



The Amazon

PRIME DAY 2026 IN NUMBERS

Four readiness dimensions, one event: what AMVisor vendor data, advertising signals, and analyst interpretation reveal about the winning factor of Prime Day 2026.

Prime Day 2026 was not decided at the discount dial. AMVisor

It was won by brands that were ready across four dimensions at once. This report follows exactly that thread: pillar by pillar, with the numbers behind it.

1

**Visible**

Badge & Ranking

2

**Priced**

Discount Depth

3

**Advertised**

Ad Pressure

4

**Responsive**

Real-Time Demand

“

Prime Day 2026 was won by brands that were ready: visible, available, advertised, correctly priced, and able to respond to actual demand in real time — not by the biggest overall discount.

”

– Tina Friedrich, CMO AMVisor



Prime Day 2026 - Were You Ready?

Six metrics that together show the event's state of readiness. Details on each follow on the next pages.

18.2%

Avg. Prime badge share per vendor
-0.8 pp vs. 2025 (19.0%)

14.6%

Avg. Prime discount
-3.1 pp vs. 2025 (17.7%)

5.7 x

Peak revenue, badge ASINs, Day 1
-1.1 x vs. 2025 (6.8x)

3.4 x

Ad spend during the event
vs. avg. before the event

+15.8%

Bestseller rank improvement, Prime badge ASINs
Main category, after the event

100%

Participation rate, all vendors
+14 pp vs. 2025 (86%)

Everyone joins in. Few go all-in.

Participation became nearly unavoidable for the first time — yet assortments stayed curated. The question is no longer whether to take part, but which products deserve the spotlight.

100%

Participation across all observed manufacturers — for the first time

+14 pp vs. 2025 (86%)

Prime Day = de facto standard

18.2%

of the active assortment carried a Prime badge

-0.8 pp vs. 2025 (19.0%)

WHAT THIS MEANS

The vendor community has reached a quiet consensus: participating is the minimum. The real competition happens at the selection level — which 18% of the assortment gets the Prime Day badge, and why exactly those.

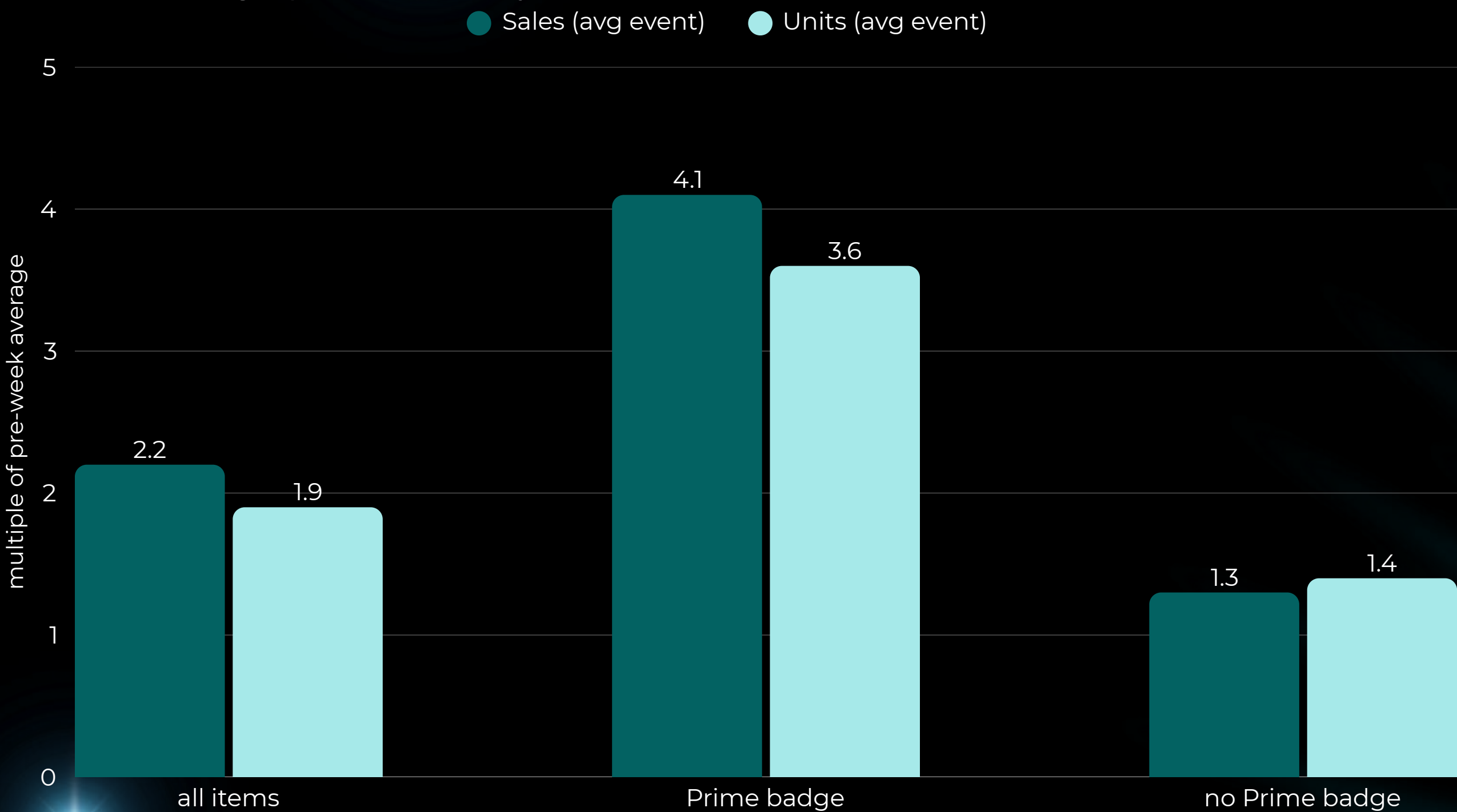
Those who were still weighing whether Prime Day was even worth it in 2025 are asking a different question in 2026: which ASINs deserve the scarce spotlight, and which are better left out?

IN SHORT

Visibility is no longer a box you check. It's an investment decision made for every ASIN individually.

Prime badges are still moving the needle

The event lifted the entire shelf: traffic also flowed to non-Prime items. But the gap between badge and non-badge products stayed wide. And measurable.



INTERPRETATION

Prime badge items reached 4.1x revenue and 3.6x units.

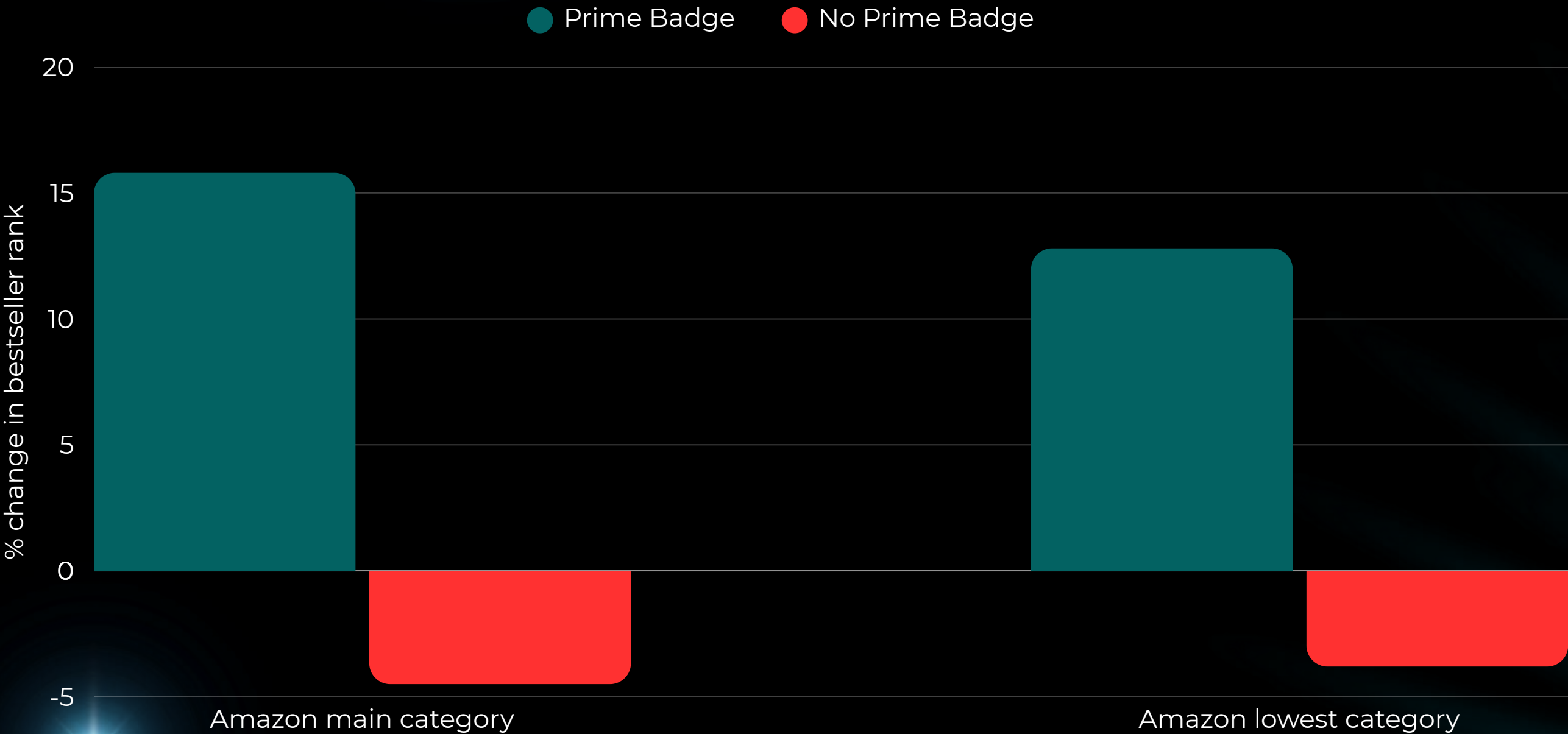
Non-Prime items also benefited from the traffic, but reached only 1.3x revenue and 1.4x units.

Traffic lifts more than just the advertised items — but the badge still makes the difference.

The shelf rises. The badge rises faster.

Prime Day leaves a mark, long after the badge is gone

Prime Day is not just a revenue peak. It's a ranking accelerator or a ranking risk — depending on which side of the badge you're on.



WHAT THIS MEANS

Prime badge products improved their bestseller rank by an average of +15.8% in the main category.

Non-Prime items moved in the opposite direction: -4.5% in the main category.

The event can reshape the shelf long after Prime Day ends.

Choose badge candidates by ranking potential, not just by revenue volume.

Smaller discounts. Greater pressure.

Average discounts fell by **3.1 pp** vs. 2025. That doesn't mean Prime Day got easier. It means other levers had to pull harder.

17.7% → 14.6%

Avg. Prime discount, 2025 → 2026

-3.1 pp — a directional decline

DISCOUNT CLUSTERS IN 2026

~10%

Margin protection

Stay visible and profitable

~20%

Full activation

Chase volume, push the badge

~50%

Clearance

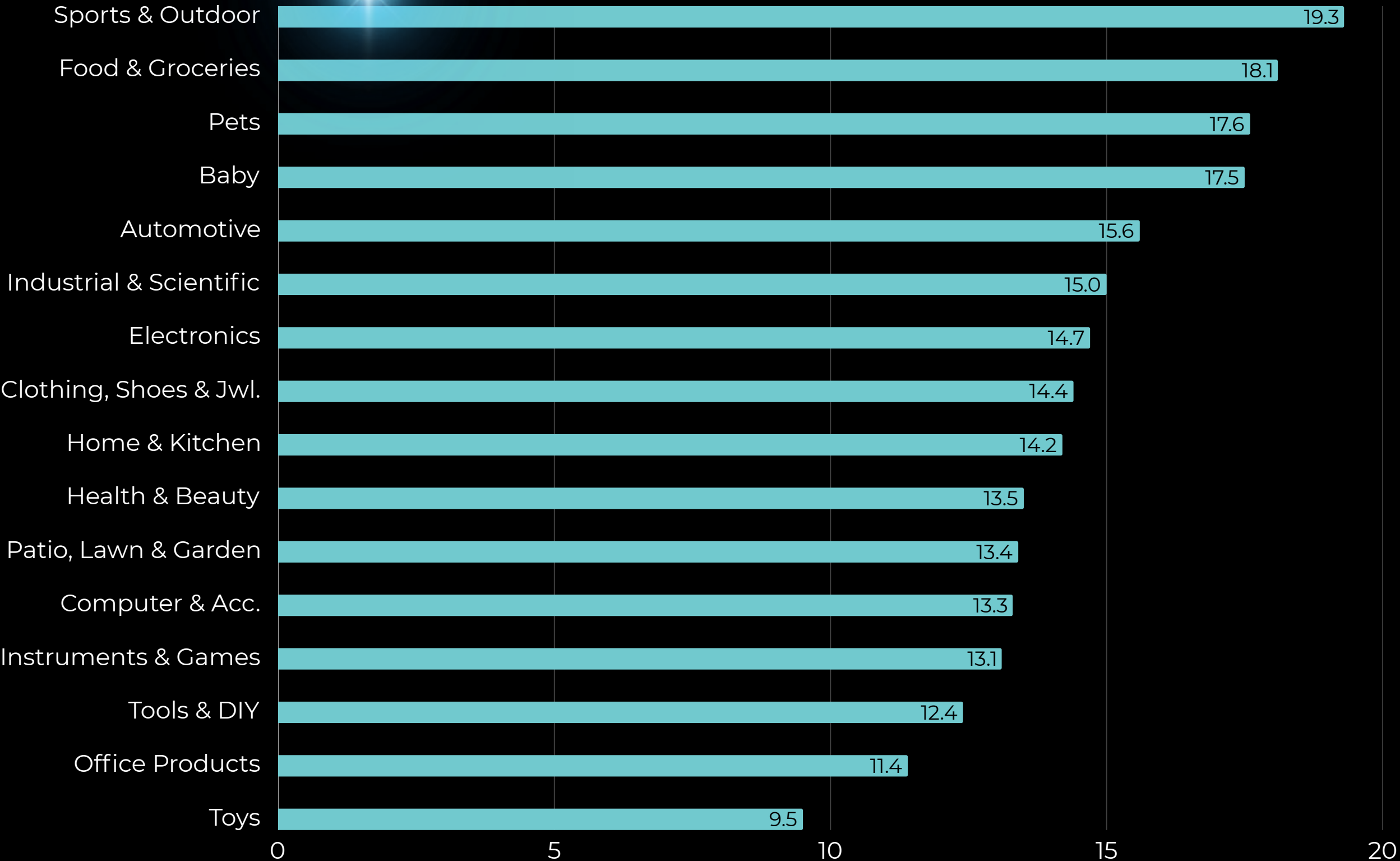
Outliers only. clear inventory

WHY THIS IS HAPPENING

A smaller average discount at an equally intense event means: vendor teams are steering more precisely. Instead of discounting deeply across the board, they differentiate by margin, category, and price tier — exactly what the three clusters on the left show.

This differentiation is itself a sign of maturity: the event is no longer played with a sledgehammer, but with a portfolio approach.

Discount pressure, unevenly distributed



HIGHEST DISCOUNT

Sports & Outdoor - 19.3%

A highly competitive category with high consumer price sensitivity.

LOWEST DISCOUNT

Toys - 9.5%

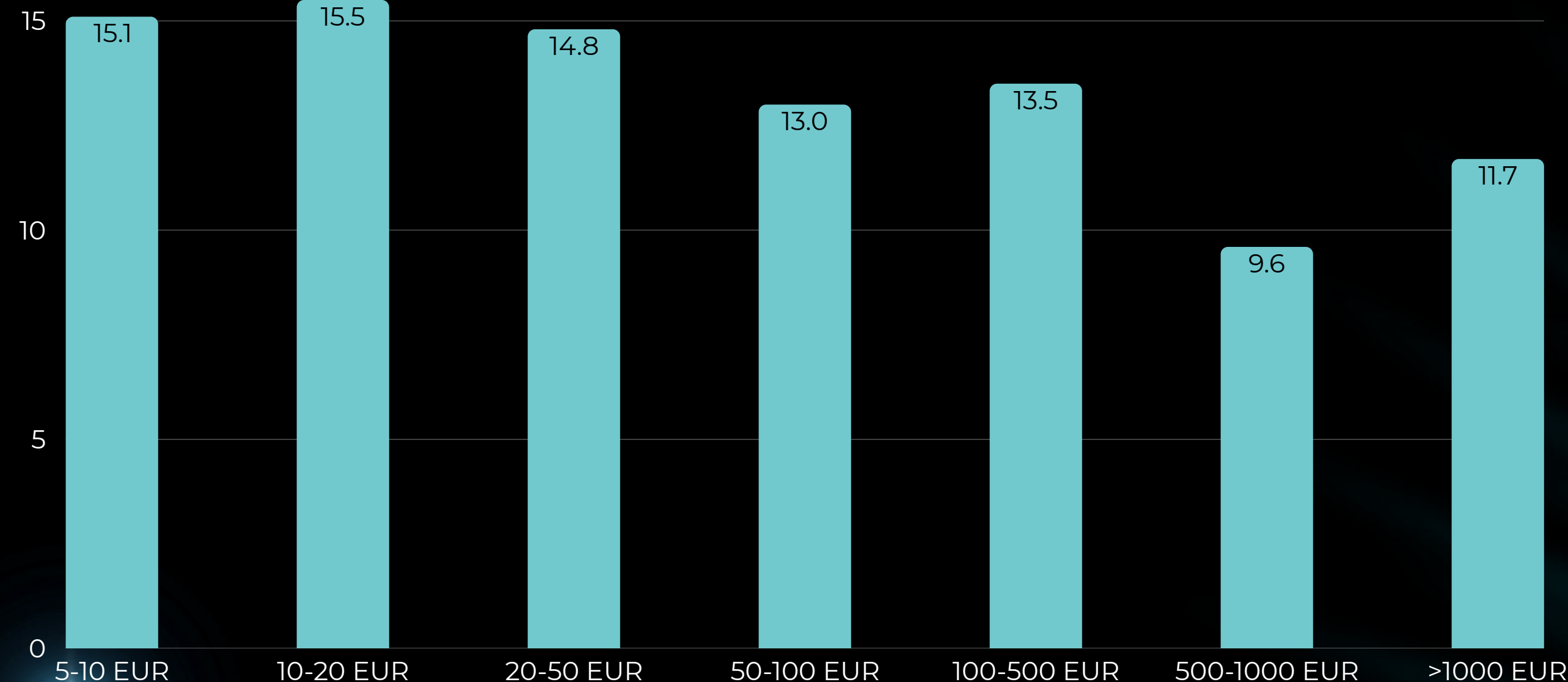
Margin protection wins: Toy brands carefully protect their positioning.

The gap between the highest and lowest value is just under 10 percentage points.

The more expensive the item, the smaller the discount

20

The relationship isn't perfectly linear, but the direction is clear: high-priced products enter Prime Day with tighter margins and smaller badges.



WHY THIS MATTERS

A discount benchmark is useless without price context.

Vendor teams must assess discount depth by price tier, margin position, inventory level, and expected demand elasticity — not just by the category average.

The 9.6% discount in the 500–1,000 EUR range signals margin pressure in the high-price segment.

No longer quiet. No longer cheap.

3.4 x

Ad spend
vs. avg. before the event

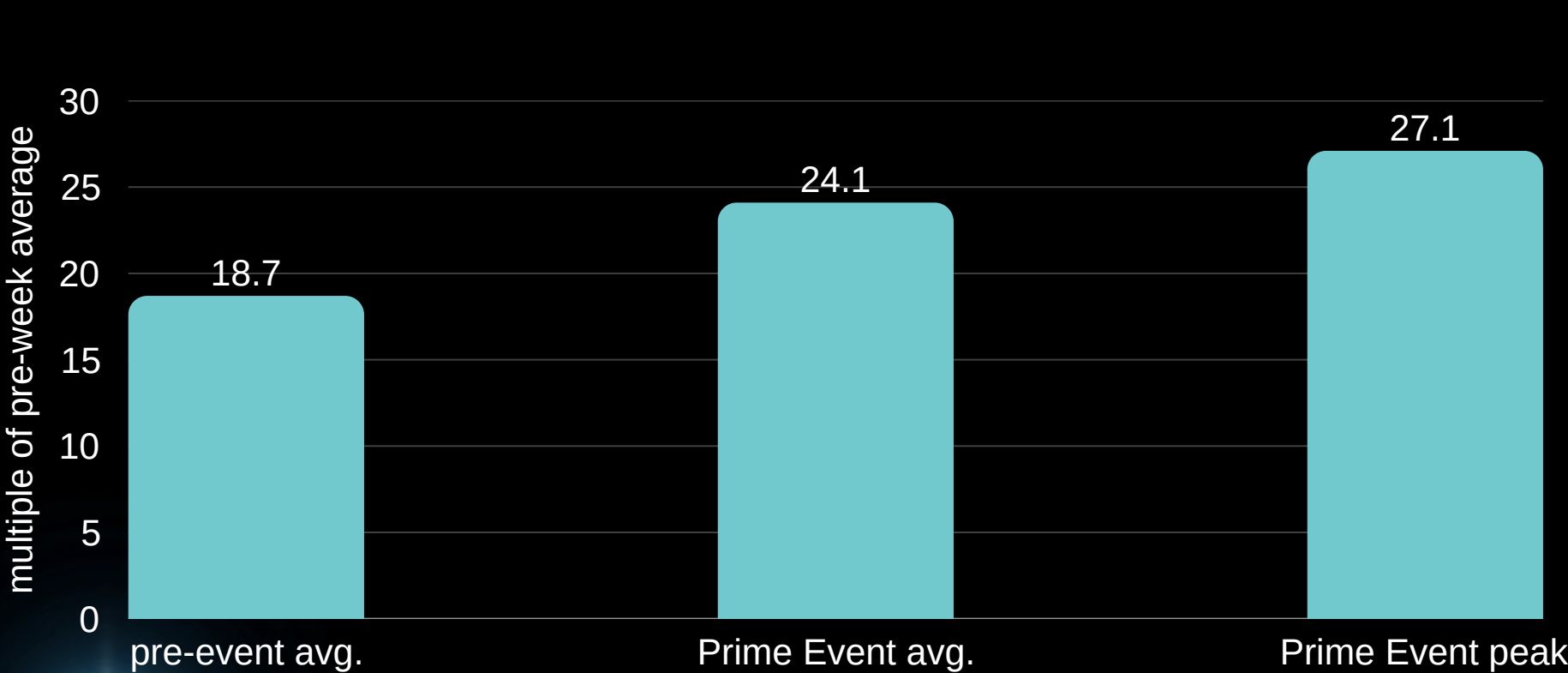
27%

Highest ad-attributed
revenue share
-16% vs. 2025 (43%)

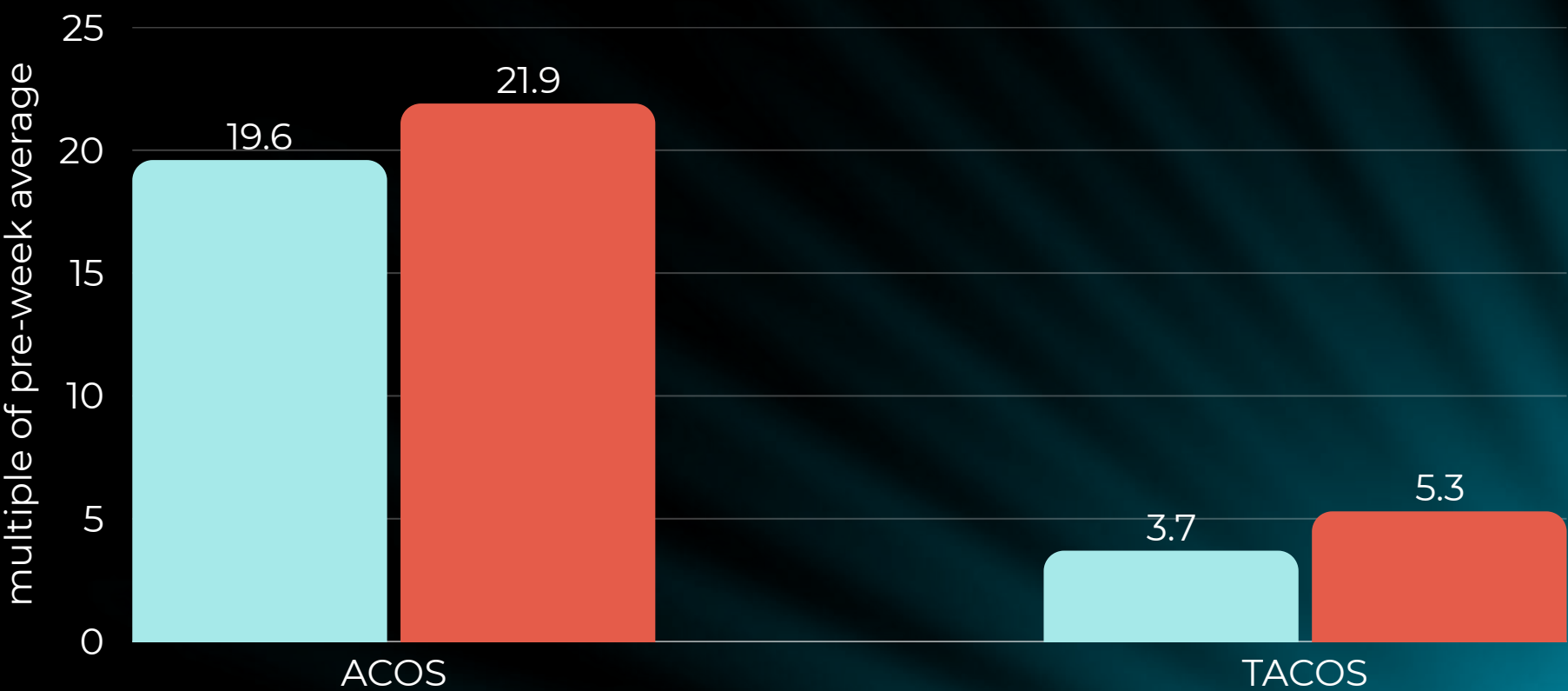
Not advertising means losing visibility.
Advertising without control means losing margin.

ACoS rose during the event from 19.6% to 21.9%.
TACoS* rose from 3.7% to 5.3%.*AMVisor's own KPI

Ad-attributed revenue share (%)

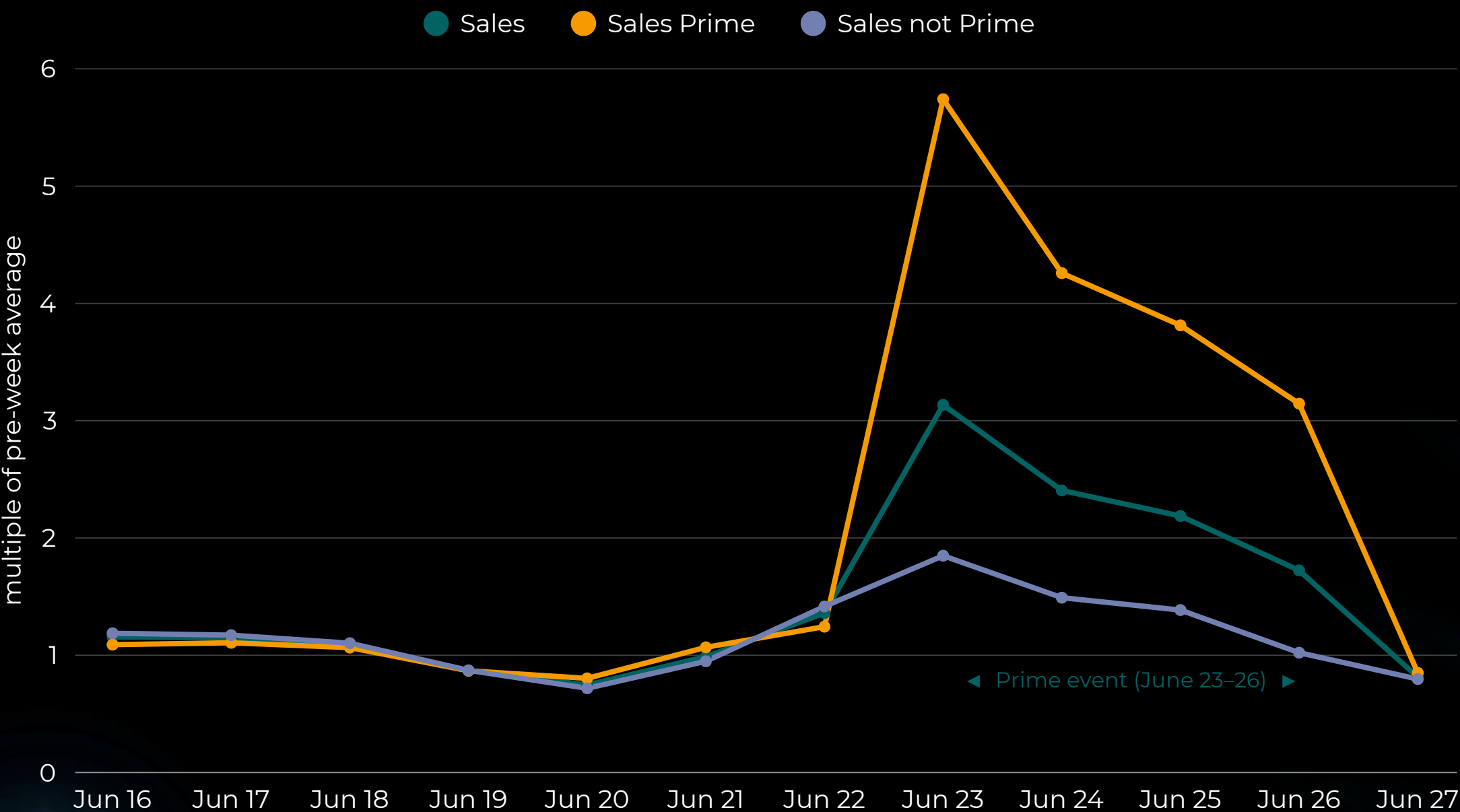


● Pre-event ● Prime Event



Day one decides the game

Content, availability, Buy Box, price, and campaigns must be live when the first wave hits on Day 1. Catching up is not a strategy.



3.1 x

Total revenue on Day 1 vs. a typical day
-0.4 x vs. 2025 (3.5 x)

5.7 x

Prime badge revenue on Day 1
-1.1 x vs. 2025 (6.8 x)

READINESS WINDOW

Both curves rise exactly on June 23 (Day 1) and drop back just as sharply on June 27.

The window to react is short but measurable: whoever adjusts only on Day 2 has already missed the steepest part of the curve.

It wasn't the badge. It was the summer.

15x

Revenue index on Day 1
vs. a typical day before the event

No badge
No discount
Price ~495 EUR

Portable air conditioner
Germany



No badge. No discount. Just... heat.



In June 2026, Europe quietly turned into a **slow cooker**. While most Prime Day successes were designed in strategy decks and campaign briefings, **one product simply waited for the weather forecast**.

A portable air conditioner for around 495 EUR became the **quiet overperformer** of the event. No label. No price cut. No strategy meeting needed. On Day 1, its revenue index reached about **15 times** a normal day.

Not because of a badge. Because of the heat.

Takeaway: The badge helps. The discount helps. But when event traffic meets acute real-world demand, the algorithm takes a back seat. Awareness of timing and situation is the strategy.

The -79% Club: A Tale of Two Products

Both achieved the steepest discount in our dataset. The results were... illuminating.



Tabletop trash can

Germany · 13.49 EUR → 2.78 EUR

-79%

At 2.78 EUR, this was objectively a solid deal for a plastic bin. The market responded with what could generously be described as moderate enthusiasm.

Someone bought it. We salute them.



Side table

Italy · 120 EUR → 25 EUR

-79%

The 78% discount signals ambition. The sales data signals that the Italian market had a strong and consistent opinion about this piece of furniture.

Sometimes the price isn't the problem.

The lesson: a discount opens the door. Demand has to want to walk through it.

Four products. Four different playbooks.

Not every Prime Day success looks the same. These four products from the dataset show how different the paths to success can be.

1

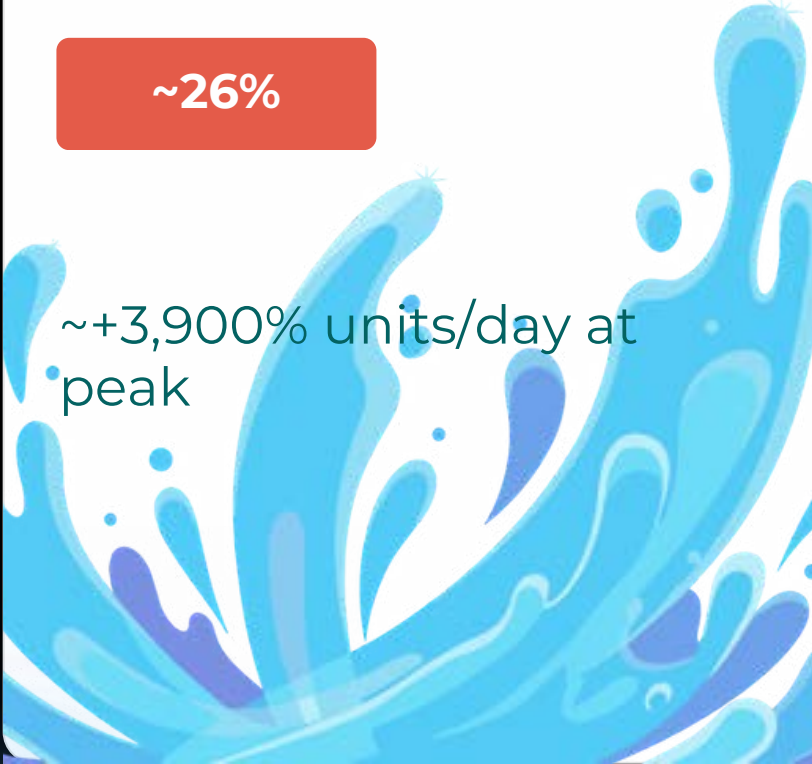
Soda maker

DE

EUR 108.99 → EUR 79.99

~26%

~+3,900% units/day at peak



2

Refrigerator

DE

EUR 299 → EUR 285

~5%

Up to 4x usual daily revenue



3

Modern iron

US

\$330 → \$266

~19%

~10x usual level



4

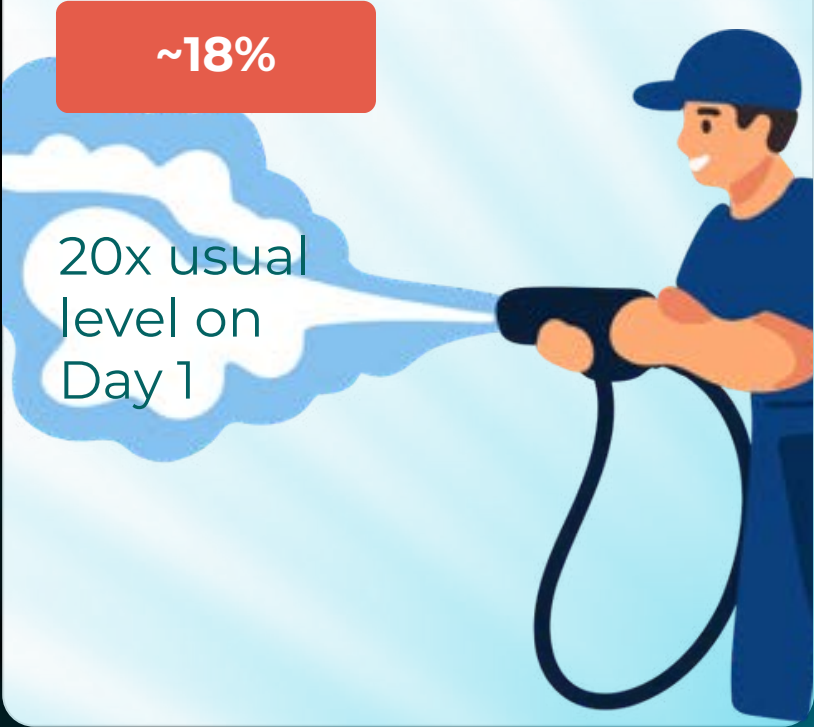
Pressure washer

UK

GBP 458 → GBP 375

~18%

20x usual level on Day 1



Seven rules for vendor teams

Each rule pays into one of the four readiness pillars from page 2. This is where the promise is kept.

1

Participation is the standard.
Selection is the strategy.

VISIBLE

2

Discounts are smaller. The game is
no easier for it.

PRICED

3

Day 1 matters most. Readiness beats
catching up.

RESPONSE

4

Advertising is essential. And
expensive. Plan for both.

ADVERTISED

5

Prime badges create effects,
ranking follows the badge.

VISIBLE

6

Demand can outperform discounting
when the timing is right.

RESPONSE

7

Prime Day is a readiness test — not
just a promo day.

ALL 4

What the data is — and what it isn't

SCOPE

European + US marketplaces

DE, UK, FR, ES, IT, BE, IE, and the US.
Vendor model (1P) only.

SAMPLE

AMVisor vendor customers

Known brands. Items active & visible on the Amazon front end during the event.

EVENT DATA

June 23–26, 2026

4-day event. Comparison basis: June 16–22 (prior week).

DISCOUNTS

Statistically controlled

(Lowest price prior week – badge price) / lowest price prior week × 100. EUR-normalized.

2025 COMPARISON

AMVisor Prime Day Report

July 2025. DE, UK, US only. Not all metrics are directly comparable.

DISCLAIMER

Observed trends, not official performance

No Amazon or vendor performance is implied or represented.

WHO WE ARE

The leading platform for Amazon Business Control — for greater availability, higher profitability, sustainable growth, and a stronger position on the digital shelf.

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AMAZON MAIN CATEGORIES

Category	Includes, among others (multilingual Amazon labels)
Automotive	Automotive, Car & Motorbike, Auto & Motorrad
Baby	Baby, Baby Products, Bébé et Puériculture, Prima infanzia
Health, Personal Care & Beauty	Beauty & Personal Care, Health & Household, Drogerie & Körperpflege
Clothing, Shoes & Jewelry	Clothing, Shoes & Jewelry, Fashion, Mode, Moda
Computer & Accessories	Computers & Accessories, Computer & Zubehör, Informática
Electronics	Electronics, Cell Phones & Accessories, Elektronik & Foto
Food & Groceries	Grocery & Gourmet Food, Lebensmittel & Getränke, Epicerie
Home & Kitchen	Home & Kitchen, Küche, Haushalt & Wohnen, Cuisine et Maison
Industrial & Scientific	Industrial & Scientific, Gewerbe, Industrie & Wissenschaft
Office	Office Products, Bürobedarf & Schreibwaren, Cancelleria
Patio, Lawn & Garden	Patio, Lawn & Garden, Garten, Jardin, Giardino e giardinaggio
Pet	Pets, Pet Supplies, Haustier, Animalerie
Tools & Home Improvement	Tools & Home Improvement, Baumarkt, Bricolage
Toys & Games	Toys & Games, Spielzeug, Jouets, Juguetes y juegos
Sports & Outdoor	Sports & Outdoors, Sport & Freizeit, Deportes y aire libre
Instruments & Videogames	Musical Instruments, PC & Video Games, Musikinstrumente & DJ-Equipment