

Prime Day 2021 Discounts Set Home Leaders Apart

30th Jul, 2021

BY DATAWEAVE

Home is where the shopping cart is.

After last year's blistering pace of e-commerce sales growth in the home category, we at DataWeave wanted to know how Prime Day 2021 discounts on home products would impact retailers and brands around the world.

We focused our analysis on how international retailers adapted their Prime Day pricing strategies to distinguish their offerings across eight home subcategories, including bed & bath, kitchen and pet supplies.

Our Methodology

We tracked the pricing of products among 21 leading retailers in nine countries across five regions, including:

- The US (Ace Hardware, Amazon US, Best Buy, Home Depot, Lowe's, Petco, PetSmart, Target and Wayfair US)
- The UK (Amazon UK, Ebay, Etsy, OnBuy and Wayfair UK)
- Europe (Amazon France, Amazon Germany and Amazon Italy)
- The Middle East (Amazon Saudi Arabia and Amazon UAE)
- Asia (Amazon Japan and Amazon Singapore)

The results showed some surprising differences among retailers and regions. See how retailers used pricing as a competitive strategy to win Prime Day sales in the home category, as well as international home brands that stood out for the discounts on their products.



Percentage of items with a price decrease

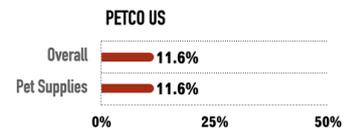
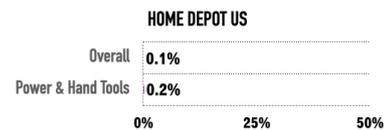
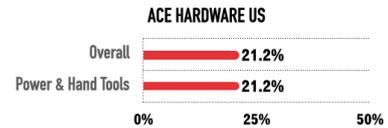
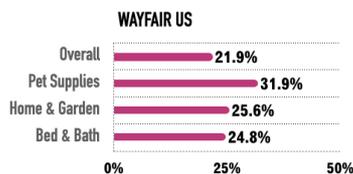
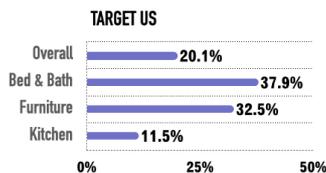
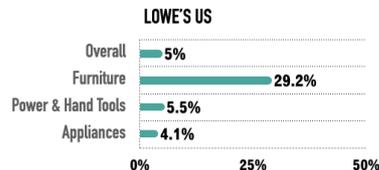
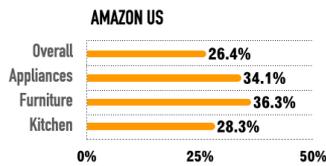


PERCENTAGE OF ITEMS WITH A PRICE DECREASE

ITEMS WITH A PRICE DECREASE



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The US retailer with the overall highest percentage of home products with a price decrease for Prime Day was Amazon US (26.4%).

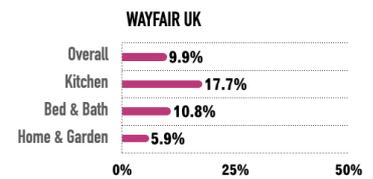
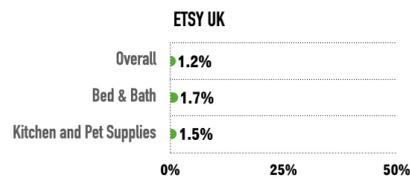
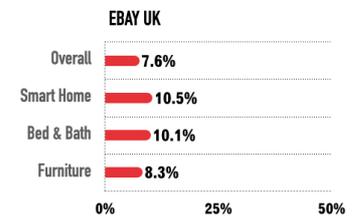
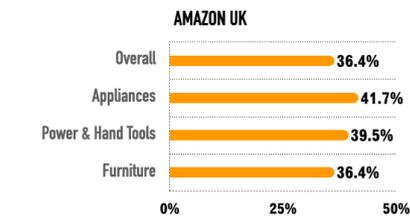
Home subcategories with the highest percentage of items with a price decrease per US retailer were:

- **Ace Hardware:** Power & hand tools (21.2%)
- **Amazon US:** Furniture (36.3%), appliances (34.1%) and kitchen (28.3%)
- **Best Buy:** Appliances (0.9%)
- **Home Depot:** Power & hand tools (0.2%)
- **Lowe's:** Furniture (29.2%), power & hand tools (5.5%) and appliances (4.1%)
- **Petco:** Pet supplies (11.6%)
- **Target:** Bed & bath (37.9%), furniture (32.5%) and kitchen (11.5%)
- **Wayfair US:** Pet supplies (31.9%), home & garden (25.6%) and bed & bath (24.8%)

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The UK retailer with the overall highest percentage of items with a price decrease for Prime Day was Amazon UK (36.4%).

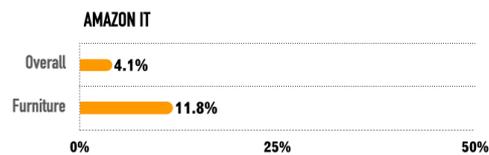
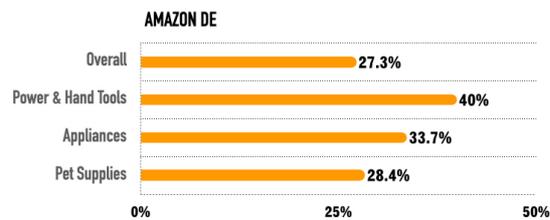
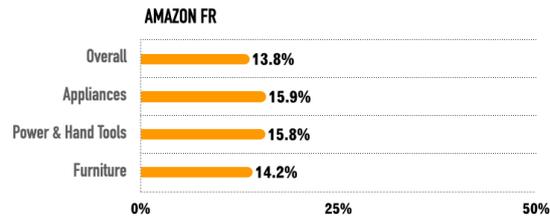
Home subcategories with the highest percentage of items with a price decrease per UK retailer were:

- **Amazon UK:** Appliances (41.7%), power & hand tools (39.5%) and furniture (36.4%)
- **Ebay:** Smart home (10.5%), bed & bath (10.1%) and furniture (8.3%)
- **Etsy:** Bed & bath (1.7%), kitchen and pet supplies (both 1.5%)
- **Wayfair UK:** Kitchen (17.7%), bed & bath (10.8%) and home & garden (5.9%)

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In Europe, Amazon Germany had the overall highest percentage of items with a price decrease for Prime Day (27.3%).

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

- **Amazon France:** Appliances (15.9%), power & hand tools (15.8%) and furniture (14.2%)
- **Amazon Germany:** Power & hand tools (40.0%), appliances (33.7%) and pet supplies (28.4%)
- **Amazon Italy:** Furniture (11.8%)

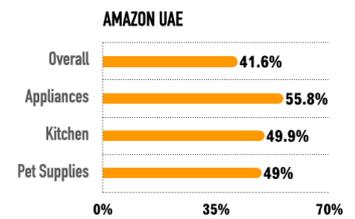
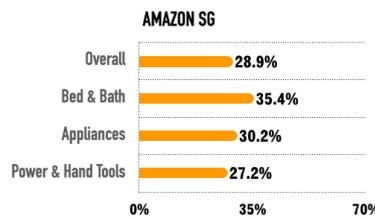
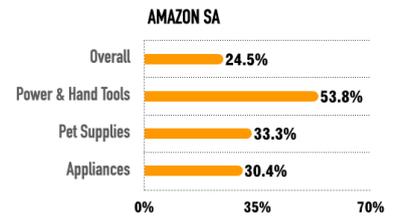
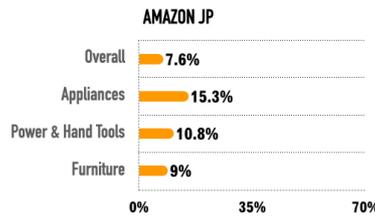


PERCENTAGE OF ITEMS WITH A PRICE DECREASE

ITEMS WITH A PRICE DECREASE



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Across the Middle East & Asia, Amazon UAE had the overall highest percentage of items with a price decrease for Prime Day (41.6%).

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

- **Amazon Saudi Arabia:** Power & hand tools (53.8%), pet supplies (33.3%) and appliances (30.4%)
- **Amazon UAE:** Appliances (55.8%), kitchen (49.9%) and pet supplies (49.0%)
- **Amazon Japan:** Appliances (15.3%), power & hand tools (10.8%) and furniture (9.0%)
- **Amazon Singapore:** Bed & bath (35.4%), appliances (30.2%) and power & hand tools (27.2%)

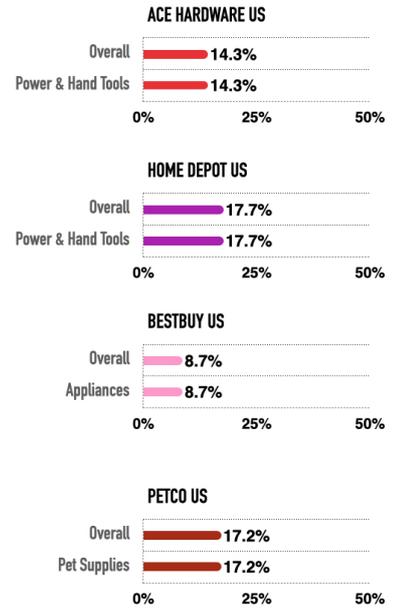
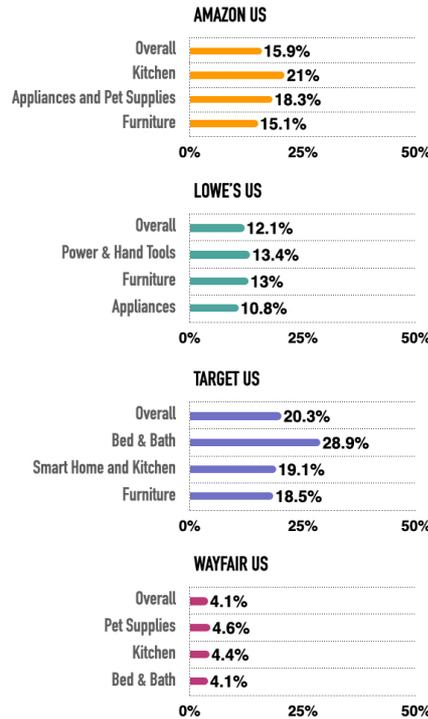
Magnitude of price decrease



MAGNITUDE OF PRICE DECREASE



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The US retailer with the greatest overall magnitude of price decrease for Prime Day was Target (20.3%).

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

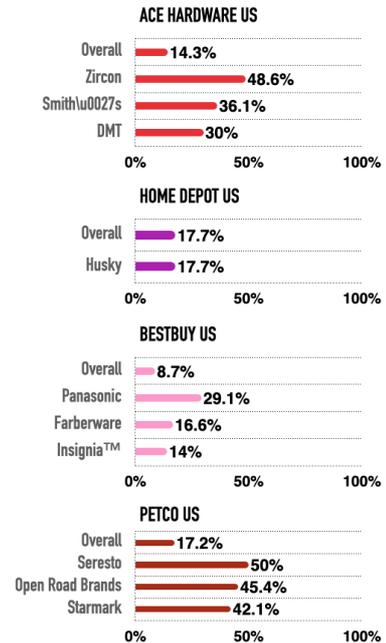
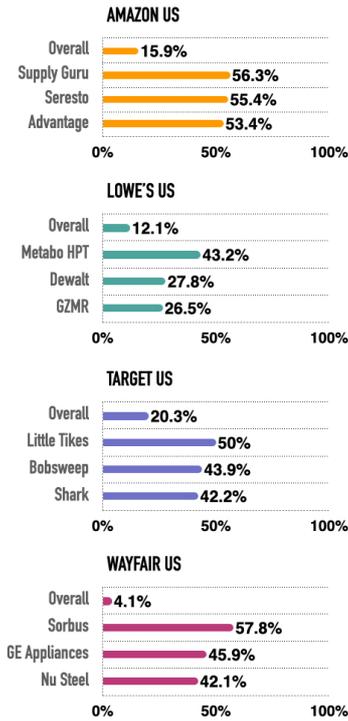
- **Ace Hardware:** Power & hand tools (14.3%)
- **Amazon US:** Kitchen (21.0%), appliances and pet supplies (both 18.3%) and furniture (15.1%)
- **Best Buy:** Appliances (8.7%)
- **Home Depot:** Power & hand tools (17.7%)
- **Lowe's:** Power & hand tools (13.4%), furniture (13.0%) and appliances (10.8%)
- **Petco:** Pet supplies (17.2%)
- **Target:** Bed & bath (28.9%), smart home and kitchen (both 19.1%) and furniture (18.5%)
- **Wayfair US:** Pet supplies (4.6%), kitchen (4.4%) and bed & bath (4.1%)



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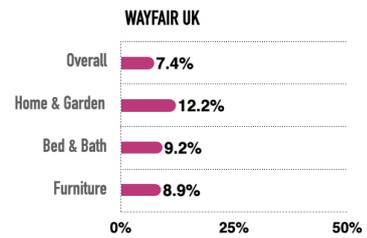
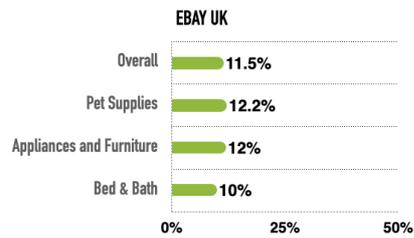
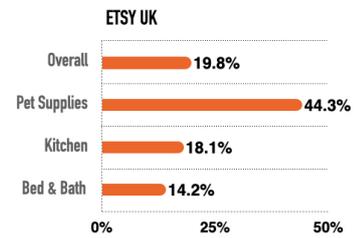
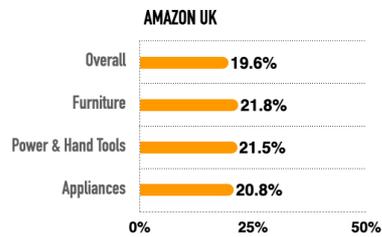


Brands with the greatest magnitude of price decreases per US retailer included:

- **Ace Hardware:** Zircon (48.6%), Smith's (36.1%) and DMT (30.0%)
- **Amazon US:** Supply Guru (56.3%), Seresto (55.4%) and Advantage (53.4%)
- **Best Buy:** Panasonic (29.1%), Farberware (16.6%) and Insignia™ (14.0%)
- **Home Depot:** Husky (17.7%)
- **Lowe's:** Metabo HPT (43.2%), Dewalt (27.8%) and GZMR (26.5%)
- **Petco:** Seresto (50.0%), Open Road Brands (45.4%) and Starmark (42.1%)
- **Target:** Little Tikes (50.0%), Bobsweep (43.9%) and Shark (42.2%)
- **Wayfair US:** Sorbus (57.8%), GE Appliances (45.9%) and Nu Steel (42.1%)

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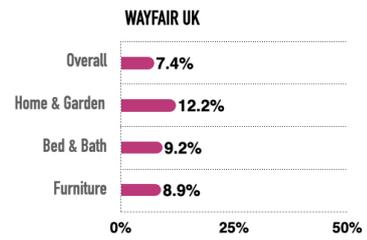
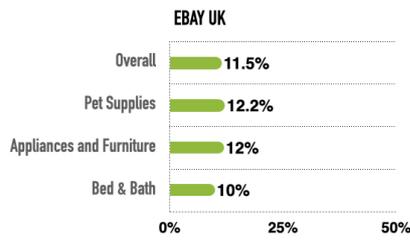
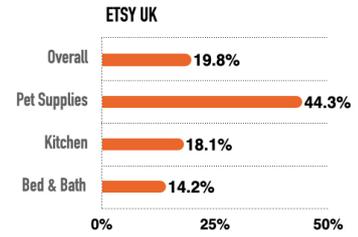
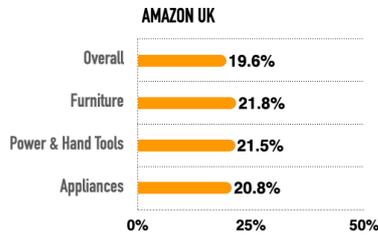
The UK retailer with the greatest overall magnitude of price decrease for Prime Day was Etsy UK (19.8%).

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

- **Amazon UK:** Furniture (21.8%), power & hand tools (21.5%) and appliances (20.8%)
- **Ebay:** Pet supplies (12.2%), appliances and furniture (both 12.0%) and bed & bath (10.0%)
- **Etsy:** Pet supplies (44.3%), kitchen (18.1%) and bed & bath (14.2%)
- **Wayfair UK:** Home & garden (12.2%), bed & bath (9.2%) and furniture (8.9%)



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

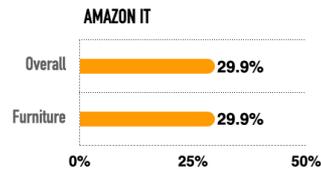
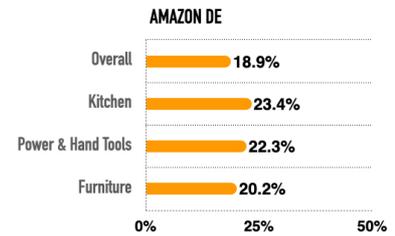
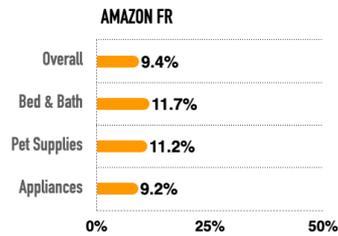
- **Amazon UK:** Tefal (54.0%), Caterpack (51.6%) and Nylabone (49.9%)
- **Ebay:** Bob Martin (59.8%), Fridgemaster (57.5%) and Tetramin (49.3%)
- **Etsy:** Celebnails and vitrifiedstudio (both 49.5%), Deco-Den UK Supplies (46.5%) and Caxo Beauty (36.9%)
- **Wayfair UK:** Breakwater Bay (41.1%), Zipcode Design (33.3%) and Heritage Brass (29.7)

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Among European retailers, Amazon Italy offered the greatest overall magnitude of price decrease for Prime Day (29.9%) among a total of 49 products.

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

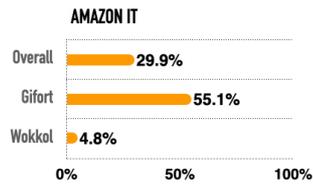
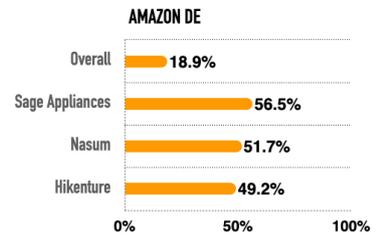
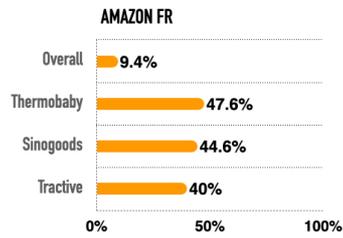
- **Amazon France:** Bed & bath (11.7%), pet supplies (11.2%) and appliance (9.2%)
- **Amazon Germany:** Kitchen (23.4%), power & hand tools (22.3%) and furniture (20.2%)
- **Amazon Italy:** Furniture (29.9%)

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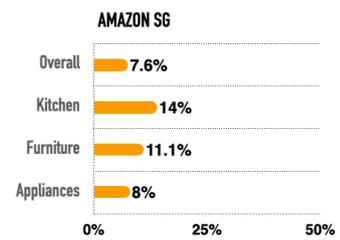
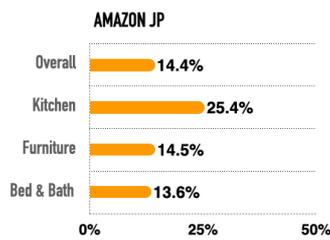
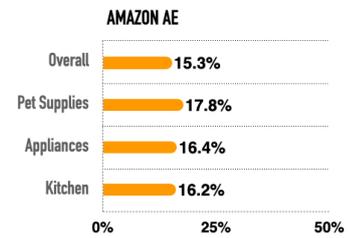
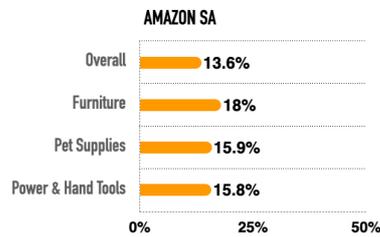


Brands with the greatest magnitude of price decreases per European retailer included:

- **Amazon France:** Thermobaby (47.6%), Sinogoods (44.6%) and Tractive (40.0%)
- **Amazon Germany:** Sage Appliances (56.5%), Nasum (51.7%) and Hikenture (49.2%)
- **Amazon Italy:** Gifort (55.1%) and Wokkol (4.8%)

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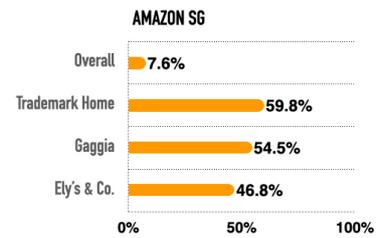
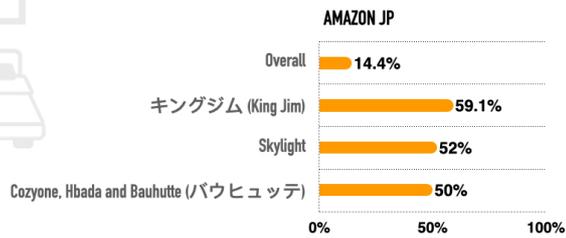
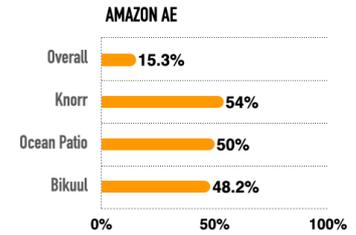
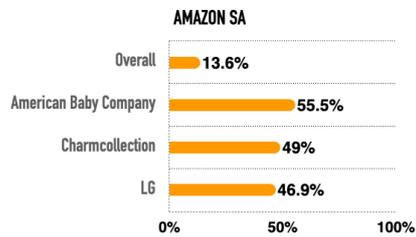
Across the Middle East and Asia, Amazon UAE offered the greatest overall magnitude of price decrease for Prime Day (15.3%).

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

- **Amazon Saudi Arabia:** Furniture (18.0%), pet supplies (15.9%) and power & hand tools (15.8%)
- **Amazon UAE:** Pet supplies (17.8%), appliances (16.4%) and kitchen (16.2%)
- **Amazon Japan:** Kitchen (25.4%), furniture (14.5%) and bed & bath (13.6%)
- **Amazon Singapore:** Kitchen (14.0%), furniture (11.1%) and appliances (8.0%)

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

- **Amazon Saudi Arabia:** American Baby Company (55.5%), Charmcollection (49.0%) and LG (46.9%)
- **Amazon UAE:** Knorr (54.0%), Ocean Patio (50.0%) and Bikuul (48.2%)
- **Amazon Japan:** キングジム (King Jim) (59.1%), Skylight (52.0%) and Cozyone, Hbada and Bauhutte (パウヒュッテ) (all 50.0%)
- **Amazon Singapore:** Trademark Home (59.8%), Gaggia (54.5%) and Ely's & Co. (46.8%)

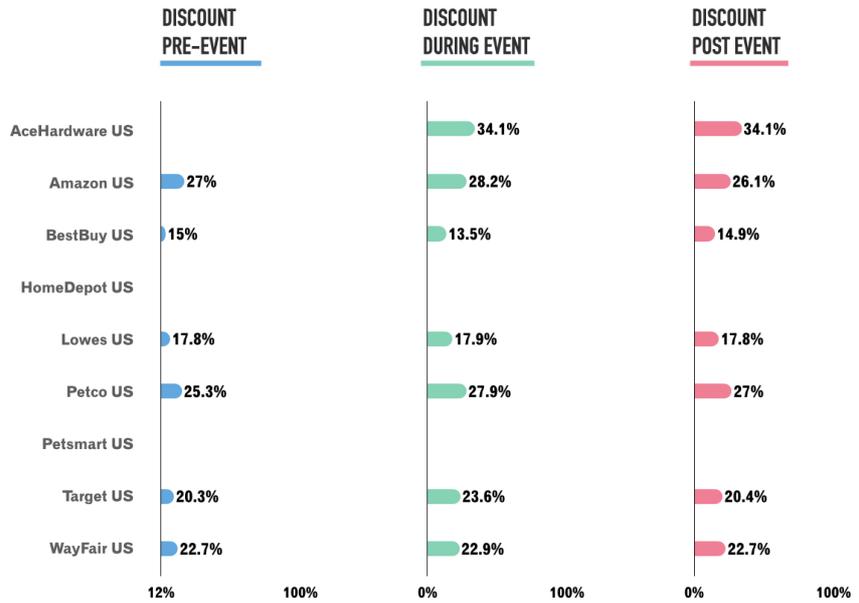
Discounts before, during and after the event



DISCOUNTS BEFORE, DURING AND AFTER THE EVENT



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The US retailer with the biggest overall home discount before Prime Day was Amazon US (27.0%). Amazon’s biggest pre-event discounts were on power & hand tools (28.6%), kitchen (28.3%) and furniture (28.0%).

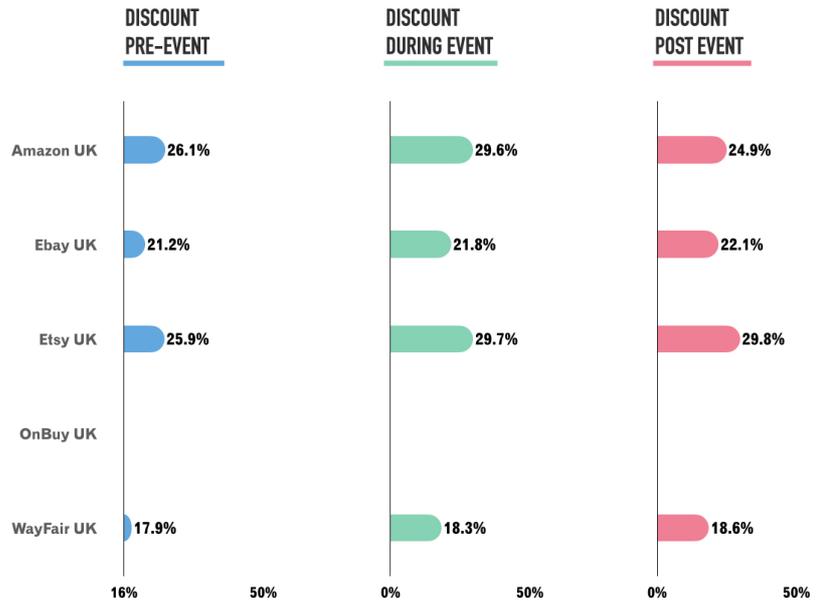
Ace Hardware offered the biggest discounts on power & hand tools during and after the event (both 34.1%).



DISCOUNTS BEFORE, DURING AND AFTER THE EVENT



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Amazon UK stood out for discounts this Prime Day. It was the UK retailer with the biggest overall home discount before (26.1%) Prime Day, with the deepest discounts on appliances (29.0%), power & hand tools (27.1%) and pet supplies (25.9%).

During Prime Day, Etsy and Amazon UK offered the biggest discounts (29.7% and 29.6%, respectively).

Etsy's top discounts were on pet supplies (40.0%), kitchen (32.5%) and bed & bath (28.1%), while Amazon UK's top discounts were on power & hand tools (32.3%), appliances (31.4%) and pet supplies (28.9%).

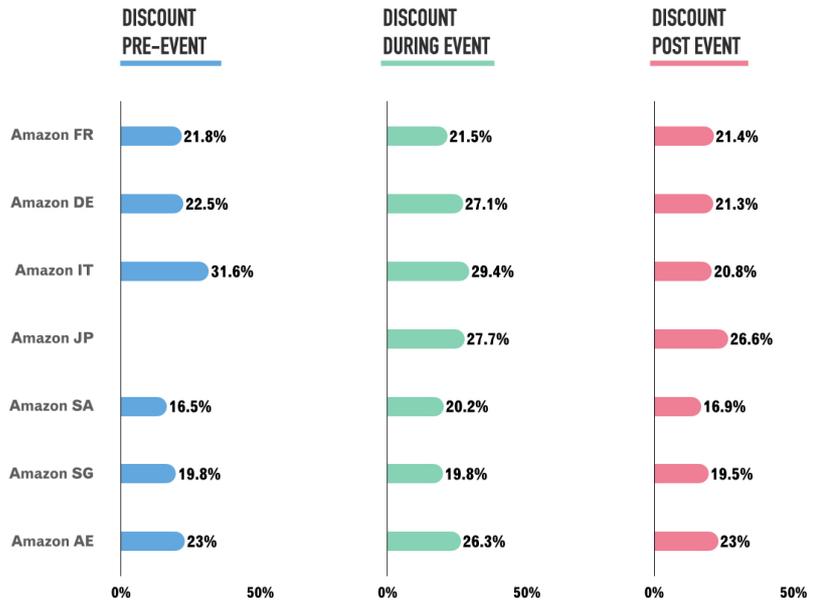
After the event, Etsy had the biggest discount (29.8%), led by kitchen (34.3%), pet supplies (32.9%) and bed & bath (28.9%).



DISCOUNTS BEFORE, DURING AND AFTER THE EVENT



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In Europe, Amazon Italy offered the biggest overall home discount before (31.6%) and during (29.4%) Prime Day. Amazon France offered the biggest discount after (21.4%) Prime Day.

In the pre-sales event, Amazon Italy gave the most generous discounts on pet supplies (31.6%) and appliances (9.3%).

During Prime Day, Amazon Italy offered the biggest discounts on pet supplies (31.6%), furniture (28.3%) and appliances (9.3%).

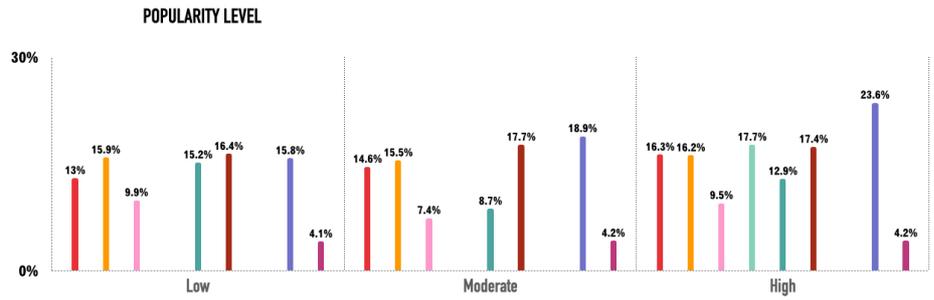
After Prime Day, Amazon France offered the biggest discounts on kitchen (24.6%), appliances (22.9%) and pet supplies (21.4%).

Popularity



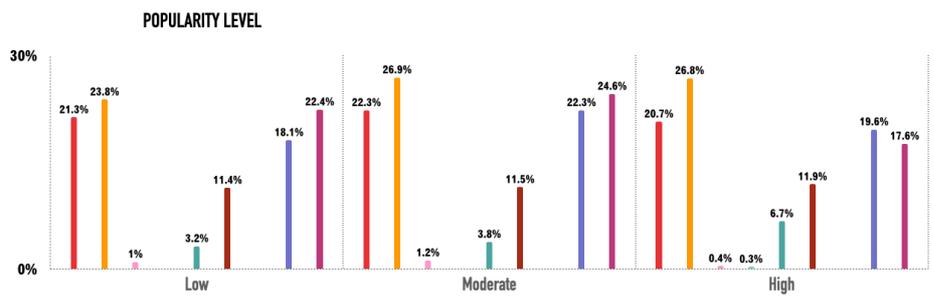
POPULARITY LEVELS US

MAGNITUDE OF PRICE DECREASE



% OF ITEMS ON PRICE DECREASE

- AceHardware
- Amazon
- BestBuy
- HomeDepot
- Lowes
- Petco
- Target
- WayFair



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In the US, among home products with high popularity, Amazon US offered the highest percentage of items with a price decrease (26.8%) and Target offered the greatest magnitude of price decrease (23.6%).

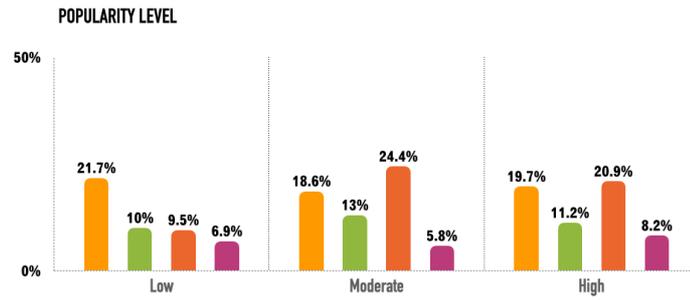
For home items with moderate popularity, Amazon US offered the highest percentage of items with a price decrease (26.9%) and Target offered the greatest magnitude of price decrease (18.9%).

Among home merchandise with low popularity, Amazon US offered both the highest percentage of items with a price decrease (23.8%) and the greatest magnitude of price decrease (15.9%).



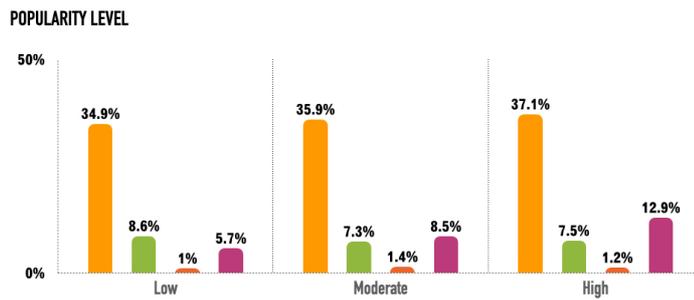
POPULARITY LEVELS UK

MAGNITUDE OF PRICE DECREASE



% OF ITEMS ON PRICE DECREASE

Amazon Ebay Etsy WayFair



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Amazon UK stood out in this analysis of product popularity. In the UK, among home products with high popularity, Amazon UK offered the highest percentage of items with a price decrease (37.1%) and Etsy offered the greatest magnitude of price decrease (20.9%).

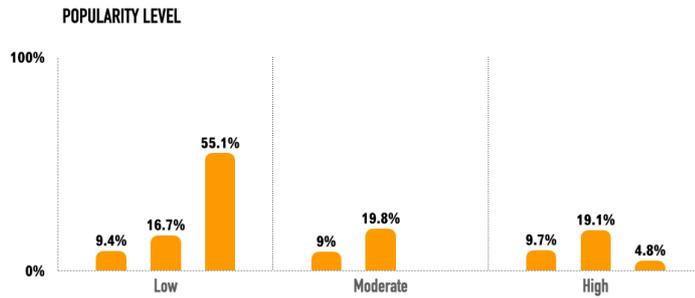
For home items with medium popularity, Amazon UK offered the highest percentage of items with a price decrease (35.9%) and Etsy offered the greatest magnitude of price decrease (24.4%).

Among home merchandise with low popularity, Amazon UK offered both the highest percentage of items with a price decrease (34.9%) and the greatest magnitude of price decrease (21.7%).



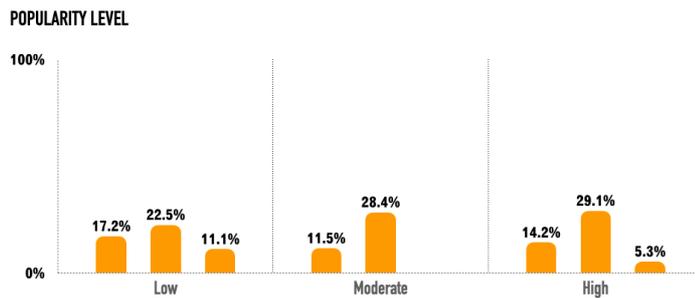
POPULARITY LEVELS EUROPE

MAGNITUDE OF PRICE DECREASE



% OF ITEMS ON PRICE DECREASE

Amazon FR Amazon DE Amazon IT



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In Europe, Amazon Germany stood out for discounts for home products across all levels of popularity.

Among home goods with high popularity, Amazon Germany offered both the highest overall percentage of items with a price decrease (29.1%) and the greatest overall magnitude of price decrease (19.1%).

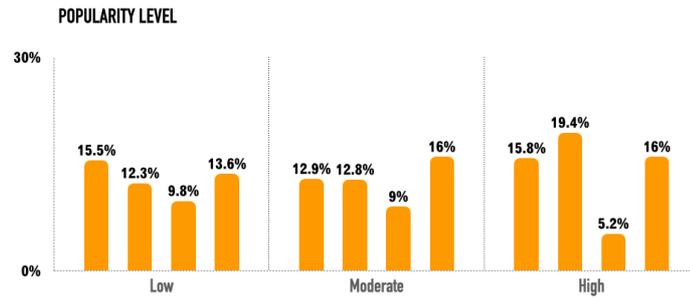
For home items with medium popularity, Amazon Germany offered both the highest percentage of items with a price decrease (28.4%) and the greatest magnitude of price decrease (19.8%).

Among home merchandise with low popularity, Amazon Germany offered the highest percentage of items with a price decrease (22.5%) and Amazon Italy offered the greatest magnitude of price decrease (55.1%) related to a product count of 9.



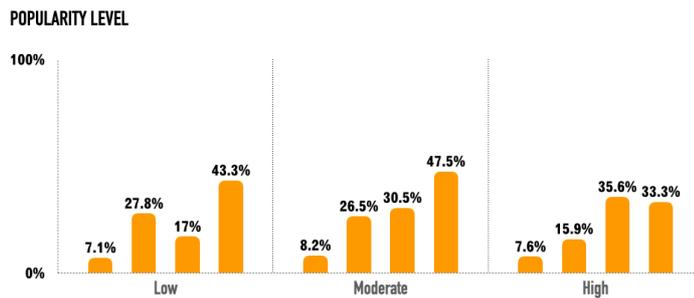
POPULARITY LEVELS ME ASIA

MAGNITUDE OF PRICE DECREASE



% OF ITEMS ON PRICE DECREASE

Amazon JP Amazon SA Amazon SG Amazon AE



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In Middle East & Asia, among home items with high popularity, Amazon Singapore offered the highest overall percentage of items with a price decrease (35.6%) and Amazon Saudi Arabia had the greatest overall magnitude of price decrease (19.4%).

For home products with medium popularity, Amazon UAE offered both the highest percentage of items with a price decrease (47.5%) and the greatest magnitude of price decrease (16.0%).

Among home goods with low popularity, Amazon UAE offered the highest percentage of items with a price decrease (43.3%) and Amazon Japan had the greatest magnitude of price decrease (15.5%).

Prime Day 2021 hit a global home run

Overall, Prime Day 2021 offered consumers many generous deals on home products across every region.

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

Check out our Prime Day 2021 pricing insights across other categories, including [health & beauty](#), [fashion](#) and [electronics](#).

- DataWeave Marketing

30th Jul, 2021

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