



Prime Day Germany 2022 - highlights from the 2 day annual shopping festival!

8th Aug, 2022

BY PRIYANKA

In 2022, Amazon sold **300 million products** during Prime Day - selling roughly 100,000 items per minute. Since Amazon started Prime Day in 2015 to celebrate its 20th birthday, the shopping festival has grown into a holiday and rivals Black Friday and Cyber Monday in the U.S. and Singles' Day in China.

According to [RetailDetail](#), the leading B2B retail community in Benelux, Amazon is planning a 2nd Prime Day shopping festival in the autumn, just a few months after its annual Prime Day event. The retailer has asked its sales partners to prepare for a promotional event in the autumn where they have until the beginning of September to propose attractive discounts, with at least 20% discounts. This year's second Prime Day may occur in October, with or without the same name.

But before that, let's examine what happened in Germany this year on Prime Day 2022.

Methodology

- We tracked [Amazon.de](#) both before & on 12 & 13th July 2022, on Prime Day.
- **Categories Tracked** - Electronics, Wine & Spirits, Grocery, Furniture, Fashion, and Beauty.

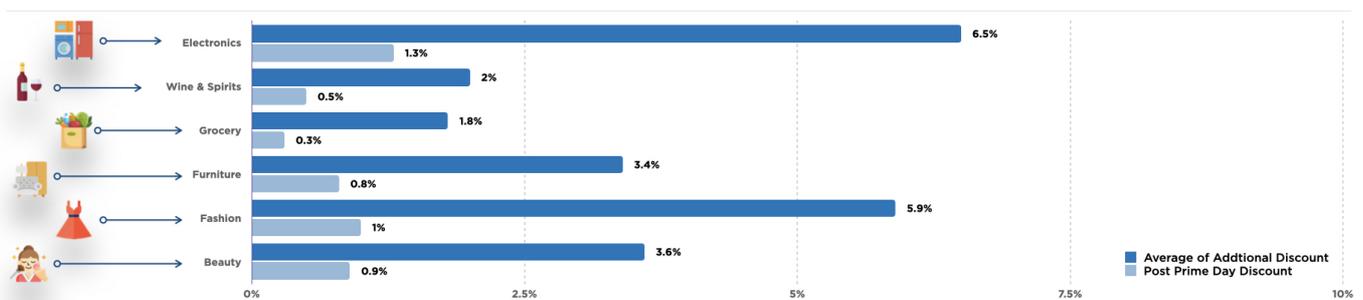


- We looked at **Additional Discounts** offered on Prime Day: Additional Discount is the extra discount on an item during Prime Day when compared to the Pre-Prime day price.
- We also looked at **Post Prime Day Discounts**, which were the discounts offered after the 2-day event ended.

What kind of Discounts did Amazon.de offer?

Amazon Prime Day will be significant, especially for customers hoping to get discounts amid soaring inflation. Both **Amazon** as well as other sources **reported** that electrical and electronic items were the most popular purchases, followed by general retail products. Electrical and electronics saw the value of transactions soar 90% on the first day. Mobile phones and accessories were the most popular, with transaction values almost doubling to 96% on day one.

Discounts across Categories on Amazon.de



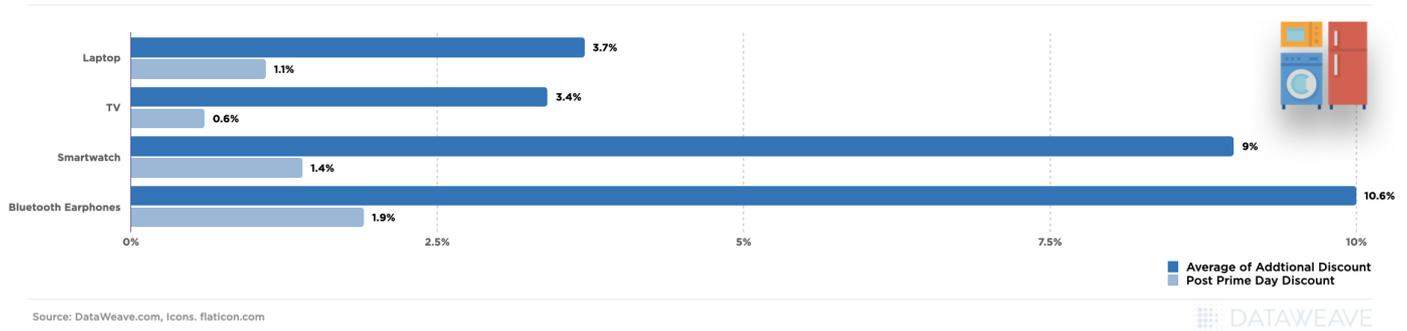
Source: DataWeave.com, Icons: flaticon.com

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Discounts across Categories on Amazon.de

- Based on trends from past events, Amazon likely knew electronic items were going to be best sellers. Keeping this in mind, they made sure to offer high discounts in the electronics category. They offered a 6.5% additional discount on electronics on Prime Day. And once the sale ended, they continued to discount electronics by 1.3%.
- The Fashion category also had a fair bit of discounts and came in at a close second at 5.9%
- Looks like Amazon discounted everyday use items minimally. Groceries had an additional discount of just 1.8% on Prime Day, and wine and spirits had 2% extra discount.

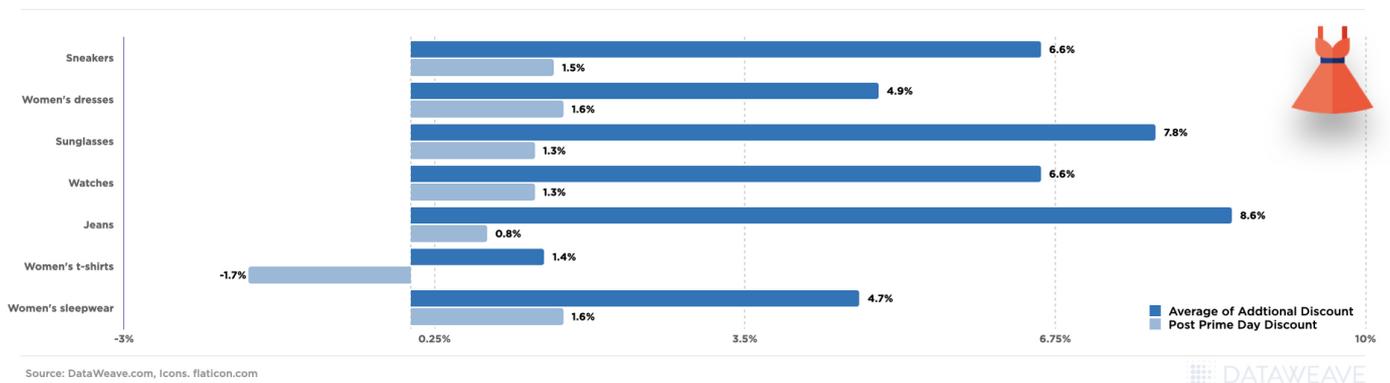
Discount Deep-dive in the Electronics Category on Amazon.de



Discounts on Electronics Category on Amazon.de

- Within Electronics, in the four categories we tracked, we saw the highest additional discounts were offered on Bluetooth earphones (10.6%) and Smartwatches (9%)

Discount Deep-dive in the Fashion Category on Amazon.de



Discounts on Fashion Category on Amazon.de

- Jeans and Sunglasses had the highest discounts at 8.6% & 7.6% respectively.
- Sneakers & Watches too had additional discounts of 6.6% on Prime Day.
- Post the Prime Day event, Amazon retained an average of 1.5% discount across all products in the fashion category instead of pricing them at the original price.
- However, in the case of women's T-Shirts, they increased the price by 1.7% from the pre-event price.

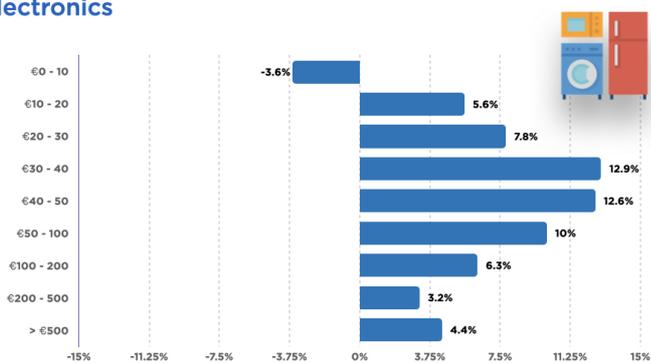
Discounts across Price Tiers

Retailers must consider several factors when making strategic discounting decisions, including customer buying behavior, the type of discount offered & the volume of discount offered. The best discounting approach will vary depending on the product and other factors like the original selling price of the product.

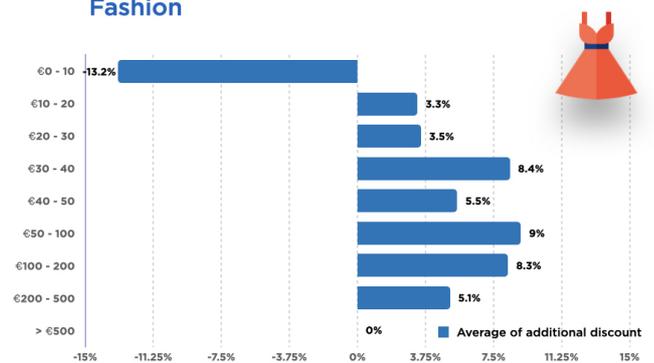
Now let's compare the discounting strategy Amazon used in the Electronics v/s Fashion category on Prime Day.

Discounts across Price Ranges

Electronics



Fashion



Source: DataWeave.com, Icons: flaticon.com

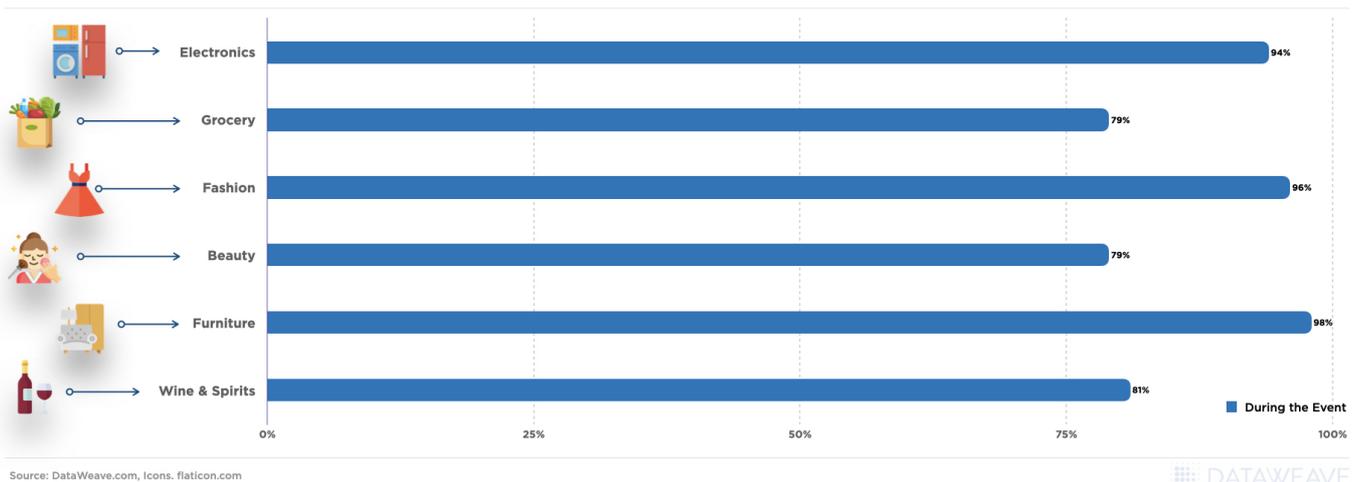
Discounts across Price Ranges

- Interestingly, in both the Electronics and Fashion categories, Amazon increased prices for the lowest-end products between the €0-10 range by 3.6% and 13.2%, respectively, during the sale instead of discounting them! Maybe this was a strategy to drive consumers to higher-value products with greater discounts?
- Another similarity in strategy was that most of the mid-priced items had maximum discounts. In electronics & fashion both, the maximum discounts were given to products between the € 30-100 range.
- Here's a difference that stood out - for Electronics in the higher price range between €100 - 500, the volume of discounts dropped a bit which meant Amazon gave moderate discounts on high-end electronics. But the trend flipped for Fashion as luxury fashion items were made to look more attractive with higher discounts.

Monitoring stock availability during key sales days is critical

Brands need to have the right stock availability, especially during sale events, because more customers shop online during sales. What's worse, non-availability of products may drive customers to competitors that are stocking the same product. **Out-of-stock situations lead to missed opportunities & lost sales!** Let's take a look at our data and see how Amazon planned product availability across categories on Prime Day.

Availability Analysis across Categories on Prime Day



Availability Analysis across Categories on Prime Day

- **Amazon was betting big** on 2 categories - Electronics & Home. This meant they needed to keep a keen eye on availability in these categories, especially since they forecasted the highest sales to be generated here. ... it was no surprise that the Furniture category had almost 100% availability during Prime Day! Electronics too had a high availability at 94% during the event.
- Generally, our data showed that availability across multiple categories we tracked seemed robust and above 80% in more cases. Only Beauty & Grocery had 79% availability.

Conclusion

Prime Day sales reached an estimated **12 billion U.S. dollars worldwide**, 9.8% higher than last year, making it the most successful shopping event in Amazon's history. If you're a brand selling on Amazon or a retailer trying to compete with Amazon, **reach out to us** at DataWeave to know how we can help!

- **Priyanka Meka**

Priyanka is a Senior Business Analyst at Dataweave, 8th Aug, 2022

