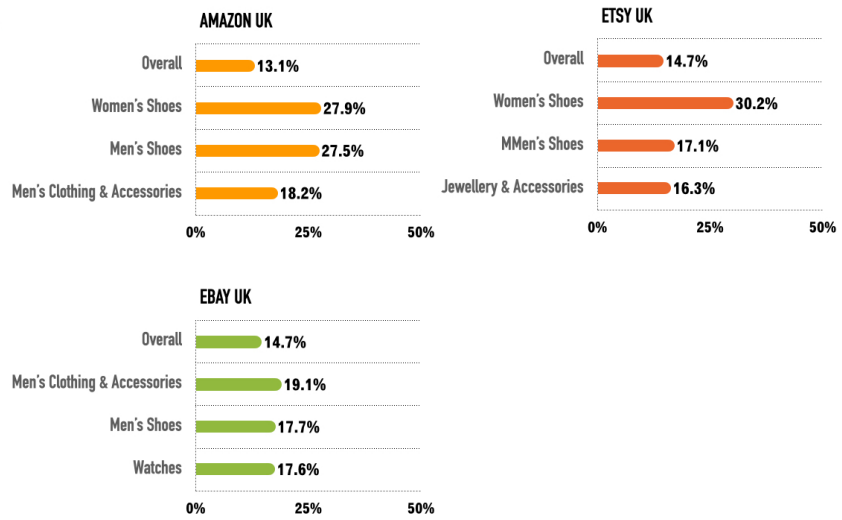|	
Overall	11.3%
Tredsafe	42.2%
C. Wonder and Crocs	30%
Deer Stags	26.1%

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Brands with the greatest magnitude of price decreases on fashions per US retailer included:

• **Amazon US**: Free Soldier (57.3%), Rockport (52.0%) and Alvaq (48.9%)
• **Nordstrom**: Little Words Project (60.0%), Robert Barakett and Nordstrom (50.0%) and Bonobos (49.1%)
• **Target**: Cowboy Bebop, Avatar: The Last Airbender, YuYu Hakusho, Dragon Ball Z and Naruto (all 40.0%)
• **Walmart**: Tredsafe (42.2%), C. Wonder and Crocs (both 30.0%) and Deer Stags (26.1%)
• **Zappos**: Volcom (25.9%), O'Neill (20.8%) and Bandolino (20.5%)

MAGNITUDE OF PRICE DECREASE

AMAZON UK

Category	Value
Overall	13.1%
Women's Shoes	27.9%
Men's Shoes	27.5%
Men's Clothing & Accessories	18.2%

ETSY UK

Category	Value
Overall	14.7%
Women's Shoes	30.2%
MMen's Shoes	17.1%
Jewellery & Accessories	16.3%

EBAY UK

Category	Value
Overall	14.7%
Men's Clothing & Accessories	19.1%
Men's Shoes	17.7%
Watches	17.6%

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In the UK, Ebay and Etsy tied for the greatest overall magnitude of price decrease on fashion products for Prime Day (both 14.7%).

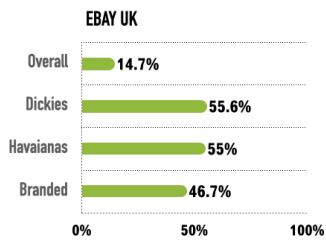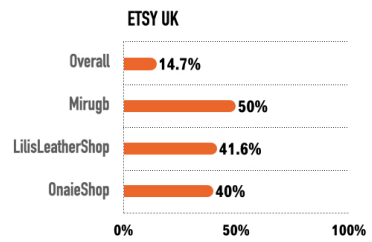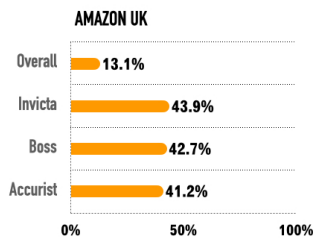The fashion subcategories with the greatest magnitude of price decrease per UK retailer were:

• **Amazon UK**: Women's shoes (27.9%), men's shoes (27.5%) and men's clothing & accessories (18.2%)
• **Ebay**: Men's clothing & accessories (19.1%), men's shoes (17.7%) and watches (17.6%)
• **Etsy**: Women's shoes (30.2%), men's shoes (17.1%) and jewellery & accessories (16.3%)

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MAGNITUDE OF PRICE DECREASE

AMAZON UK

Overall	13.1%
Invicta	43.9%
Boss	42.7%
Accurist	41.2%

0%   50%   100%

ETSY UK

Overall	14.7%
Mirugb	50%
LilisLeatherShop	41.6%
OnaieShop	40%

0%   50%   100%

EBAY UK

Overall	14.7%
Dickies	55.6%
Havaianas	55%
Branded	46.7%

0%   50%   100%

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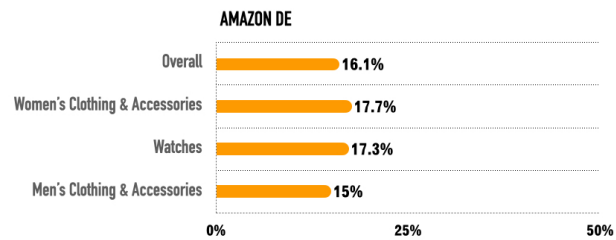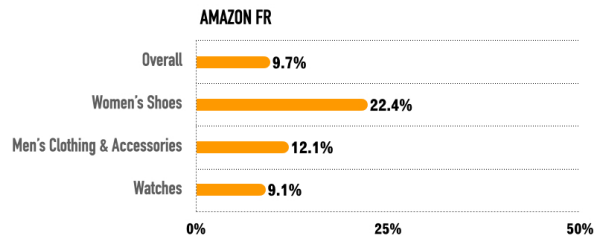Brands with the greatest magnitude of price decreases across fashion sub-categories per UK retailer included:

• **Amazon UK**: Invicta (43.9%), Boss (42.7%) and Accurist (41.2%)
• **Ebay**: Dickies (55.6%), Havaianas (55.0%) and Branded (46.7%)
• **Etsy**: Mirugb (50.0%), LilisLeatherShop (41.6%) and OnaieShop (40.0%)

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MAGNITUDE OF PRICE DECREASE

AMAZON FR

Overall	9.7%
Women's Shoes	22.4%
Men's Clothing & Accessories	12.1%
Watches	9.1%

0%   25%   50%

AMAZON DE

Overall	16.1%
Women's Clothing & Accessories	17.7%
Watches	17.3%
Men's Clothing & Accessories	15%

0%   25%   50%

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Among European retailers, Amazon Germany offered the greatest overall magnitude of price decrease on fashion products for Prime Day (16.1%).

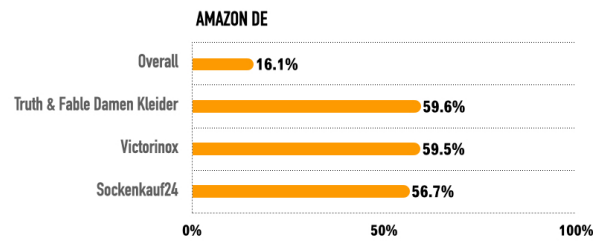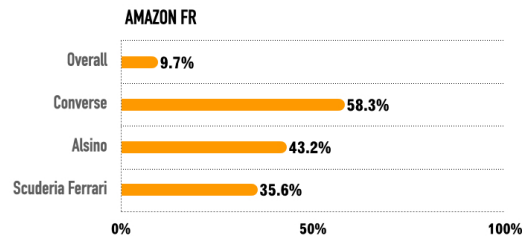The fashion subcategories with the greatest magnitude of price decrease per European retailer were:

• **Amazon France**: Women's shoes (22.4%), men's clothing & accessories (12.1%) and watches (9.1%)
• **Amazon Germany**: Women's clothing & accessories (17.7%), watches (17.3%) and men's clothing & accessories (15.0%)

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MAGNITUDE OF PRICE DECREASE

AMAZON FR

Overall	9.7%
Converse	58.3%
Alsino	43.2%
Scuderia Ferrari	35.6%

0%   50%   100%

AMAZON DE

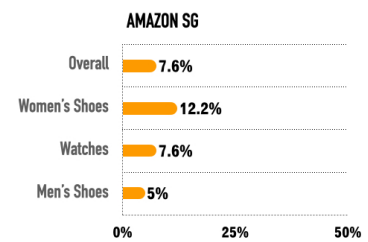|	
Overall	16.1%
Truth & Fable Damen Kleider	59.6%
Victorinox	59.5%
Sockenkauf24	56.7%

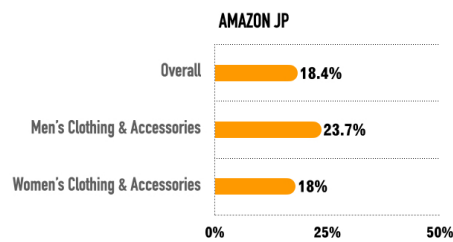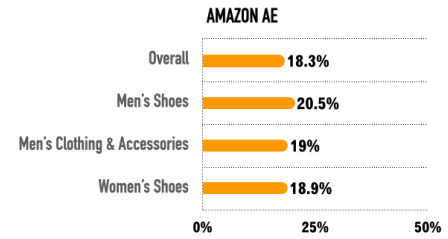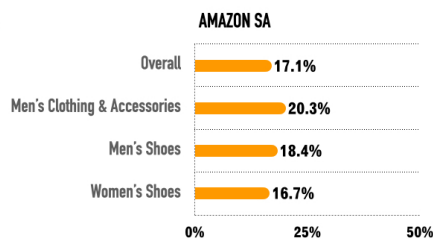0%   50%   100%

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Brands with the greatest magnitude of price decreases per European retailer included:

• **Amazon France**: Converse (58.3%), Alsino (43.2%) and Scuderia Ferrari (35.6%)
• **Amazon Germany**: Truth & Fable Damen Kleider (59.6%), Victorinox (59.5%) and Sockenkauf24 (56.7%)

Across the Middle East and Asia, Amazon Japan offered the greatest overall magnitude of price decrease on fashion products for Prime Day (18.4%).

The fashion subcategories with the greatest magnitude of price decrease per retailer were:

• **Amazon Saudi Arabia**: Men's clothing & accessories (20.3%), men's shoes (18.4%) and women's shoes (16.7%)
• **Amazon UAE**: Men's shoes (20.5%), men's clothing & accessories (19.0%) and women's shoes (18.9%)
• **Amazon Japan**: Men's clothing & accessories (23.7%) and women's clothing & accessories (18.0%)
• **Amazon Singapore:** Women's shoes (12.2%), watches (7.6%) and men's shoes (5.0%)

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MAGNITUDE OF PRICE DECREASE

AMAZON SA

Overall	17.1%
Dorina	48.7%
Cole Haan	40.2%
Boss	39.7%

0%   50%   100%

AMAZON AE

Overall	18.3%
Aldo	53.2%
Mvmt	51.4%
Inkast Denim Co.	39.4%

0%   50%   100%

AMAZON JP

Overall	18.4%
Face Trick Glasses	30.2%
モアプレッシャー (More Pressure)	23.7%
アツギ (Atsugi)	21.7%

0%   50%   100%

AMAZON SG

Overall	7.6%
Bloch	49%
Adidas	38.5%
Chums	31.4%

0%   50%   100%
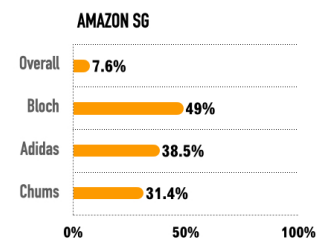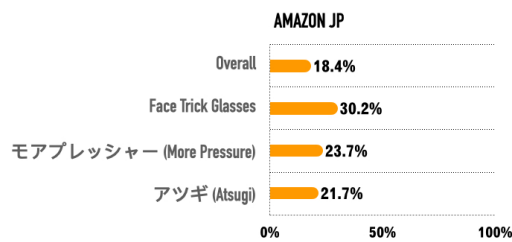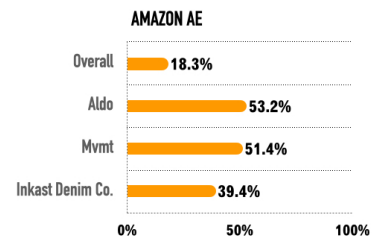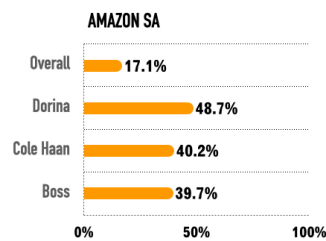
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Brands with the greatest magnitude of price decreases per retailer in the Middle East and Asia included:

• **Amazon Saudi Arabia**: Dorina (48.7%), Cole Haan (40.2%) and Boss (39.7%)
• **Amazon UAE**: Aldo (53.2%), Mvmt (51.4%) and Inkast Denim Co. (39.4%)
• **Amazon Japan**: Face Trick Glasses (30.2%), モアプレッシャー (More Pressure) (23.7%) and
アツギ (Atsugi) (21.7%)
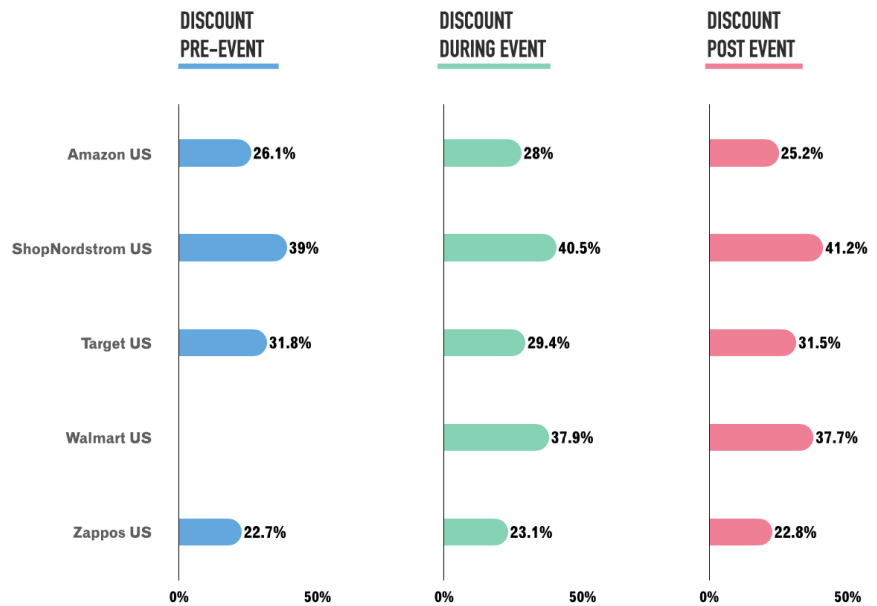• **Amazon Singapore**: Bloch (49.0%), Adidas (38.5%) and Chums (31.4%)

Discounts before, during and after the event

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DISCOUNTS BEFORE, DURING AND AFTER THE EVENT

	DISCOUNT PRE-EVENT	DISCOUNT DURING EVENT	DISCOUNT POST EVENT
Amazon US	26.1%	28%	25.2%
ShopNordstrom US	39%	40.5%	41.2%
Target US	31.8%	29.4%	31.5%
Walmart US		37.9%	37.7%
Zappos US	22.7%	23.1%	22.8%

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Nordstrom was the US retailer with the biggest overall fashion discount before (39.0%), during (40.5%) and after (41.2%) Prime Day.

Nordstrom's biggest pre-event discounts were on women's shoes (44.2%), women's clothing & accessories (36.6%) and men's clothing & accessories (36.1%).

Women's shoes (43.1%), men's shoes (42.6%) and men's clothing & accessories (39.5%) were the leading subcategories for Nordstrom's discounts during Prime Day.
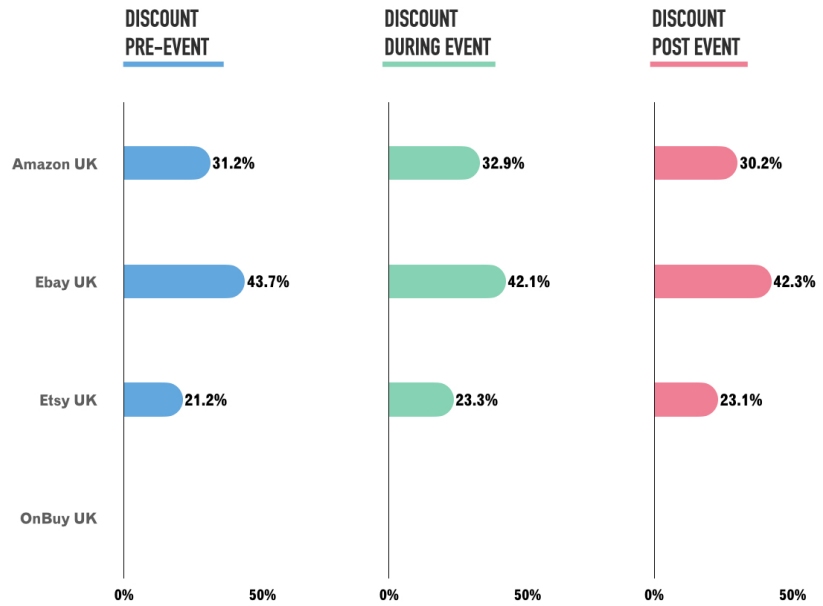
After the event, Nordstrom's biggest discounts were for women's shoes (42.5%), men's shoes (42.2%) and men's clothing & accessories (41.5%).

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DISCOUNTS BEFORE, DURING AND AFTER THE EVENT

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	DISCOUNT PRE-EVENT	DISCOUNT DURING EVENT	DISCOUNT POST EVENT
Amazon UK	31.2%	32.9%	30.2%
Ebay UK	43.7%	42.1%	42.3%
Etsy UK	21.2%	23.3%	23.1%
OnBuy UK			

In the UK, Ebay offered the highest discounts before (43.7%), during (42.1%) and after (42.3%) Prime Day.

Before Prime Day, Ebay biggest discounts were on men's clothing & accessories (47.9%), men's shoes (43.9%) and watches (43.3%).

Ebay's top discounts during Prime Day were on men's clothing & accessories (45.3%), men's shoes (44.6%) and women's shoes (39.5%).
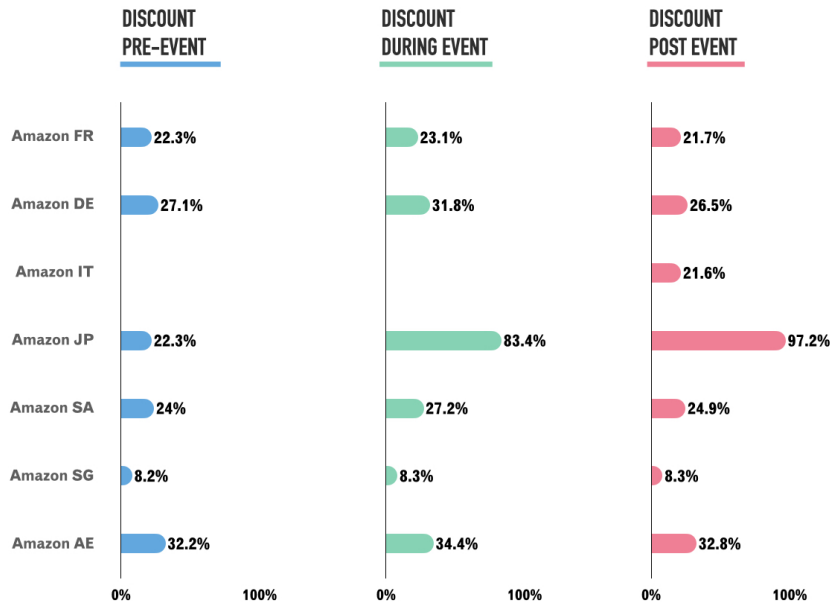
After the event, Ebay had the biggest discounts on men's clothing & accessories (45.6%), women's shoes (42.9%) and men's shoes (41.9%).

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DISCOUNTS BEFORE, DURING AND AFTER THE EVENT

	DISCOUNT PRE-EVENT	DISCOUNT DURING EVENT	DISCOUNT POST EVENT
Amazon FR	22.3%	23.1%	21.7%
Amazon DE	27.1%	31.8%	26.5%
Amazon IT			21.6%
Amazon JP	22.3%	83.4%	97.2%
Amazon SA	24%	27.2%	24.9%
Amazon SG	8.2%	8.3%	8.3%
Amazon AE	32.2%	34.4%	32.8%

W W W . D A T A W E A V E . C O M

In Europe, Amazon Germany dominated with the biggest overall fashion discounts before (27.1%), during (31.8%) and after (26.5%) Prime Day.

In the pre-sales event, Amazon Germany offered its most generous discounts on watches (27.5%), women's shoes (12.6%) and men's shoes (5.7%).

During Prime Day, Amazon Germany's biggest discounts were on women's clothing & accessories (36.8%), men's clothing & accessories (32.5%) and watches (32.0%).
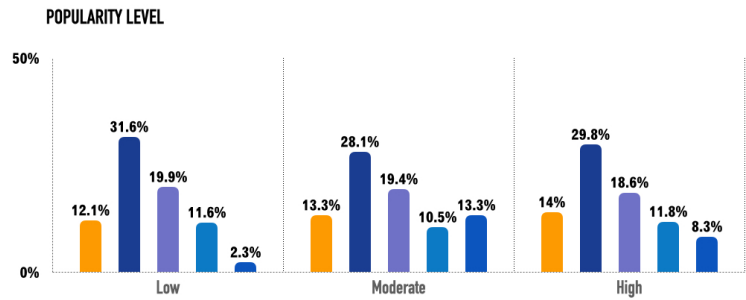
After Prime Day, Amazon Germany had the highest discounts on women's clothing & accessories (34.1%), men's clothing & accessories (27.6%) and watches (26.6%).
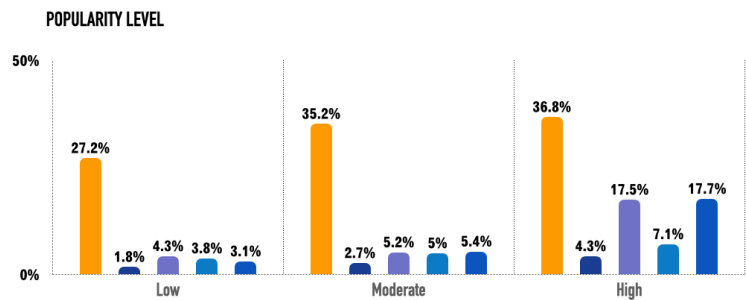
Popularity

amazon prime day 2021

POPULARITY LEVELS US

MAGNITUDE OF PRICE DECREASE

POPULARITY LEVEL

Low: Amazon 12.1%, ShopNordstrom 31.6%, Target 19.9%, Walmart 11.6%, Zappos 2.3%
Moderate: Amazon 13.3%, ShopNordstrom 28.1%, Target 19.4%, Walmart 10.5%, Zappos 13.3%
High: Amazon 14%, ShopNordstrom 29.8%, Target 18.6%, Walmart 11.8%, Zappos 8.3%

% OF ITEMS ON PRICE DECREASE

Legend: Amazon, ShopNordstrom, Target, Walmart, Zappos

POPULARITY LEVEL

Low: Amazon 27.2%, ShopNordstrom 1.8%, Target 4.3%, Walmart 3.8%, Zappos 3.1%
Moderate: Amazon 35.2%, ShopNordstrom 2.7%, Target 5.2%, Walmart 5%, Zappos 5.4%
High: Amazon 36.8%, ShopNordstrom 4.3%, Target 17.5%, Walmart 7.1%, Zappos 17.7%

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In the US, among fashion products with high popularity, Amazon US offered the highest percentage of items with a price decrease (36.8%) and Nordstrom offered the greatest magnitude of price decrease (29.8%).
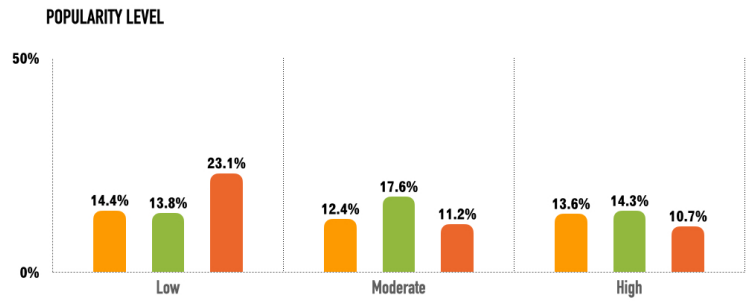
For fashion items with medium popularity, Amazon US offered the highest percentage of items with a price decrease (35.2%), and Nordstrom offered the greatest magnitude of price decrease (28.1%).

Among fashion merchandise with low popularity, Amazon US offered the highest percentage of items with a price decrease (27.2%) and Nordstrom offered the greatest magnitude of price decrease (31.6%).
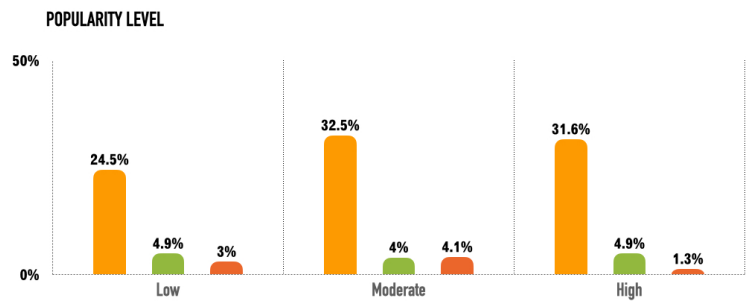
amazon **primeday** 2021

POPULARITY LEVELS UK

MAGNITUDE OF PRICE DECREASE

POPULARITY LEVEL

50%

	Low			Moderate			High		
14.4%	13.8%	23.1%	12.4%	17.6%	11.2%	13.6%	14.3%	10.7%

0%

% OF ITEMS ON PRICE DECREASE

■ Amazon   ■ Ebay   ■ Etsy

POPULARITY LEVEL

50%

Low			Moderate			High		
24.5%	4.9%	3%	32.5%	4%	4.1%	31.6%	4.9%	1.3%

0%

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In the UK, among fashion products with high popularity, Amazon UK offered the highest percentage of items with a price decrease (31.6%) and Ebay offered the greatest magnitude of price decrease (14.3%).
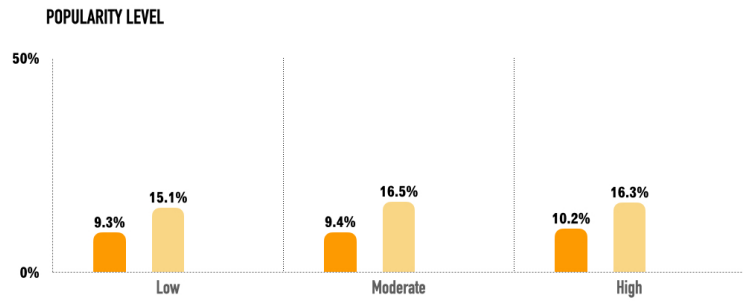
For fashion items with medium popularity, Amazon UK offered the highest percentage of items with a price decrease (32.5%) and Ebay offered the greatest magnitude of price decrease (17.6%).

Among fashion merchandise with low popularity, Amazon UK offered the highest percentage of items with a price decrease (24.5%) and Etsy offered the greatest magnitude of price decrease (23.1%).
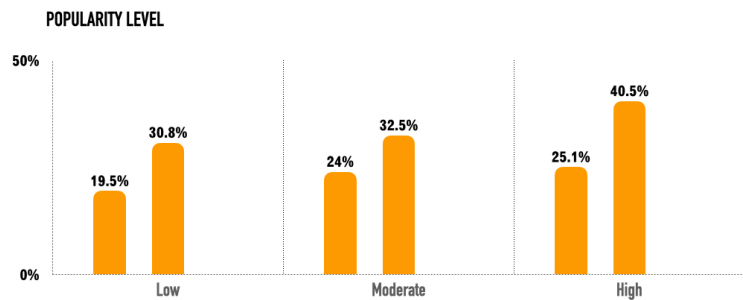
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POPULARITY LEVELS EUROPE

POPULARITY LEVEL

MAGNITUDE OF PRICE DECREASE

	Low	Moderate	High
Amazon FR	9.3%	9.4%	10.2%
Amazon DE	15.1%	16.5%	16.3%

% OF ITEMS ON PRICE DECREASE

- Amazon FR
- Amazon DE
- Amazon IT

POPULARITY LEVEL

	Low	Moderate	High
Amazon FR	19.5%	24%	25.1%
Amazon DE	30.8%	32.5%	40.5%

In Europe, Amazon Germany dominated discounts for Prime Day 2021 across all levels of popularity.

Among fashion goods with high popularity, Amazon Germany offered both the highest overall percentage of items with a price decrease (40.5%) and the greatest overall magnitude of price decrease (16.3%).
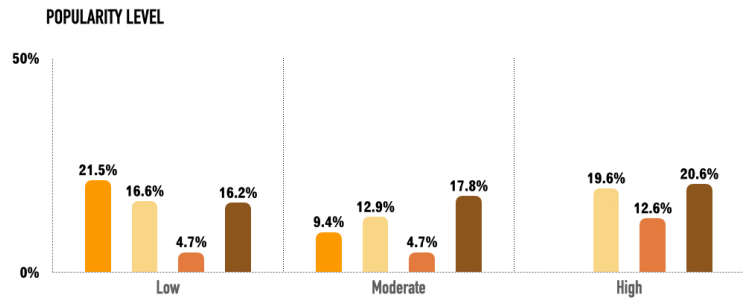
For fashion items with medium popularity, Amazon Germany offered both the highest percentage of items with a price decrease (32.5%) and the greatest magnitude of price decrease (16.5%).

Among fashion merchandise with low popularity, Amazon Germany offered the highest percentage of items with a price decrease (30.8%) and the greatest magnitude of price decrease (15.1%).
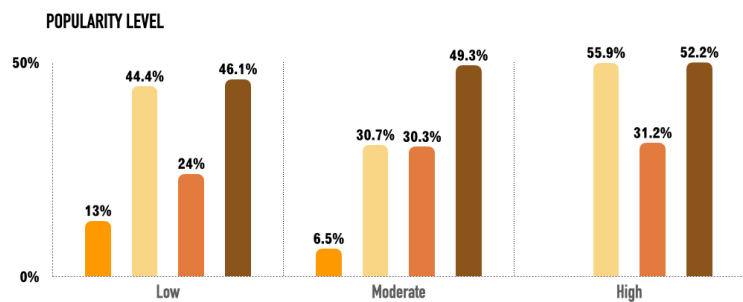
amazon primeday 2021

POPULARITY LEVELS ME ASIA

MAGNITUDE OF PRICE DECREASE

% OF ITEMS ON PRICE DECREASE

■ Amazon JP   ■ Amazon SA   ■ Amazon SG   ■ Amazon AE

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POPULARITY LEVEL

	Low	Moderate	High
	21.5% / 16.6% / 4.7% / 16.2%	9.4% / 12.9% / 4.7% / 17.8%	19.6% / 12.6% / 20.6%

POPULARITY LEVEL

	Low	Moderate	High
	13% / 44.4% / 24% / 46.1%	6.5% / 30.7% / 30.3% / 49.3%	55.9% / 31.2% / 52.2%

In Middle East & Asia, among fashion items with high popularity, Amazon Saudi Arabia offered the highest overall percentage of items with a price decrease (55.9%) and Amazon UAE had the greatest overall magnitude of price decrease (20.6%).

For fashion products with medium popularity, Amazon UAE offered both the highest overall percentage of items with a price decrease (49.3%) and the greatest overall magnitude of price decrease (17.8%).

Among fashion items with low popularity, Amazon UAE offered the highest percentage of items with a price decrease (46.1%) and Amazon Japan had the greatest magnitude of price decrease (21.5%).

Prime Day fashion deals galore

Overall, Prime Day 2021 gave global shoppers an abundance of generous discounts on fashion items.

According to our analysis, the retailers whose Prime Day pricing stood out the most were Amazon US and Nordstrom in the US, Amazon UK and Ebay in the UK, Amazon Germany in Europe, Amazon UAE in the Middle East and Amazon Japan in Asia.

For more global Prime Day 2021 pricing insights, see our analysis of **electronics** and **health & beauty products.**

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