



July 2024 Prime Day Results

Winning Products

Primeday

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Prime Day has become a major fixture in the retail calendar since its inception in 2015, offering Prime members exclusive access to a vast array of deals across categories.

As consumers grapple with rising living costs and remain wary of their spending, all eyes will be on brands sales performance during Prime Day. While Amazon applies deep discounts on its own products, some other brands recognize the event's potential to increase visibility and opt to use the event to drive sales during this period. Will consumers continue to be cautious, or will they seize the opportunity to benefit from significant price drops?

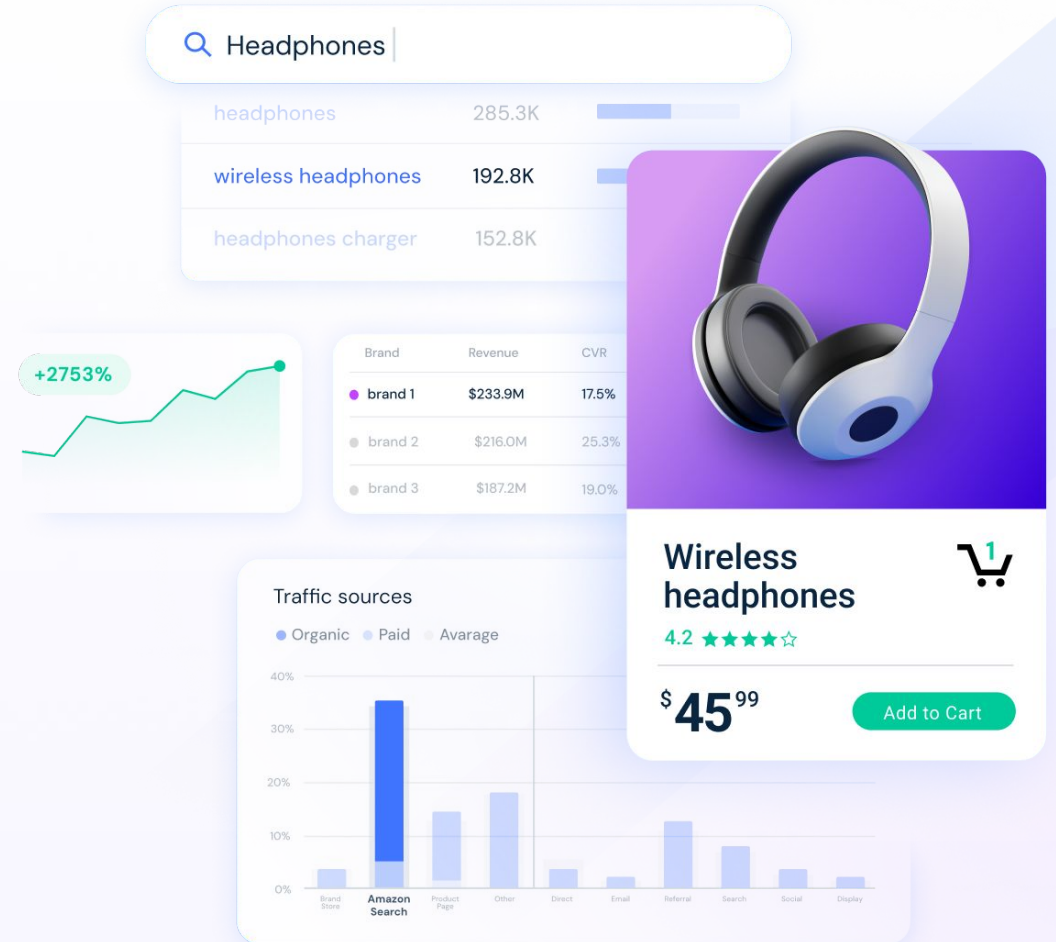
Let's explore the top products by Best Sellers Rank* from Prime Day's latest edition on July 16-17, 2024.



Michelle Lang
Senior Insights Analyst at Similarweb



*Best Sellers Rank (BSR) – a metric from Amazon which “indicates how a product selling compared to other items within the same product category.”



Key Findings

- **Consumer confidence appears to be rising** with shoppers opting for some more expensive products this year in the Electronics and Amazon Devices and Accessories categories
- **Consumers continue to prioritize security and privacy** during Prime Day as well, with security cameras making up 60% of top Amazon Devices & Accessories items
- **Apple's popularity continues to grow** – not only did the brand's products comprise 50% of the top 10 Electronics on day two, but they were also up to \$291 more expensive than other top items in the category
- **Health goals were a significant focus for consumers**, with 80% of top grocery products offering nutritional, functional, or dietary benefits. Shoppers also took advantage of discounts by mostly choosing multipacks
- **Consumers remain highly loyal to their favorite beauty and personal care products**, with minimal changes to the top products compared to last year. **Korean products also continue to be particularly popular**, taking the top five spots in the Beauty & Personal Care category on day two

Amazon Devices & Accessories



Consumers are increasingly opting for higher-priced items in this category. Last year, 8 out of the top 10 products were priced under \$35, while this year only 5 are

Top Products from First Day of Prime Day – Amazon Devices & Accessories

US, Amazon.com, Desktop, Mobile Web, Mobile App

● Not present in the 2024 Top Bestseller List

● New entrant in the 2024 Top Bestseller List

July 2023			VS	July 2024		
Product	Brand	Price		Product	Brand	Price
● Ring Video Doorbell (Venetian Bronze) bundle with Echo Show 5 (3rd Gen)	Ring	\$64.99		Fire TV Stick, HD, sharp picture quality, fast streaming, free & live TV, Alexa Voice Remote with TV controls	Amazon	\$17.99
● Fire TV Stick 4K Max streaming device, Wi-Fi 6, Alexa Voice Remote (includes TV controls)	Amazon	\$24.99		● Ring Video Doorbell ,1080p HD video, improved motion detection, easy installation , Venetian Bronze	Ring	\$49.99
Fire TV Stick with Alexa Voice Remote (includes TV controls)	Amazon	\$16.99		● Blink Outdoor 4, Wire-free smart security camera, two-year battery life, two-way audio, HD live view... 3 camera system	Blink	\$99.99
Echo Dot (5th Gen, 2022 release) With bigger vibrant sound, helpful routines and Alexa Charcoal	Amazon	\$22.99		Blink Video Doorbell Two-way audio, HD video, motion and chime app alerts and Alexa enabled...(Black)	Blink	\$29.99
● Echo Dot (5th Gen, 2022 release) with clock Smart speaker with clock and Alexa Cloud Blue	Amazon	\$29.99		● Fire TV Stick 4K Max streaming device, supports Wi-Fi 6E, free & live TV without cable or satellite	Amazon	\$34.99
● Introducing Echo Pop Full sound compact smart speaker with Alexa Charcoal	Amazon	\$17.99		Ring Indoor Cam (2nd Gen) 1080p HD Video & Color Night Vision, Two-Way Talk, ... White	Ring	\$29.99
● Blink Mini – Compact indoor plug-in smart security camera, 1080p HD video, night vision, motion detection... – 1 camera	Blink	\$17.50		● Fire TV Stick 4K streaming device, ... supports Wi-Fi 6, watch free & live TV	Amazon	\$24.99
● Kindle Paperwhite (8 GB) – Now with a 6.8" display and adjustable warm light – Black	Amazon	\$89.99		Echo Dot (5th Gen, 2022 release) With bigger vibrant sound, helpful routines and Alexa Charcoal	Amazon	\$24.99
Ring Indoor Cam (2nd Gen) 1080p HD Video & Color Night Vision, Two-Way Talk...(2023 release) White	Ring	\$29.99		● Ring Stick Up Cam Battery Weather-Resistant Outdoor Camera, Live View, Color Night Vision, ... White	Ring	\$54.99
Blink Video Doorbell Two-way audio, HD video, motion and chime app alerts and Alexa enabled...(Black)	Blink	\$29.99		● Kindle Paperwhite (16 GB) , Now with a larger display, adjustable warm light, increased battery life, ...Agave Green	Amazon	\$134.99

Security cameras are increasingly prioritized, taking 60% of this year's top 10 vs 40% last year, and Blink seems to be gaining consumers' trust with pricier products securing higher spots in the BSR

Top Products from Second Day of Prime Day – Amazon Devices & Accessories

US, Amazon.com, Desktop, Mobile Web, Mobile App

● Not present in the 2024 Top Bestseller List

● New entrant in the 2024 Top Bestseller List

July 2023			VS	July 2024		
Product	Brand	Price		Product	Brand	Price
● Ring Video Doorbell (Venetian Bronze) bundle with Echo Show 5 (3rd Gen)	Ring	\$189.98		Fire TV Stick, HD, sharp picture quality, fast streaming, free & live TV, Alexa Voice Remote with TV controls	Amazon	\$17.99
Fire TV Stick with Alexa Voice Remote (includes TV controls)	Amazon	\$39.99		● Ring Video Doorbell ,1080p HD video, improved motion detection, easy installation , Venetian Bronze	Ring	\$49.99
● Fire TV Stick 4K Max streaming device, Wi-Fi 6, Alexa Voice Remote (includes TV controls)	Amazon	\$54.99		● Blink Outdoor 4, Wire-free smart security camera, two-year battery life, two-way audio, HD live view... 3 camera system	Blink	\$99.99
Echo Dot (5th Gen, 2022 release) With bigger vibrant sound, helpful routines and Alexa Charcoal	Amazon	\$49.99		Blink Video Doorbell Two-way audio, HD video, motion and chime app alerts and Alexa enabled...(Black)	Blink	\$29.99
● Echo Dot (5th Gen, 2022 release) with clock Smart speaker with clock and Alexa Cloud Blue	Amazon	\$59.99		Ring Indoor Cam (2nd Gen) 1080p HD Video & Color Night Vision, Two-Way Talk, ... White	Ring	\$29.99
● Echo Pop Full sound compact smart speaker with Alexa Charcoal	Amazon	\$39.99		● Fire TV Stick 4K streaming device, ... supports Wi-Fi 6, watch free & live TV	Amazon	\$24.99
● Blink Mini – Compact indoor plug-in smart security camera, 1080p HD video, night vision, motion detection... – 1 camera	Blink	\$34.99		● Fire TV Stick 4K Max streaming device, supports Wi-Fi 6E, free & live TV without cable or satellite	Amazon	\$34.99
Blink Video Doorbell Two-way audio, HD video, motion and chime app alerts and Alexa enabled – wired or wire-free	Blink	\$59.99		Echo Dot (5th Gen, 2022 release) With bigger vibrant sound, helpful routines and Alexa Charcoal	Amazon	\$24.99
Ring Indoor Cam (2nd Gen) 1080p HD Video & Color Night Vision, Two-Way Talk...(2023 release) White	Ring	\$59.99		● Ring Stick Up Cam Battery Weather-Resistant Outdoor Camera, Live View, Color Night Vision, ... White	Ring	\$54.99
● Kindle Paperwhite (8 GB) – Now with a 6.8" display and adjustable warm light – Black	Amazon	\$139.99		● Ring Floodlight Cam Wired Plus with motion-activated 1080p HD video, White (2021 release)	Ring	\$119.99

Home & Kitchen



Shark has entered this year's top 10 on day one. With a vacuum cleaner priced 20% higher than the popular Bissell's Little Green, it's closing in at just two spots behind

Top Products from First Day of Prime Day – Home & Kitchen

US, Amazon.com, Desktop, Mobile Web, Mobile App

- Not present in the 2024 Top Bestseller List
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July 2023			VS	July 2024		
Product	Brand	Price		Product	Brand	Price
BISSELL Little Green Multi-Purpose Portable Carpet and Upholstery Cleaner, Green, 1400B	Bissell	\$86.00		● Bentgo® Kids Chill Leak-Proof Lunch Box - Included Reusable Ice Pack, 4-Compartment... (Green/Navy)	Bentgo	\$29.99
● YETI Rambler 12 oz. Colster Slim Can Insulator for the Slim Hard Seltzer Cans, Black	Yeti	\$12.50		BISSELL Little Green Multi-Purpose Portable Carpet and Upholstery Cleaner, Car and Auto Detailer, ...Green, 1400B	Bissell	\$81.67
● Beckham Hotel Collection Bed Pillows Standard / Queen Size Set of 2 - Down Alternative Bedding Gel Cooling Pillow	Beckham	\$61.37		Queen Size 4 Piece Sheet Set - Comfy Breathable & Cooling Sheets - ... White Oeko-Tex Bed Sheet Set	GCK Unlimited	\$25.49
Queen Size Sheet Set - Breathable & Cooling - Hotel Luxury Bed Sheets - White - 4 PC	CGK Unlimited	\$23.98		● Shark NV352 Navigator Lift Away Upright Vacuum, Hepa Filter, Anti-Allergen Technology, Swivel Steering...Lavender	Shark	\$99.99
Bedsure Satin Pillowcase for Hair and Skin Queen - Silver Grey Silk Pillowcase 2 Pack 20x30 Inches	Bedsure	\$6.29		● NutriChef 3-Piece Nonstick Kitchen Oven Baking Pans - Premium & Stylish Non-Stick Steel, Commercial Grade...	NutriChef	\$14.50
● Echo Dot (5th Gen, 2022 release) with clock Smart speaker with clock and Alexa Cloud Blue	Amazon	\$29.99		● Amazon Basics Lightweight Super Soft Easy Care Microfiber 3-Piece Bed Sheet ...Twin XL, Dark Gray, Solid	Amazon Basics	\$10.99
● Mellanni Queen Sheet Set - 4 Piece Iconic Collection Bedding Sheets & Pillowcases - (Queen, White)	Mellanni	\$29.72		Bedsure Satin Pillowcase for Hair and Skin Queen - Silver Grey Silky Pillowcase 20x30 Inches - Set of 2	Bedsure	\$4.99
Utopia Bedding Queen Bed Sheets Set - 4 Piece Bedding - Brushed Microfiber - Easy Care (Queen, Grey)	Utopia Bedding	\$15.95		● Bentgo® Kids Prints Leak-Proof, 5-Compartment Bento-Style Kids Lunch Box... (Dinosaur)	Bentgo	\$19.99
● Bentgo® Kids Bento-Style 5-Compartment Lunch Box - (Blue)	Bentgo	\$27.99		● LINENSPA Memory Foam Mattress Topper - 2 Inch Gel Infused Memory Foam - Plush Feel - ...Twin XL Size	Linenspa	\$30.09
● Electric Milk Frother Handheld, Battery Operated Whisk Beater, No Stand, Black	New England Stores	\$6.99		Utopia Bedding Queen Bed Sheets Set - 4 Piece Bedding - Brushed Microfiber - Easy Care (Queen, Grey)	Utopia Bedding	\$15.94

Bedding products are particularly popular during Prime Day. In contrast, kitchen items were not as prevalent this year, with only one lunch box appearing in the top 10 on the second day

Top Products from Second Day of Prime Day – Home & Kitchen

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July 2023			VS	July 2024		
Product	Brand	Price		Product	Brand	Price
Queen Size Sheet Set – Breathable & Cooling – Hotel Luxury Bed Sheets – White – 4 PC	CGK Unlimited	\$29.99		Queen Size 4 Piece Sheet Set – Comfy Breathable & Cooling Sheets – ... White Oeko-Tex Bed Sheet Set	CGK Unlimited	\$25.49
● Echo Dot (5th Gen, 2022 release) with clock Smart speaker with clock and Alexa Cloud Blue	Amazon	\$59.99		● BISSELL Little Green Multi-Purpose Portable Carpet and Upholstery Cleaner, Car and Auto Detailer, ...Green, 1400B	Bissell	\$81.67
● YETI Rambler 12 oz. Colster Slim Can Insulator for the Slim Hard Seltzer Cans, Navy	Yeti	\$25.00		● EUDELE Adhesive Shower Caddy, 5 Pack Rustproof Stainless Steel Bath Organizers With Large Capacity, No Drilling	Eudele	\$18.98
● Mellanni Queen Sheet Set – 4 Piece Iconic Collection Bedding Sheets & Pillowcases (Queen, White)	Mellanni	\$29.97		Bedsure Satin Pillowcase for Hair and Skin Queen – Silver Grey Silky Pillowcase 20x30 Inches – Set of 2	Bedsure	\$4.99
Bedsure Satin Pillowcase for Hair and Skin Queen – Silver Grey Silk Pillowcase 2 Pack 20x30 Inches	Bedsure	\$8.99		● Utopia Bedding Queen Bed Sheets Set – 4 Piece Bedding – Brushed Microfiber – Easy Care (Queen, Grey)	Utopia	\$15.94
Beckham Hotel Collection Bed Pillows Standard / Queen Size Set of 2 – Down Alternative Bedding Gel Cooling Pillow	Beckham	\$61.37		Beckham Hotel Collection Bed Pillows Standard / Queen Size Set of 2 – Down Alternative Bedding Gel Cooling Pillow	Beckham	\$59.99
● Fullstar Vegetable Chopper – Spiralizer Vegetable Slicer – Onion Chopper with Container – (4 in 1, White)	Fullstar	\$29.99		● LINENSPA Memory Foam Mattress Topper – 2 Inch Gel Infused Memory Foam – Plush Feel – ...Twin XL Size	Linenspa	\$30.09
● JISULIFE Portable Neck Fan, Hands Free Bladeless Fan, 4000 mAh Battery Operated, 3 Speeds–Dark Green	Jisulife	\$31.99		● BLACK+DECKER dustbuster AdvancedClean Cordless Handheld Vacuum, Compact Home and Car Vacuum...	Black+Decker	\$39.99
● AeroGarden Harvest with Gourmet Herb Seed Pod Kit – Hydroponic Indoor Garden, Black	AeroGarden	\$119.99		● Bentgo® Kids Bento–Style 5–Compartment Leak–Proof Lunch Box – Ideal Portion Sizes for Ages 3 to 7...(Blue)	Bentgo	\$27.99
● LuxClub 6 PC Queen Sheet Set, Bamboo Sheets Queen Size, Light Grey Queen	LuxClub	\$34.95		● Amazon Basics Lightweight Super Soft Easy Care Microfiber 3–Piece Bed Sheet ...Twin XL, Dark Gray, Solid	Amazon Basics	\$13.99

Clothing, Shoes & Jewelry



Only three products from last year's top 10 made it to the top this year: Levi's classic 501 shorts, Amazon's basic underwear, and Baleaf shorts – a brand considered a budget-friendly alternative to Alo

Top Products from First Day of Prime Day – Clothing, Shoes & Jewelry

US, Amazon.com, Desktop, Mobile Web, Mobile App

● Not present in the 2024 Top Bestseller List

● New entrant in the 2024 Top Bestseller List

July 2023			VS	July 2024		
Product	Brand	Price		Product	Brand	Price
● Amazon Essentials Men's Performance Tech Loose-Fit Shorts (Available in Big & Tall), Multipacks	Amazon	Varied		● Hanes Men's Cotton, Moisture-Wicking Crew Tee Undershirts, Multi-Packs Available	Hanes	\$10.64
● BAGAIL 8 Set Packing Cubes Luggage Packing Organizers for Travel Accessories	Bagail	\$24.99		● Hanes Men's Boxer Briefs, Soft and Breathable Cotton Underwear with ComfortFlex Waistband, Multipack	Hanes	\$13.15
● Crocs Unisex-Adult Classic Clogs	Crocs	\$26.66		● Bali Women's Underwire, One Smooth U Ultra Light T-shirt, Convertible Bra	Bali	\$15.99
● THE GYM PEOPLE Womens' Sports Bra Longline Wirefree Padded with Medium Support	THE GYM PEOPLE	\$17.99		Levi's Women's 501 Original Shorts (Also Available in Plus)	Levi's	\$22.60
Levi's Women's 501 Original Shorts (Also Available in Plus)	Levi's	\$28.48		● Gildan Men's Crew T-Shirts, Multipack, Style G1100	Gildan	\$13.84
● Hanes Boxer Briefs, Cool Dri Moisture-Wicking Underwear, Cotton No-Ride-up for Men, Multi-Packs Available	Hanes	\$15.40		● Burt's Bees Baby Baby Boys' Pajamas, Tee and Pant 2-Piece Pj Set, 100% Organic Cotton	Burt's Bees	\$8.41
● ASICS Women's Gel-Venture 8 Running Shoes	ASICS	\$34.97		BALEAF Women's 8"/ 5"/ 3" Biker Shorts High Waist Yoga Workout Gym Running .. Spandex Shorts with Pockets	Baleaf	\$13.99
Amazon Essentials Women's Cotton Bikini Brief Underwear (Available in Plus Size), Multipacks	Amazon	\$11.10		Amazon Essentials Women's Cotton Bikini Brief Underwear (Available in Plus Size), Multipacks	Amazon Essentials	\$15.20
BALEAF Women's 8"/ 7"/ 5" High Waist Biker Shorts Yoga Running Volleyball Workout Gym with Pockets for Summer	Baleaf	\$14.69		● HORISUN Comfortable Seamless Full Coverage Bra for Women Wireless Bras with Soft Support Regular and Plus...	HORISUN	\$26.99
● adidas Women's Cloudfoam Pure 2.0 Running Shoe	Adidas	\$44.50		● RUNNING GIRL Sports Bra for Women, Criss-Cross Back Padded Strappy Sports Bras Medium Support Yoga Bra...	Running Girl	\$16.49

Two Apple Watches entered the top 10 list only on the second day, despite being discounted on the first day as well, potentially due to consumers waiting for better deals on day two

Top Products from Second Day of Prime Day – Clothing, Shoes & Jewelry

US, Amazon.com, Desktop, Mobile Web, Mobile App

● Not present in the 2024 Top Bestseller List

● New entrant in the 2024 Top Bestseller List

July 2023			VS	July 2024		
Product	Brand	Price		Product	Brand	Price
● Crocs Unisex-Adult Classic Clogs	Crocs	\$26.72		● Hanes Men's Cotton, Moisture-Wicking Crew Tee Undershirts, Multi-Packs Available	Hanes	\$13.15
● THE GYM PEOPLE Womens' Sports Bra Longline Wirefree Padded with Medium Support	THE GYM PEOPLE	\$22.99		● Apple Watch Series 9 [GPS 45mm] Smartwatch with Midnight Aluminum Case with Midnight Sport Band M/L...	Apple	\$309.99
Nippies Nipple Cover – Sticky Adhesive Silicone Nipple Pasties – Reusable with Travel Box	Nippies	\$26.50		● Gildan Men's Crew T-Shirts, Multipack, Style G1100	Gildan	\$13.84
● Amazon Essentials Men's Performance Tech Loose-Fit Shorts (Available in Big & Tall), Multipacks	Amazon Essentials	\$25.70		● Apple Watch SE (2nd Gen) [GPS 40mm] Smartwatch with Starlight Aluminum Case with Starlight Sport Band S/M...	Apple	\$169.00
Levi's Women's 501 Original Shorts (Also Available in Plus)	Levi's	\$29.99		● Bali Women's Underwire, One Smooth U Ultra Light T-shirt, Convertible Bra	Bali	\$15.99
● THE GYM PEOPLE Womens High Waisted Running Shorts Quick Dry	THE GYM PEOPLE	\$24.99		Levi's Women's 501 Original Shorts (Also Available in Plus)	Levi's	\$22.60
● SHAPERX Bodysuit for Women Tummy Control Shapewear Seamless Sculpting Thong Body Shaper Tank Top	SHAPERX	\$37.99		BALEAF Women's 8"/ 5"/ 3" Biker Shorts High Waist Yoga Workout Gym Running .. Spandex Shorts with Pockets	Baleaf	\$13.99
● Amazon Essentials Women's Cotton Bikini Brief Underwear (Available in Plus Size), Multipacks	Amazon Essentials	\$15.20		Nippies Nipple Cover – Sticky Adhesive Silicone Nipple Pasties – Reusable...with Travel Box	Nippies	\$19.99
● BRONAX Pillow Slippers for Women and Men House Slides Shower Sandals Extremely Comfy Cushioned Thick Sole	BRONAX	\$23.99		● Hanes Men's T-Shirt, Beefy-T Heavyweight Cotton Crewneck Tee, 1 or 2 Pack, Available in Tall Sizes	Hanes	\$7.53
BALEAF Women's 8"/ 7"/ 5" High Waist Biker Shorts Yoga Running Volleyball Workout Gym with Pockets for Summer	Baleaf	\$20.99		● RUNNING GIRL Sports Bra for Women, Criss-Cross Back Padded Strappy Sports Bras Medium Support Yoga Bra...	Running Girl	\$16.49

Electronics



As seen in other categories, consumers opted for pricier electronics this year, indicating higher consumer confidence. Last year all top products were below \$90, this year they reached \$119

Top Products from First Day of Prime Day – Electronics

US, Amazon.com, Desktop, Mobile Web, Mobile App

● Not present in the 2024 Top Bestseller List

● New entrant in the 2024 Top Bestseller List

VS

July 2023

July 2024

Product	Brand	Price
Apple AirPods (2nd Generation) Wireless Earbuds with Lightning Charging Case Included	Apple	\$89.99
● Fire TV Stick 4K Max streaming device, Wi-Fi 6, Alexa Voice Remote (includes TV controls)	Amazon	\$24.99
Fire TV Stick with Alexa Voice Remote (includes TV controls)	Amazon	\$16.99
● Echo Dot (5th Gen, 2022 release) With bigger vibrant sound, helpful routines and Alexa Charcoal	Amazon	\$22.99
● Fire TV Stick 4K, brilliant 4K streaming quality, TV and smart home controls, free and live TV	Amazon	\$22.99
● Echo Dot (5th Gen, 2022 release) with clock Smart speaker with clock and Alexa Cloud Blue	Amazon	\$29.99
● Echo Pop Full sound compact smart speaker with Alexa Charcoal	Amazon	\$17.99
● Wall Charger, Surge Protector, QINLIANF 5 Outlet Extender with 4 USB Charging Ports	QINLIANF	\$15.97
Apple AirTag 4 Pack	Apple	\$88.49
● Kindle Paperwhite (8 GB) – Now with a 6.8" display and adjustable warm light – Black	Amazon	\$89.99

Product	Brand	Price
● Apple AirPods Pro (2nd Generation) Wireless Ear Buds with USB-C Charging, Up to 2X More Active Noise Cancelling...	Apple	\$168.99
Fire TV Stick, HD, sharp picture quality, fast streaming, free & live TV, Alexa Voice Remote with TV...	Amazon	\$17.99
Apple AirPods (2nd Generation) Wireless Ear Buds, ...with Lightning Charging Case Included	Apple	\$69.00
● Blink Video Doorbell Two-way audio, ...motion and chime app alerts and Alexa enabled , wired or wire-free (Black)	Blink	\$29.99
● Fire TV Stick 4K Max streaming device, supports Wi-Fi 6E, free & live TV without cable or satellite	Amazon	\$34.99
● Apple AirPods (3rd Generation) Wireless Ear Buds, Bluetooth Headphones, ...Lightning Charging Case Included...	Apple	\$119.99
● Fire TV Stick 4K streaming device, more than 1.5 million movies and TV episodes, supports Wi-Fi 6, watch free & live	Amazon	\$24.99
● Bluetooth Speaker with HD Sound, Portable Wireless, IPX5 Waterproof, Up to 24H Playtime, TWS Pairing, BT5.3,...(Black)	BolaButty	\$26.99
● Roku Streaming Stick 4K Portable Roku Streaming Device 4K/HDR/Dolby Vision, Roku Voice Remote, Free & Live TV	Roku	\$29.00
Apple AirTag 4 pack	Apple	\$88.98

Consumers crave Apple products and are willing to pay the price: the brand has five products in this year's top 10 priced between \$74.98-\$309.99 while products from other brands are all under \$35

Top Products from Second Day of Prime Day – Electronics

US, Amazon.com, Desktop, Mobile Web, Mobile App

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VS

July 2023

July 2024

Product	Brand	Price
Fire TV Stick with Alexa Voice Remote (includes TV controls)	Amazon	\$39.99
● Fire TV Stick 4K Max streaming device, Wi-Fi 6, Alexa Voice Remote (includes TV controls)	Amazon	\$54.99
● Apple AirPods (2nd Generation) Wireless Earbuds with Lightning Charging Case Included	Apple	\$99.00
Echo Dot (5th Gen, 2022 release) With bigger vibrant sound, helpful routines and Alexa Charcoal	Amazon	\$49.99
● Echo Dot (5th Gen, 2022 release) with clock Smart speaker with clock and Alexa Cloud Blue	Amazon	\$59.99
● Fire TV Stick 4K, brilliant 4K streaming quality, TV and smart home controls, free and live TV	Amazon	\$49.99
● Echo Pop Full sound compact smart speaker with Alexa Charcoal	Amazon	\$39.99
Blink Video Doorbell Two-way audio, HD video, motion and chime app alerts and Alexa enabled — wired or wire-free	Blink	\$59.99
Apple AirTag 4 Pack	Apple	\$89.99
● Apple AirPods Pro (2nd Generation) Wireless Earbuds, Up to 2X More Active Noise Cancelling, MagSafe Charging Case	Apple	\$199.00

Product	Brand	Price
Fire TV Stick, HD, sharp picture quality, fast streaming, free & live TV, Alexa Voice Remote with TV...	Amazon	\$17.99
● Apple AirPods Pro (2nd Generation) Wireless Ear Buds with USB-C Charging, Up to 2X More Active Noise Cancelling...	Apple	\$168.99
● Apple AirPods (3rd Generation) Wireless Ear Buds, Bluetooth Headphones, ...Lightning Charging Case Included...	Apple	\$119.99
● Apple Watch Series 9 [GPS 45mm] Smartwatch with Midnight Aluminum Case with Midnight Sport Band M/L...	Apple	\$309.99
Blink Video Doorbell Two-way audio, ...motion and chime app alerts and Alexa enabled , wired or wire-free (Black)	Blink	\$29.99
● Fire TV Stick 4K streaming device, more than 1.5 million movies and TV episodes, supports Wi-Fi 6, watch free & live	Amazon	\$24.99
● Fire TV Stick 4K Max streaming device, supports Wi-Fi 6E, free & live TV without cable or satellite	Amazon	\$34.99
Echo Dot (5th Gen, 2022 release) With bigger vibrant sound, helpful routines and Alexa Charcoal	Echo Dot	\$24.99
● Apple Watch SE (2nd Gen) [GPS 40mm] Smartwatch with Starlight Aluminum Case with Starlight Sport Band S/M...	Apple	\$169.00
Apple AirTag 4 pack	Apple	\$74.98

Health & Household



Among mostly basic, everyday items, two higher-priced products entered the list: Blink security camera, reflecting the growing focus on security, and Philips Sonicare toothbrush at ~50% off

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July 2023			VS	July 2024		
Product	Brand	Price		Product	Brand	Price
Glad Protection Series Force Flex Drawstring Fresh Clean Odor Shield 13 Gallon 1/110ct	Glad	\$14.99		Liquid I.V.® Hydration Multiplier® – Lemon Lime – Hydration Powder Packets Electrolyte Drink Mix ...16 Servings	Liquid I.V.	\$16.41
● Vital Proteins Collagen Peptides Powder, Promotes Hair, Nail, Skin, Bone and Joint Health, Unflavored 19.3 OZ	Vital Proteins	\$29.99		Glad Trash Bags, ForceFlex Tall Kitchen Drawstring Garbage Bags, 13 Gal, Fresh Clean Scent with Febreze, 110 Ct	Glad	\$14.99
Crest 3D Whitestrips, Professional Effects, Teeth Whitening Strip Kit, 44 Strips (22 Count Pack)	Crest	\$29.99		Crest 3D Whitestrips, Professional Effects, Teeth Whitening Strip Kit, 44 Strips (22 Count Pack)	Crest	\$29.99
● OxiClean Washing Machine Cleaner with Odor Blasters, 4 Count	OxiClean	\$20.45		● Blink Outdoor 4, Wire-free smart security camera, two-year battery life, two-way audio, HD live view... 3 camera system	Blink	\$99.99
Liquid I.V. Hydration Multiplier – Lemon Lime – Powder Packets Electrolyte Drink Mix 16 Stick	Liquid I.V.	\$17.49		● Amazon Basics 20-Pack AA Alkaline High-Performance Batteries, 1.5 Volt, 10-Year Shelf Life	Amazon Basics	\$7.83
● Swedish Wholesale Swedish DishCloths for Kitchen- 10 Pack – Eco Friendly Cellulose Sponge Cloth – Assorted	Swedish Wholesale	\$21.00		● Amazon Basics AAA Alkaline High-Performance Batteries, 1.5 Volt, 10-Year Shelf Life, 36 count	Amazon Basics	\$10.54
● Vital Proteins Collagen Peptides Powder with Hyaluronic Acid and Vitamin C, Unflavored, 20 oz	Vital Proteins	\$32.49		● Lumineux Teeth Whitening Strips 21 Treatments Peroxide Free – Enamel Safe for Whiter Teeth –...Sensitivity Free	Lumineux	\$29.99
● Bloom Nutrition Super Greens Powder Smoothie & Juice Mix – Probiotics for Digestive Health & Bloating Relief (Mango)	Bloom Nutrition	\$27.98		● Energizer AA Batteries, Alkaline Power Double A Battery Alkaline, 32 Count	Energizer	\$13.29
● Amazon Basics 48-Pack AA Alkaline High-Performance Batteries, 1.5 Volt, 10-Year Shelf Life	Amazon Basics	\$15.41		● Philips Sonicare ProtectiveClean 5300 Rechargeable Electric Toothbrush, Black HX6423/34	Philips	\$59.95
● Amazon Basics Tall Kitchen Drawstring Trash Bags, 13 Gallon, Unscented, 120 Count (Previously Solimo)	Amazon Basics	\$11.86		● Amazon Basics 2-Ply Toilet Paper, 30 Rolls = 120 Regular Rolls, Unscented, 350 Sheet, (Pack of 30)	Amazon Basics	\$21.42

Early price reductions for Philips Sonicare boosted its popularity leading up to the event. The product sold out at some point, which might explain its drop from the top 10 on day two

Top Products from Second Day of Prime Day – Health & Household

US, Amazon.com, Desktop, Mobile Web, Mobile App

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VS

July 2023

July 2024

Product	Brand	Price
Crest 3D Whitestrips, Professional Effects, Teeth Whitening Strip Kit, 44 Strips (22 Count Pack)	Crest	\$45.99
Lumineux Teeth Whitening Strips 21 Treatments – Enamel Safe for Whiter Teeth – Whitening Without the Sensitivity –	Lumineux	\$44.99
Glad Protection Series Force Flex Drawstring Fresh Clean Odor Shield 13 Gallon 1/11Oct	Glad	\$21.98
● Bloom Nutrition Super Greens Powder Smoothie & Juice Mix – Probiotics for Digestive Health & Bloating Relief (Mango)	Bloom Nutrition	\$39.99
● Vital Proteins Collagen Peptides Powder, Promotes Hair, Nail, Skin, Bone and Joint Health, Unflavored 19.3 OZ	Vital Proteins	\$42.98
● Dawn Platinum Powerwash Dish Spray, Fresh Scent Bundle, 1 Spray (16oz) + 3 Refills (16oz each)(Pack of 4)	Dawn	\$17.50
Liquid I.V. Hydration Multiplier – Lemon Lime – Powder Packets Electrolyte Drink Mix 16 Stick	Liquid I.V.	\$23.45
● Washing Machine Cleaner Descaler 24 Pack – Deep Cleaning Tablets For HE Front Loader & Top Load Washer	Active	\$15.95
● Amazon Basics Tall Kitchen Drawstring Trash Bags, 13 Gallon, Unscented, 120 Count (Previously Solimo)	Amazon Basics	\$18.61
● Waterpik Aquarius Water Flosser Professional For Teeth, Gums, Braces, Dental Care, Electric Power With 10 Settings	Waterpik	\$75.93

Product	Brand	Price
Glad Trash Bags, ForceFlex Tall Kitchen Drawstring Garbage Bags, 13 Gal, Fresh Clean Scent with Febreze, 110 Ct	Glad	\$14.99
Crest 3D Whitestrips, Professional Effects, Teeth Whitening Strip Kit, 44 Strips (22 Count Pack)	Crest	\$29.99
Liquid I.V.® Hydration Multiplier® – Lemon Lime – Hydration Powder Packets Electrolyte Drink Mix ...16 Servings	Liquid I.V.	\$16.41
● Blink Outdoor 4, Wire-free smart security camera, two-year battery life, two-way audio, HD live view... 3 camera system	Blink	\$99.99
● Miss Mouth's Messy Eater Stain Treater Spray – 4oz 2 Pack Stain Remover – Newborn & Baby Essentials...	Miss Mouth	\$16.99
● Energizer AA Batteries, Alkaline Power Double A Battery Alkaline, 32 Count	Energizer	\$13.29
Lumineux Teeth Whitening Strips 21 Treatments Peroxide Free – Enamel Safe for Whiter Teeth –...Sensitivity Free	Lumineux	\$29.99
● Amazon Basics 20-Pack AA Alkaline High-Performance Batteries, 1.5 Volt, 10-Year Shelf Life	Amazon Basics	\$7.83
● Amazon Basics AAA Alkaline High-Performance Batteries, 1.5 Volt, 10-Year Shelf Life, 36 count (Pack of 1)	Amazon Basics	\$10.54
● Clean Skin Club Clean Towels XL, 100% USDA Biobased Face Towel, Disposable Face Towelette,...50 Ct, 1 Pack	Clean Skin Club	\$12.55

Grocery & Gourmet Food



Consumers prioritize food and drinks that align with their their nutritional and fitness goals, with 80% of the top products offering functional, nutritional, or diet-specific benefits, compared to 40% last year

Top Products from First Day of Prime Day – Grocery & Gourmet Food

US, Amazon.com, Desktop, Mobile Web, Mobile App

● Not present in the 2024 Top Bestseller List

● New entrant in the 2024 Top Bestseller List

VS

July 2023

July 2024

Product	Brand	Price
● CELSIUS Peach Mango Green Tea, Functional Essential Energy Drink 12 Fl Oz (Pack of 12)	CELSIUS	\$14.23
● Premier Protein Shake, Chocolate Peanut Butter, 30g Protein, 1g Sugar, 24 Vitamins & Minerals, 11.5 Fl Oz, Pack of 12	Premier Protein	\$29.98
● Frito-Lay Variety Pack, Party Mix, 40 Count	Frito Lay	\$16.30
● POPPI Sparkling Prebiotic Soda w/ Gut Health & Immunity Benefits, Variety Pack, 12oz (12 Pack)	poppi	\$20.99
● CELSIUS Dragonfruit Lime On-the-Go Powder Stick Packs, Zero Sugar 14 Count(Pack of 1)	CELSIUS	\$7.68
● Amazon Brand – Solimo Dark Roast Coffee Pods, Compatible with Keurig 2.0 K-Cup Brewers 100 Count	Amazon	\$31.30
● Quaker Chewy Granola Bars, Chewy & Dipps Variety Pack, 58 Count	Quaker	\$11.54
● Lay's Potato Chip Variety Pack, 1 Ounce (Pack of 40)	Lay's	\$14.51
● Lavazza Super Crema Whole Bean Coffee Blend, light-Medium Espresso Roast, 2.2 Pound (Pack of 1)	Lavazza	\$19.68
● Starbucks K-Cup Coffee Pods—Medium Roast Coffee—Pike Place Roast for Keurig Brewers—100% Arabica— 96 pods	Starbucks	\$49.32

Product	Brand	Price
● Premier Protein Shake, Chocolate, 30g Protein 1g Sugar 24 Vitamins Minerals Nutrients ...11.5 fl oz (Pack of 12)	Premier Protein	\$20.99
● CELSIUS Assorted Flavors Official Variety Pack, Functional Essential Energy Drinks, 12 Fl Oz (Pack of 12)	CELSIUS	\$15.99
● POPPI Sparkling Prebiotic Soda, Beverages w/Apple Cider Vinegar, Seltzer Water & Fruit Juice,...12 oz (12 Pack)	poppi	\$19.95
● Frito Lay Fun Times Mix Variety Pack, (Pack of 40)	Frito Lay	\$15.70
● Alani Nu PINK SLUSH Sugar Free, Low Calorie Energy Drinks 200mg Caffeine Paris Hilton x Alani... 12 Fl Oz Cans (12 Pack)	Alani Nu	\$17.49
● CELSIUS On-the-Go Powder Sticks Dragonfruit Lime, Essential Energy 2.8 Oz (14 Sticks per Pack)	CELSIUS	\$8.43
● Red Bull Energy Drink, 8.4 Fl Oz, 24 Cans (6 Packs of 4)	Red Bull	\$25.18
● Red Bull Sugar Free Energy Drink, 8.4 Fl Oz, 24 Cans (6 Packs of 4)	Red Bull	\$24.97
● ALOHA Organic Plant Based Protein Bars – Chocolate Chip Cookie Dough – 12 Count, 1.9oz Bars – Vegan Snacks, ...	Aloha	\$18.19
● Nespresso Capsules Vertuo, Melozio, Medium Roast Coffee, 30-Count Coffee Pods, Brews 7.77 fl. oz.	Nespresso	\$37.50

With different variations of the products, six of the top 10 remain the same. Consumers continue to capitalize on discounts and opt for multipacks during Prime Day

Top Products from Second Day of Prime Day – Grocery & Gourmet Food

US, Amazon.com, Desktop, Mobile Web, Mobile App

- Not present in the 2024 Top Bestseller List
- New entrant in the 2024 Top Bestseller List

July 2023			VS	July 2024		
Product	Brand	Price		Product	Brand	Price
● CELSIUS Peach Mango Green Tea, Functional Essential Energy Drink 12 Fl Oz (Pack of 12)	CELSIUS	\$14.98		● CELSIUS Assorted Flavors Official Variety Pack, Functional Essential Energy Drinks, 12 Fl Oz (Pack of 12)	CELSIUS	\$15.49
Frito-Lay Variety Pack, Party Mix, 40 Count	Frito-Lay	\$21.86		● Premier Protein Shake, Chocolate, 30g Protein 1g Sugar 24 Vitamins Minerals Nutrients ...11.5 fl oz (Pack of 12)	Premier Protein	\$20.99
● Premier Protein Shake, Chocolate Peanut Butter, 30g Protein, 1g Sugar, 24 Vitamins & Minerals, 11.5 Fl Oz, Pack of 12	Premier Protein	\$29.98		● POPPI Sparkling Prebiotic Soda, Beverages w/Apple Cider Vinegar, Seltzer Water & Fruit Juice, Fun Favorites, 12oz (12P)	poppi	\$19.95
● POPPI Sparkling Prebiotic Soda w/ Gut Health & Immunity Benefits, Variety Pack, 12oz (12 Pack)	poppi	\$29.99		● Monster Energy Zero Ultra, Sugar Free Energy Drink, 16 Fl oz (Pack of 15)	Monster	\$20.97
● Amazon Brand – Solimo Dark Roast Coffee Pods, Compatible with Keurig 2.0 K-Cup Brewers 100 Count	Amazon	\$24.85		● CELSIUS On-the-Go Powder Sticks Dragonfruit Lime, Essential Energy 2.8 Oz (14 Sticks per Pack)	CELSIUS	\$8.43
● CELSIUS On-the-Go Powder Stick Zero Sugar, Orange, 2.6 Oz (14 Sticks per Pack)	CELSIUS	\$11.24		● Alani Nu FRUIT BLAST VARIETY Sugar Free, Low Calorie Energy Drinks 200mg Caffeine ...12 Fl Oz Cans (12 Pack)	Alani Nu	\$17.49
● Quaker Chewy Granola Bars, Chewy & Dipps Variety Pack, 58 Count	Quaker	\$12.57		● Frito Lay Fun Times Mix Variety Pack, (Pack of 40)	Frito Lay	\$15.70
● Orgain Organic Vegan Protein Powder, Creamy Chocolate Fudge – 21g Plant Based Protein, 2.03lb	Orgain	\$26.99		● NERDS Gummy Clusters, Candy, Rainbow, Crunchy and Gummy, Back To School Sweet Treat, 8 oz	Nerds	\$2.74
● Lavazza Super Crema Whole Bean Coffee Blend, light-Medium Espresso Roast, 2.2 Pound (Pack of 1)	Lavazza	\$19.99		● Victor Allen's Coffee Variety Pack (Morning Blend, 100% Colombian, Donut Shop Blend, and French Roast), 42 Count...	Victor Allen's Coffee	\$11.36
● Lay's Potato Chip Variety Pack, 1 Ounce (Pack of 40)	Lay's	\$15.28		Frito Lay Party Mix Variety Pack, (Pack of 40)	Frito Lay	\$15.50

Beauty & Personal Care



Korean beauty's dominance continues to grow, securing the top five spots on day one. Biodance joins COSRX, Laneige, and Mighty Patch on this year's list

Top Products from First Day of Prime Day – Beauty & Personal Care

US, Amazon.com, Desktop, Mobile Web, Mobile App

- Not present in the 2024 Top Bestseller List
- New entrant in the 2024 Top Bestseller List

July 2023			VS	July 2024		
Product	Brand	Price		Product	Brand	Price
LANEIGE Lip Sleeping Mask: Nourish & Hydrate with Vitamin C, Antioxidants, 0.7 oz.	Laneige	\$16.80		COSRX Snail Mucin 96% Power Repairing Essence 3.38 fl.oz 100ml,Hydrating Serum for Face with Snail Secretion Filtrate	COSRX	\$9.58
LANEIGE Lip Glow Balm: Hydrate, Glossy, Lightweight, Moisturize & Tint with Shea Butter	Laneige	\$12.60		● BIODANCE Bio-Collagen Real Deep Mask, Hydrating Overnight Hydrogel Mask, Pore Minimizing,.....34g x4ea	Biodance	\$12.90
Color Wow Dream Coat Supernatural Spray – Multi award winning anti frizz spray	COLOR WOW	\$19.60		LANEIGE Lip Glow Balm: Hydrate, Glossy, Lightweight, Moisturize & Tint with Shea Butter	Laneige	\$15.20
COSRX Snail Mucin 96% Power Repairing Essence 3.38 fl.oz, 100ml,Hydrating Serum for Face with Snail Secretion Filtrate	COSRX	\$14.50		LANEIGE Lip Sleeping Mask: Nourish, Hydrate, Vitamin C, Murumuru & Shea Butter, Antioxidants, Flaky, Dry Lips	Laneige	\$19.20
● essence Lash Princess False Lash Effect Mascara Gluten & Cruelty Free	essence	\$3.99		Mighty Patch Hero Cosmetics Original Patch – Hydrocolloid Acne Pimple Patch for Covering Zits ... (36 Count)	Mighty Patch	\$9.49
Mighty Patch Original from Hero Cosmetics – Hydrocolloid Pimple Patch for Covering Zits and Blemishes,(36 Count)	Mighty Patch	\$10.39		● Dove Body Wash with Pump Deep Moisture For Dry Skin Moisturizing Skin Cleanser with 24hr Renewing...30.6 oz	Dove	\$5.69
● Grande Cosmetics GrandeLASH-MD Lash Enhancing Serum	Grande Cosmetics	\$25.20		● Clean Skin Club Clean Towels XL, 100% USDA Biobased Face Towel, Disposable Face Towelette, Makeup Remover...50 Ct	Clean Skin Club	\$12.55
● COSRX Snail Mucin 92% Moisturizer 3.52 oz, Daily Repair Face Gel Cream for Dry Skin, Sensitive Skin, (3.52 OZ/100g)	COSRX	\$10.14		Sun Bum Original SPF 50 Sunscreen Spray ...Broad Spectrum Moisturizing UVA/UVB Sunscreen with Vitamin E 6 oz	Sun Bum	\$12.48
Sun Bum Original SPF 50 Sunscreen Spray Broad Spectrum Moisturizing UVA/UVB Sunscreen with Vitamin E 6 oz	Sun Bum	\$12.47		COLOR WOW Dream Coat Supernatural Spray – Keep Your Hair Frizz-Free and Shiny...Anti-Frizz Spray	COLOR WOW	\$22.40
● Olaplex No. 4 Bond Maintenance Shampoo	Olaplex	\$24.00		● NISHEL Travel Toiletry Bag for women, Portable Hanging Organizer for Full-Sized Shampoo, Conditioner, ...Black	Nishel	\$23.99

Consumers stay loyal to their favorite beauty products, as 70% of top products from last year remain on the list, the highest we've seen compared to other categories

Top Products from Second Day of Prime Day – Beauty & Personal Care

US, Amazon.com, Desktop, Mobile Web, Mobile App

● Not present in the 2024 Top Bestseller List

● New entrant in the 2024 Top Bestseller List

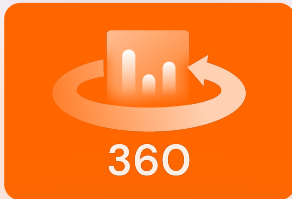
July 2023			VS	July 2024		
Product	Brand	Price		Product	Brand	Price
LANEIGE Lip Sleeping Mask: Nourish & Hydrate with Vitamin C, Antioxidants, 0.7 oz.	Laneige	\$24.00		COSRX Snail Mucin 96% Power Repairing Essence 3.38 fl.oz 100ml,Hydrating Serum for Face with Snail Secretion Filtrate	COSRX	\$9.58
LANEIGE Lip Glow Balm: Hydrate, Glossy, Lightweight, Moisturize & Tint with Shea Butter	Laneige	\$18.00		LANEIGE Lip Glow Balm: Hydrate, Glossy, Lightweight, Moisturize & Tint with Shea Butter	Laneige	\$13.30
Color Wow Dream Coat Supernatural Spray – Multi award winning anti frizz spray	COLOR WOW	\$28.00		● BIODANCE Bio-Collagen Real Deep Mask, Hydrating Overnight Hydrogel Mask, Pore Minimizing,.....34g x4ea	Biodance	\$12.90
● COSRX Snail Mucin 92% Moisturizer 3.52 oz, Daily Repair Face Gel Cream for Dry Skin, Sensitive Skin, (3.52 OZ/100g)	COSRX	\$12.19		LANEIGE Lip Sleeping Mask: Nourish, Hydrate, Vitamin C, Murumuru & Shea Butter, Antioxidants, Flaky, Dry Lips	Laneige	\$16.80
COSRX Snail Mucin 96% Power Repairing Essence 3.38 fl.oz, 100ml,Hydrating Serum for Face with Snail Secretion Filtrate	COSRX	\$14.50		Mighty Patch Hero Cosmetics Original Patch – Hydrocolloid Acne Pimple Patch for Covering Zits ... (36 Count)	Mighty Patch	\$9.49
essence Lash Princess False Lash Effect Mascara Gluten & Cruelty Free	essence	\$4.99		COLOR WOW Dream Coat Supernatural Spray – Keep Your Hair Frizz-Free and Shiny...Anti-Frizz Spray	Color Wow	\$22.40
Mighty Patch Original from Hero Cosmetics – Hydrocolloid Pimple Patch for Covering Zits and Blemishes, (36 Count)	Mighty Patch	\$11.97		● Sun Bum Original SPF 50 Sunscreen Spray ...Broad Spectrum Moisturizing UVA/UVB Sunscreen with Vitamin E 6 oz	Sun Bum	\$12.48
● DERMORA 24K Gold Eye Mask– 50 Pairs Eye Gels – Puffy Eyes and Dark Circles Treatments	Dermora	\$24.99		essence Lash Princess False Lash Effect Mascara Volumizing & Lengthening Cruelty Free & Paraben Free	essence	\$3.99
SOL DE JANEIRO Brazilian Bum Bum Cream	Sol de Janeiro	\$48.00		SOL DE JANEIRO Hair & Body Fragrance Mist 240mL/8.1 fl oz.	Sol de Janeiro	\$32.30
● Mielle Organics Rosemary Mint Scalp & Hair Strengthening Oil With Biotin & Essential Oils, 2-Fluid Ounces	Mielle Organics	\$8.81		● Neutrogena Makeup Remover Wipes, Individually Wrapped Daily Face Wipes for Waterproof Makeup, Travel...20 Count	Neutrogena	\$5.76

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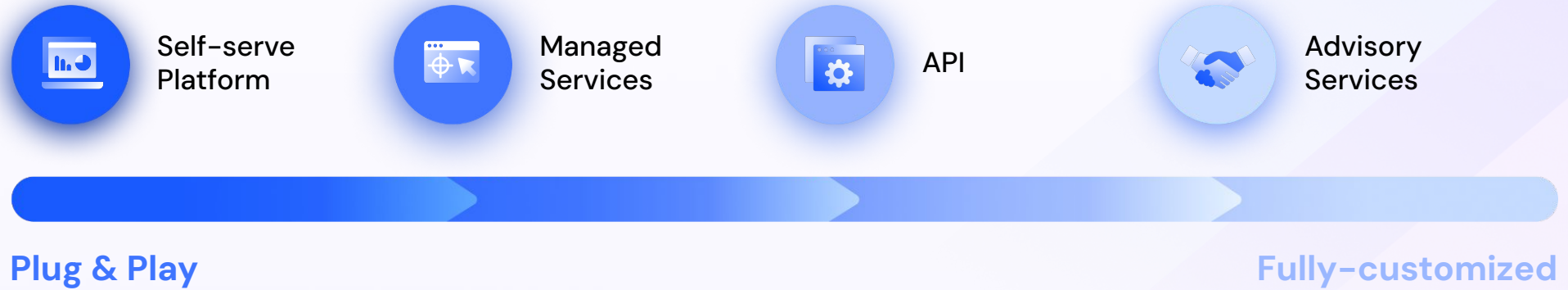


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