



AMVISOR DATA SCIENCE & RESEARCH REPORTING

VISIBILITY OR VANISH? **AMAZON** **PRIME BIG DEAL** **DAY 2025**

EXCLUSIVE DATA, STRATEGIES, AND MISTAKES
THAT MADE TOP BRANDS MILLIONS AND HOW
YOU CAN WIN THE NEXT AMAZON EVENT 2026

October 2025

amvisor.com

INTRO

POTENTIALS & CHALLENGES



Prime events have evolved into one of the most influential shopping events in recent years. Their popularity continues to rise, driving massive traffic and strong purchase intent. The underlying principle is clear: “If I can’t get it cheaper here, then when?”

Why 1P vendors should participate in Amazons prime events? Based on our data research these are the **5 top potentials** you can unlock when joining:

- 1 **Sales Growth & Revenue Maximization**
Achieve more sales in less time through targeted deals.
- 2 **Inventory Clearance & Stock Management**
Move older products and free up space for new items.
- 3 **Boost Visibility & Reach**
Prime deals receive algorithmic prioritization, increasing exposure.
- 4 **Customer Loyalty & Brand Building**
Discounts attract new buyers and strengthen brand presence.
- 5 **Algorithmic Advantages**
High conversions during Prime events improve organic rankings post-event.

Challenges

Intense Competition for Visibility

Vendors without strong presence risk losing market share.

FOMO Effect (Fear of Missing Out)

Consumers compare aggressively—missing offers can be costly.

BACKGROUND PRIME WHAT?



Prime events are Amazon's global, exclusive shopping events for Prime members, strategically timed ahead of the holiday season. For vendors, it's a unique opportunity to boost sales, clear inventory, and build brand visibility.

If you want to maximize results in 2026, we will prepare you for both events by answering these questions:

- How many products should I include?
- What discount strategy will maximize impact?
- What is the measurable effect of Prime on sales—and what do I risk by not participating?
- How crucial are advertising and promotions for maintaining visibility?

**More big deals
just dropped.**

prime



PRIME DAY (July 2025)

- Amazon's original, global shopping event for Prime members.
- Traditionally held in July.
- Launched for Amazon's 20th anniversary.
- Known for deep discounts, massive traffic, and a focus on both customer savings and 1P vendor reach.

PRIME BIG DEAL DAY (October 2025)

- Positioned as a second major sales peak before Black Friday.
- Announced with much shorter notice
- Similar mechanics to Prime Day but more selective and competitive.
- Drives the message home to consumers: "If I'm not getting the best deal here, then nowhere".

Visibility, advertising, and assortment strategy are non-negotiable

PARTICIPATION WHO PLAYED, AND HOW?



Prime Day is not an “everything-must-go” event, but a showcase for strategic, high-impact offers.

Vendor participation was extremely high, but the share of assortment with deals was slightly reduced in October, reflecting a more selective and strategic approach as the year progressed.

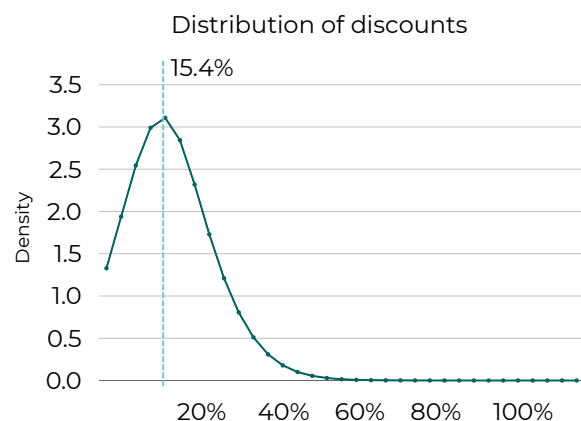
- **Sample size:** Tens of thousands of ASINs from top brands across Europe and the US were analyzed.
- **Prime-labeled ASINs:** About 10,400 products carried a Prime badge.
- **Vendor participation:** 92% of analyzed 1P vendors offered Prime Day deals in October—showing near-universal participation among leading brands (compared to 86% participation at Prime Day in July).
- **Assortment:** On average, vendors gave exclusive Prime offers on 16.6% of their visible Amazon assortment in October (down from 18.8% in July), likely due to tighter ad budgets and the proximity to Black Friday.
- **Discounts:** 15.4% average discount per category



STEPHAN STOPPOK

CEO AMVISOR

“We turn complex data into clear strategies that drive your success.”

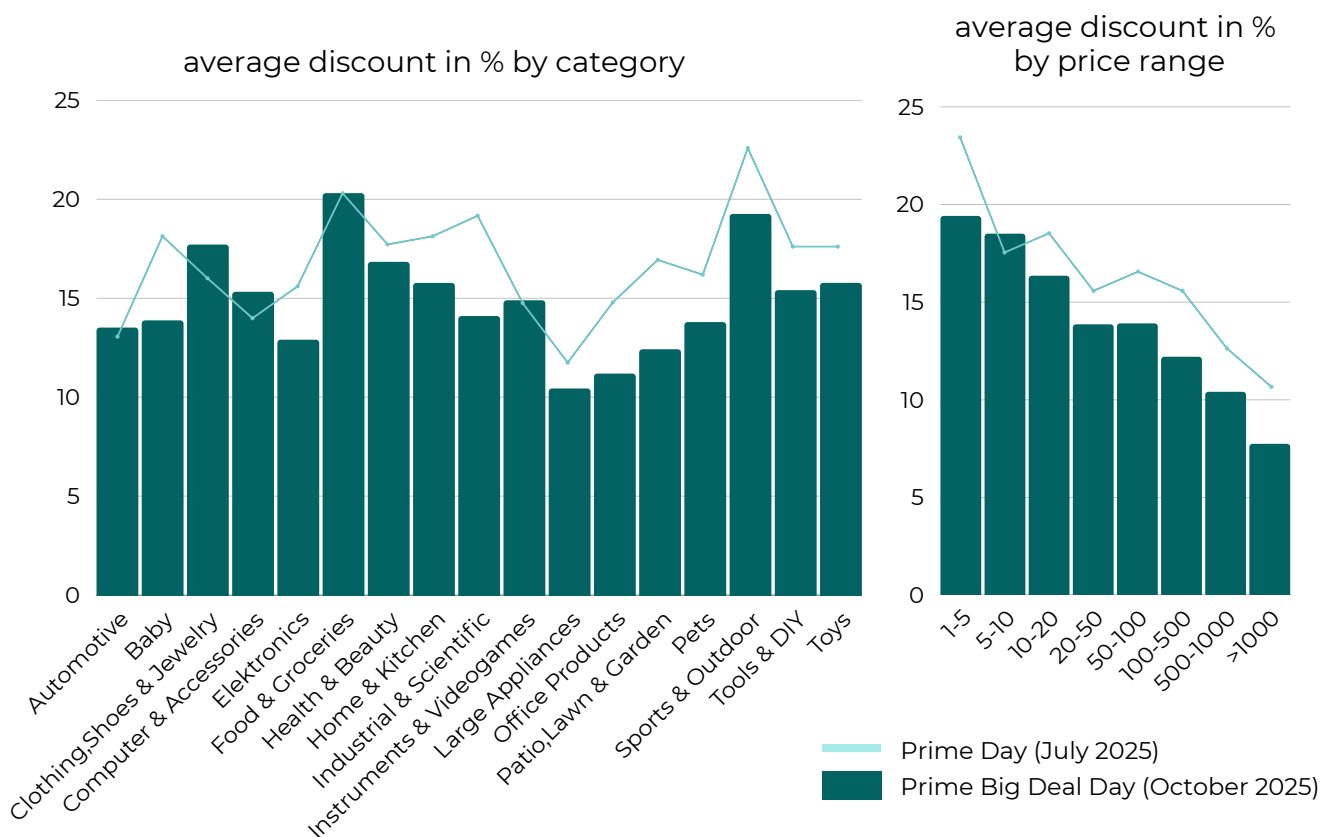


DISCOUNTS HOW MUCH IS ENOUGH?



Discounts on Amazon's major deal days are precise. Successful brands rely on the following discount strategies to attract attention and drive favorable sales growth.

The most successful strategies are those that balance competitive pricing with profitability, tailoring discounts by category and price point rather than applying blanket reductions.

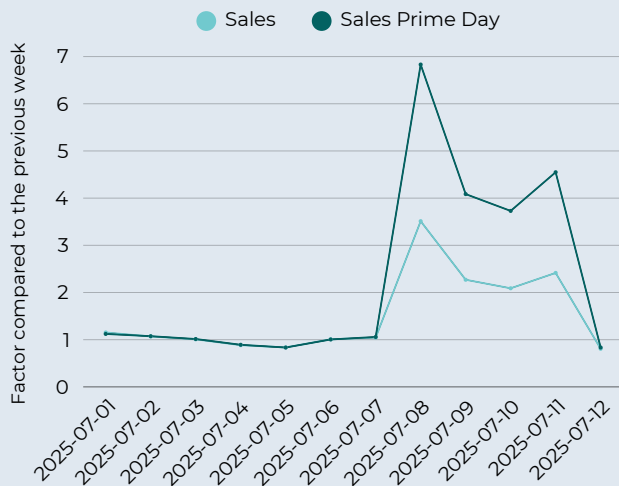


- **Average discount per category:** 15.4% (primarily between 9.3% and 22.5%).
- **Category differences:** Main categories varied widely (10.4%–20.2%).
- **Price effect:** The higher the price, the smaller the discount (e.g., 19% for €1–5 items, just 7% for items over €1,000).
- **Comparison to July (Prime Day):** Discounts per category in October were 2.3% lower than in July (17.7%), reflecting tighter ad budgets, later event announcement, and the proximity to Black Friday.

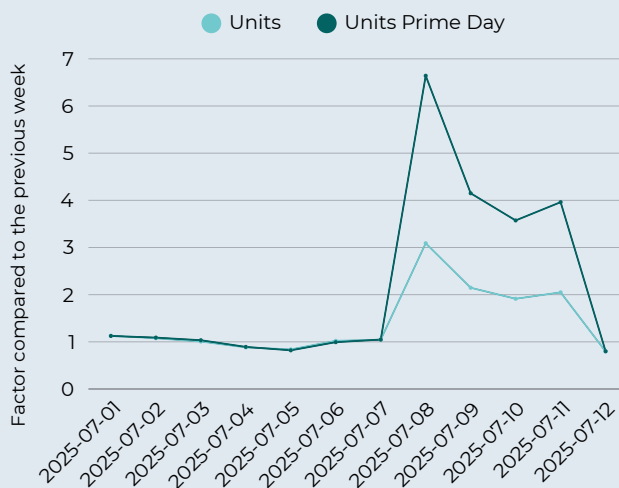
PRIME EFFECT: SALES & UNITS



PRIME DAY (July 2025)

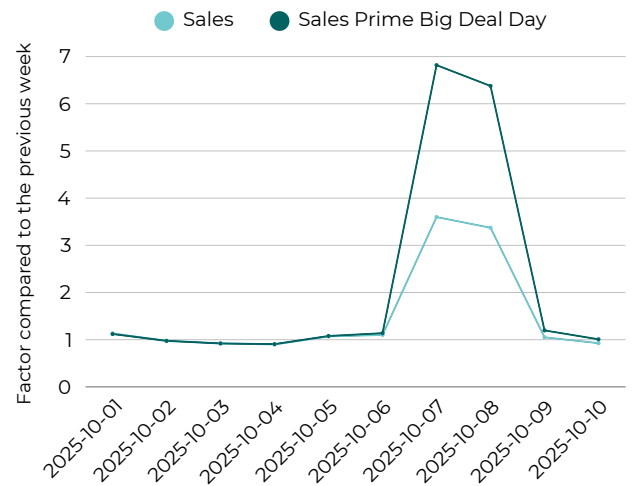


Sales surged to **4.8x the pre-event daily average (+380%)** for Prime labeled products. All ASINs: 2.6x sales lift (+160%).

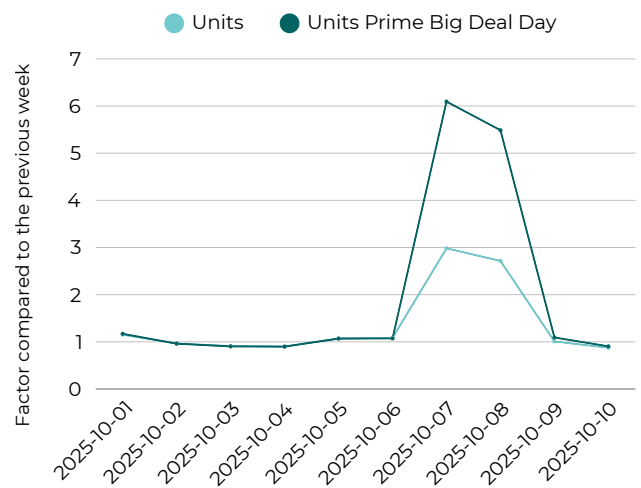


Prime-labeled products sold on average **4.6x more units per day than the previous week (+360%)**. All ASINs: 2.3x more sold units (+130%).

PRIME BIG DEAL DAY (October 2025)



Sales jumped to **6.6x the pre-event average (+560%)** for Prime labeled products. All ASINs seeing a 3.4x lift (+240%).

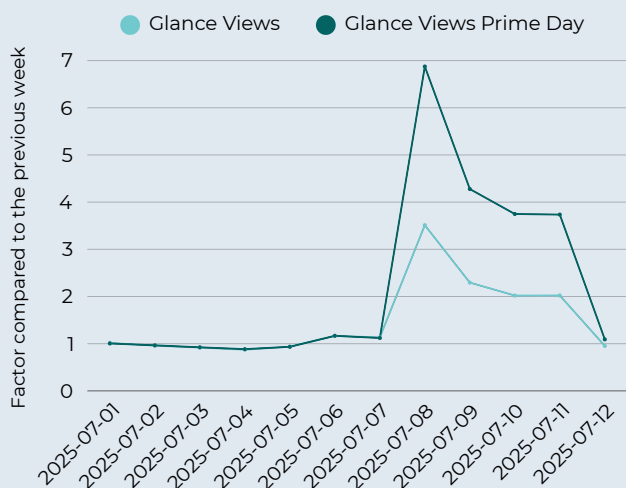


Prime-labeled products sold on average **5.8x more units per day than the previous week (+480%)**. All ASINs: 2.8x more sold units (+180%).
→ Revenue boost outweighs volume: higher-priced products are selling

PRIME EFFECT: TRAFFIC

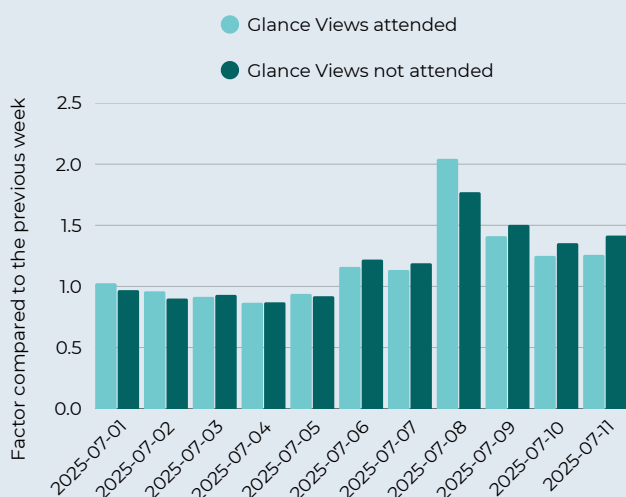


PRIME DAY (July 2025)



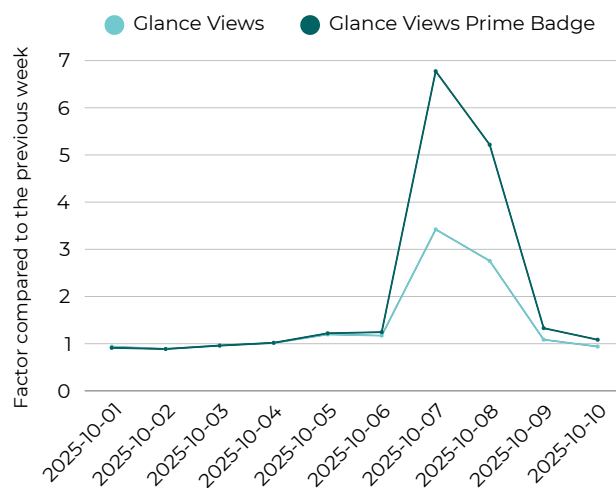
Prime-labeled products got on average **4.6x more views (+360%)**, all ASINs 2.5x (+150%).

→ Conversions peaked on the final day.



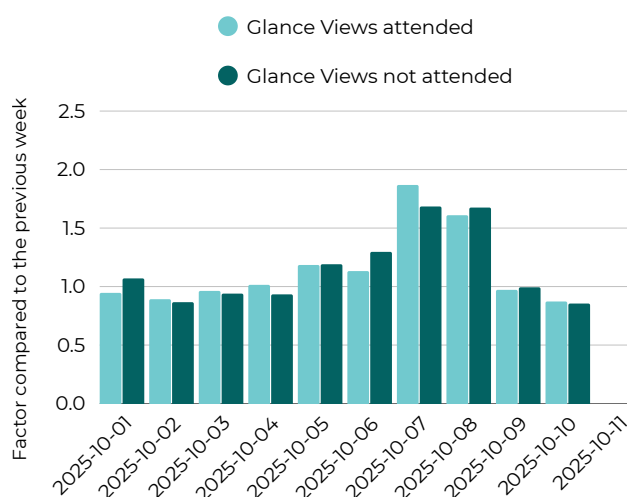
Products without a Prime Day label from participating brands see a dominance on **Day 1: +13% more glance views** compared to brands that skipped Prime Day entirely.

PRIME BIG DEAL DAY (October 2025)



Prime-labeled products got on average **5.9x more views (+490%)**, all ASINs: 3.1x (+210%).

→ Urgency & last-minute deals drive action.

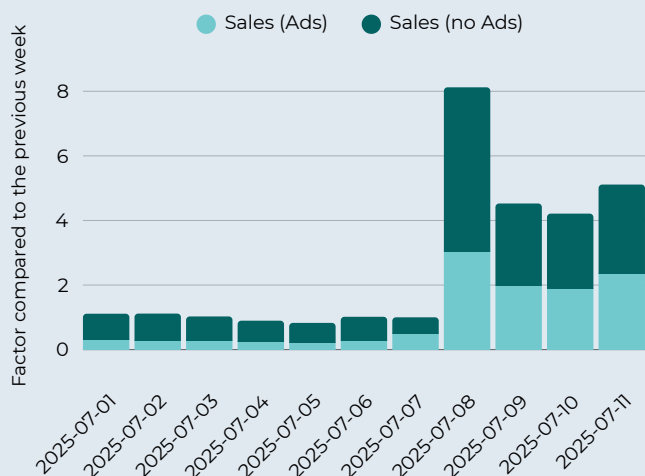


Non-Prime Deal ASINs from participating brands enjoyed on **Day 1 an 18% lift in glance views**, driven by the “halo effect” of heightened event traffic.

ADVERTISING NON-OPTIONAL



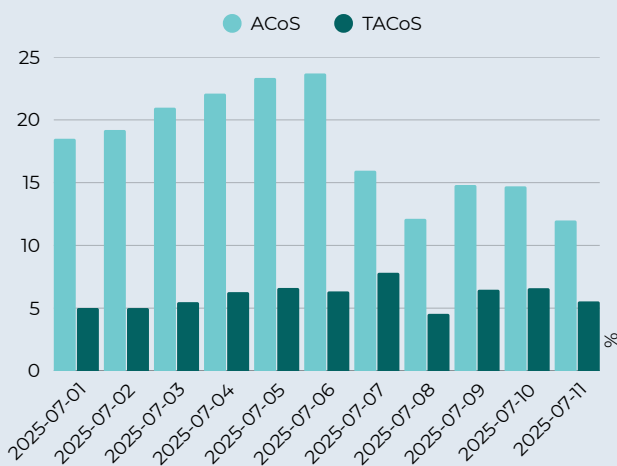
PRIME DAY (July 2025)



Share of ad-attributed sales rose from 27% (pre-event) to **43% during Prime Day**.

Source: promoted Prime-labeled products

→ Advertising takes up more space.

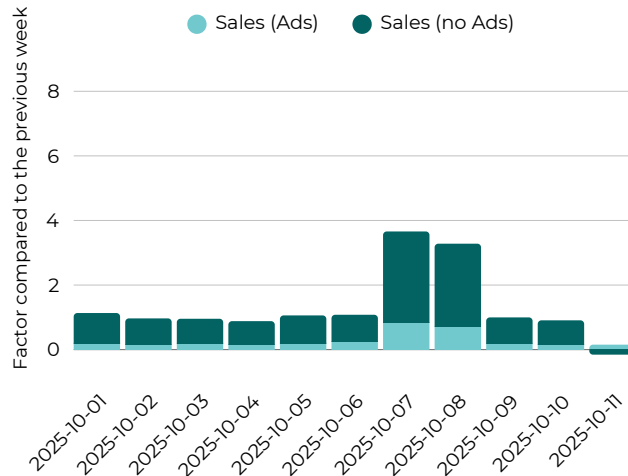


ACoS (ad spend relative to ad-attributed sales): drops significantly, ads converts better

TACoS (ad spend relative to total sales): remains stable



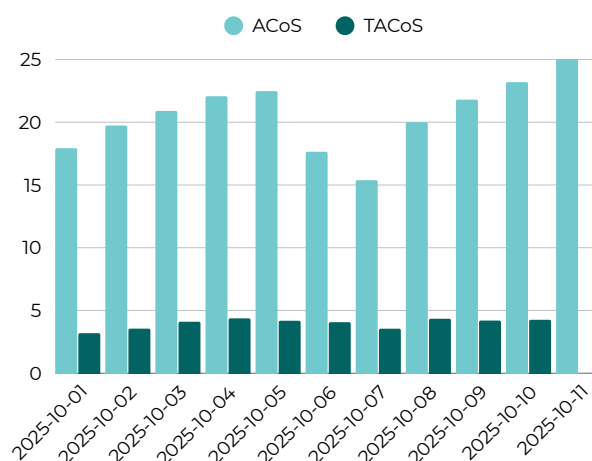
PRIME BIG DEAL DAY (October 2025)



Share of ad-attributed sales rose from 18% (pre-event) to **22.5% during Prime Big Deal Day**.

Source: entire assortment

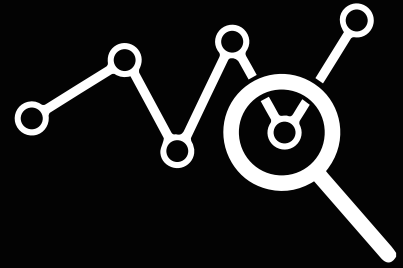
→ Advertising takes up more space.



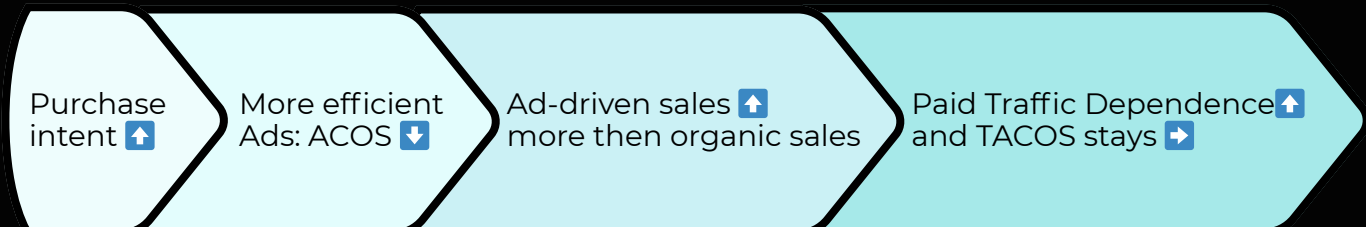
ACoS dropped by 3.5% – advertising became more efficient with stable spend

TACoS remained steady – more market share without increasing cost ratio

The Domino Effect



Prime events trigger a chain reaction:



Ads (in combination with discounts) make it happen. Sounds technical? Here's what it really means for you:

1 Paid Traffic rules the game

Organic visibility alone won't win. On Prime events, products sell because they're seen and ads make that happen. If you don't scale budgets and bidding early, competitors will own the spotlight.

Action: Lock in higher budgets. Prepare flexible bidding strategies. Visibility is currency.

2 Ads are cheaper

ACOS drops during Prime events. Translation? Every advertising dollar works harder. This is your moment to buy sales at a discount.

Action: Allocate significantly larger budgets for such events instead of spreading them thin like throughout the rest of the year.

3 TACOS stays flat: a hidden win

Even with more ad spend, TACOS doesn't rise. Why? Because overall revenue grows.

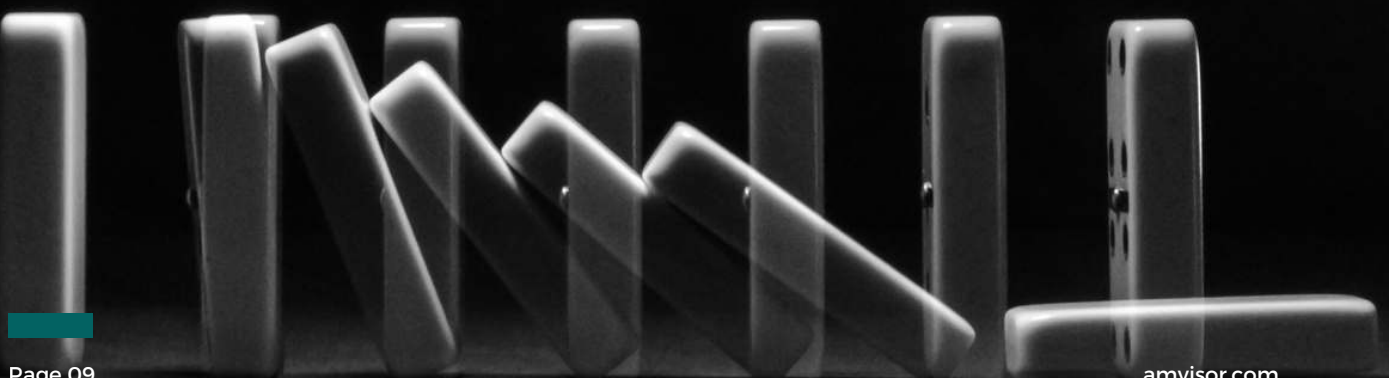
Action: Aggressive ad strategies don't just buy sales—they buy market share, visibility, and new customers without increasing your cost ratio. That's a strategic jackpot.

The Long-Term Payoff

Short-term: You lean on ads.

Long-term: You earn reviews, ranking signals, and repeat buyers.

The result? Organic visibility skyrockets after the event.



WINNERS

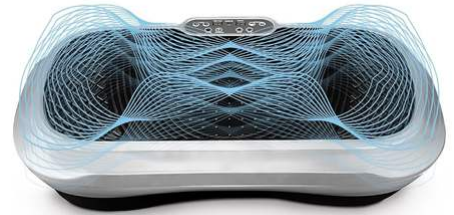
PRIME POWER PRODUCTS



Vibration plate (US)

Performance: \$450K in sales over two days, averaging 1,750 units per day with a 15% Prime Day discount.

Insight: Moderate discount, massive traction—fitness remains a Prime Day winner.



Sparkling water maker (DE)

Performance: €280K in sales, 1,500 units per day, discount from €150 → €100 (33% off).

Insight: Deep discount drives conversion—price elasticity matters.



Coffee Filter Cartridges 3-Pack (DE)

Performance: €200K in sales, 2,800 units per day, NO discount, NO Prime badge.

Insight: Best example of traffic surge—visibility alone can move inventory. **Prime event traffic benefits the entire catalog.**



Cordless Window Vacuum (GB)

Performance: £160K in sales, 1,700 units per day, 30% discount.

Insight: Home care products thrive with strong offers.



Wet Cat Food (DE)

Performance: €140K in sales, 6,500 units per day, 19% discount.

Insight: Consumables explode under Prime events: stock planning is critical.



TAKEAWAY YOUR PRIME SURVIVAL KIT



- 1 **Budget:** Increase ad spend early. Use dynamic bidding.
- 2 **Content & Offers:** Prime Day discounts are non-negotiable.
- 3 **Inventory:** Stock up! Prime events can burn through half a month's units in 48 hours.
- 4 **Promo Details:** Check timings of your promotion in internal Amazon settings
- 5 **Branding Ripple:** There are no Losers but there is much to miss out.

Even tho we see Traffic Gains in not-attendees. Participants seem to consistently double the gain, plus they tend to get a additional small halo-effect on top for participating.

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CONCLUSION

THE REAL COST OF SITTING OUT



Prime Big Deal Day 2025 proved one thing: Visibility is the currency of Amazon.

Brands that backed ads, strategic discounts, and inventory dominated—those that didn't let competitors steal the show.

- **Paid ads** are now the dominant lever: Sales from ads jumped **from 18% to 22.5% of all sales** during the event, and ad efficiency (ACOS) improved by 3.5%.
- Prime-labeled products saw a **560% sales boost** (6.6x the pre-event-week average), while all products averaged a 240% lift. And **the last day converts best**.
- **Without discounts**, brands **lose half the traffic** they could have gained and missed out of an extra halo effect.
- **Stockouts** happen faster than you think: Top sellers could move two weeks' worth of units in just two days—if you ran out, you lost ranking and future sales.
- **Discounts were precise**, not generous: The average was 15.4%, with higher discounts on low-priced items and minimal cuts on expensive ones.

Bottom line:

If you want to win the next Amazon event, you must plan your ad budgets, pick your hero products, and be ready to compete for attention—because Prime Days are no longer about who shouts the loudest, but who's seen at the right moment.

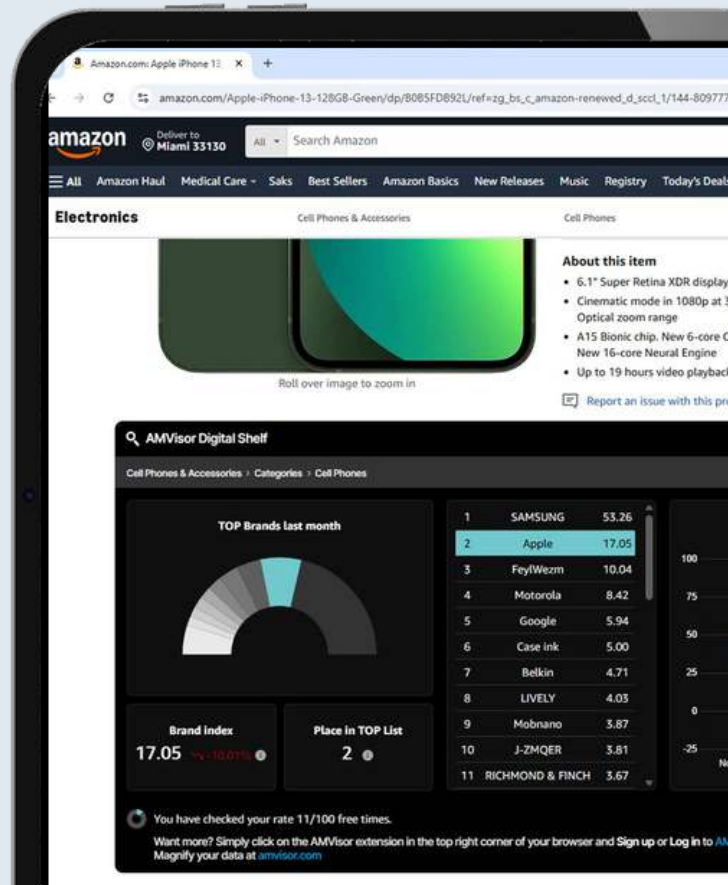
VISIBILITY DOESN'T HAPPEN BY CHANCE



Our Prime Day analysis is clear: Visibility is the key to success—not just discounts.

The Digital Shelf Plugin from AMVisor is your **free browser extension** for benchmarking your brand's performance—right on Amazon's product detail pages:

- **Performance Benchmarking:** Monitor your brand's visibility and compare it with competitors to understand your true market position.
- **Trend Analysis:** Identify emerging trends early, so you can make informed decisions before the competition.
- **Market Insights:** Track your brand's development alongside market trends to fine-tune your strategies and stay ahead.

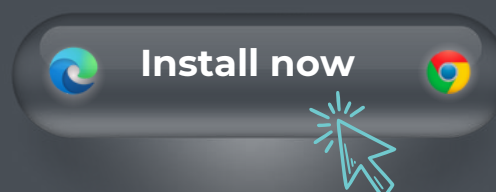


TINA FRIEDRICH
CMO AMVISOR

Magnified

The Market share is based on the units sold in the last month of the best-selling Amazon products (Top 100) in the respective category. So you instantly gain valuable insights into your brand's visibility, dominance, and competitive position within any category on amazon.com and amazon.de.

See your market share



METHOD OF ANALYSIS



Analysis of the Amazon Vendor Commercial Business

The AMVIsor Data Science & Research Report includes anonymized data from tens of thousands of ASINs within Amazon's vendor (1P) business.

We analyzed ASINs that were tagged with and without the Prime Discounts badge. These ASINs were actively listed by Amazon during the evaluation period on the European and US marketplaces.

Amazon

The data originates from AMVIsor's proprietary databases as well as Amazon's public frontend. The analysis focuses on vendors representing well-known brands. These metrics do not reflect the official performance of Amazon or its vendors.

Instead, they are intended to highlight trends within Amazon's 1P vendor business and across global market categories. Despite careful efforts to ensure accuracy, statistical deviations may occur.



Events like Prime Day often look like a tangled mess at first glance. Countless things happening at once, tightly layered and deeply interdependent. But if you take the time to unravel that knot piece by piece, what emerges isn't chaos at all. Every layer reveals patterns, behaviors, and decisions that, once understood, turn noise into expertise.

Lukas Rommel
Data Scientist AMVIsor

MORE INFORMATION FOR AMAZON DATA ANALYTICS?



Contact Us!

AMVisor offers leading eCommerce data solutions tailored for global manufacturers, optimizing product availability and profitability on Amazon with intuitive dashboards.

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