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# 2024 Canadian Prime Day CPG Highlights

CONSUMER SURVEY & VERIFIED PURCHASE DATA



# Prime Day attracts slightly older, higher-income shoppers than everyday Amazon.

Compared to the typical Amazon shopper, Prime Day 2024 shoppers were more likely to be high-income Gen X'ers. Most were aware of the sale in advance and approached it with a plan.

## PRIME DAY SHOPPER PROFILE

2024 Prime Day Shoppers vs. Average Amazon Shopper

DEMOGRAPHIC	%	INDEX VS. AMAZON SHOPPERS
Gen Z [> 1996]	4%	80
Millennials [1982-1995]	32%	102
Gen X [1965-1981]	37%	106
Boomers+ [< 1965]	28%	95
Low Income (<\$40k)	13%	72
Middle Income (\$40-\$125k)	54%	101
High Income (\$125k+)	34%	116
White or European	79%	107
Asian	13%	81
Black	2%	103
Latin American	1%	84
Other	4%	75



# 84%

Were influenced to shop on Amazon by Prime Day



# 81%

Had an idea of what they wanted to purchase going into Prime Day



# 60%

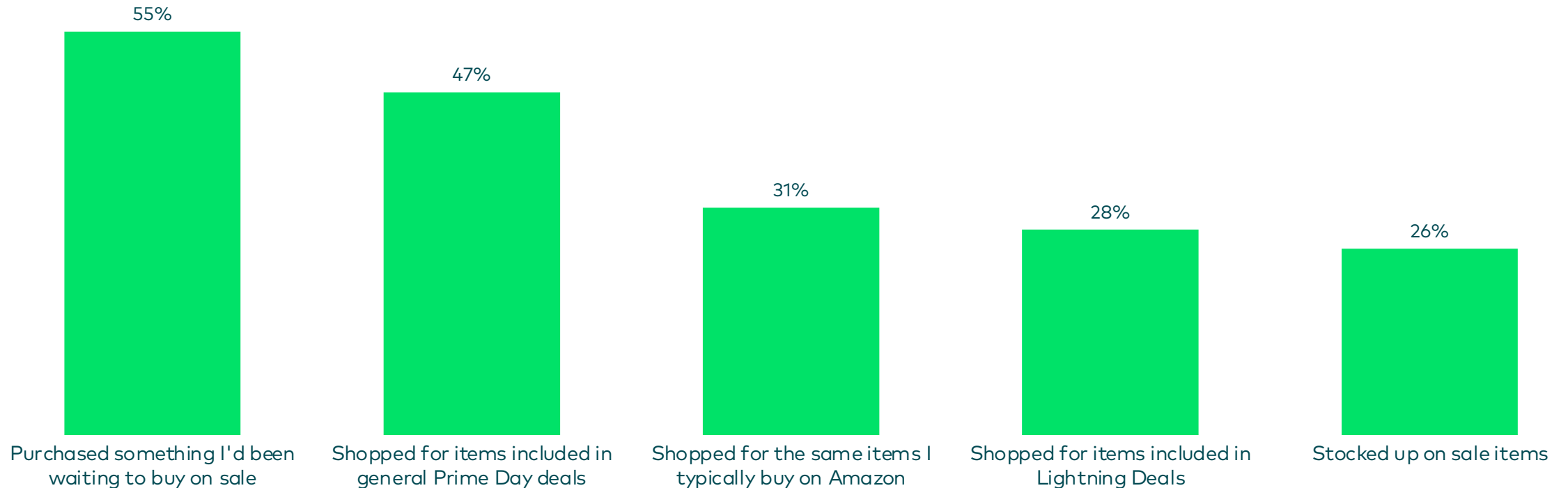
Have been a Prime member since at least 2019

# Over half of Prime Day shoppers saved specific purchases for the sale.

Nearly half of Canadian consumers also shopped for items listed on sale during Prime Day, while 3 in 10 used the sale to get a discount on regular purchases.

## TOP PRIME DAY ACTIVITIES

% of Prime Day shoppers

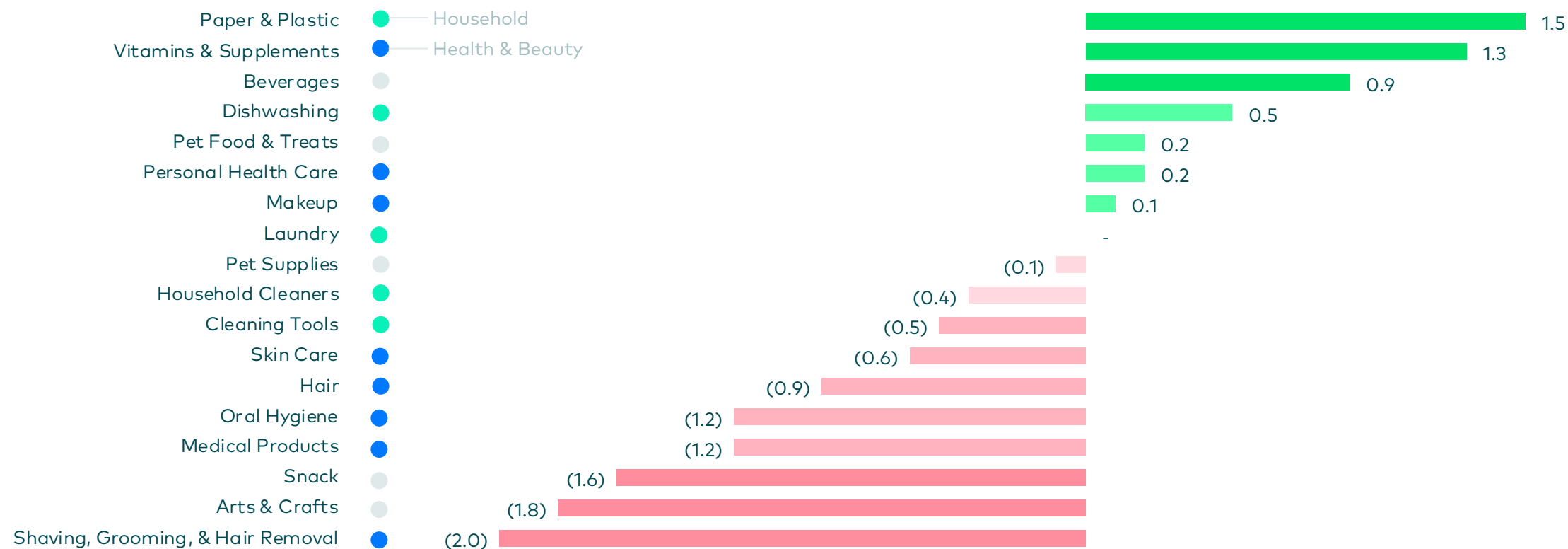


# Health & Beauty categories saw Prime Day declines among Canadian consumers.

Several Household categories experienced growth during this year's Prime Day, while H&B categories like Skin Care and Hair Care were less likely to be purchased compared to Prime Day 2023.

## CPG CATEGORIES WITH LARGEST GROWTH / DECLINE

Change in % of Prime Day shoppers who purchased 2024 vs. 2023

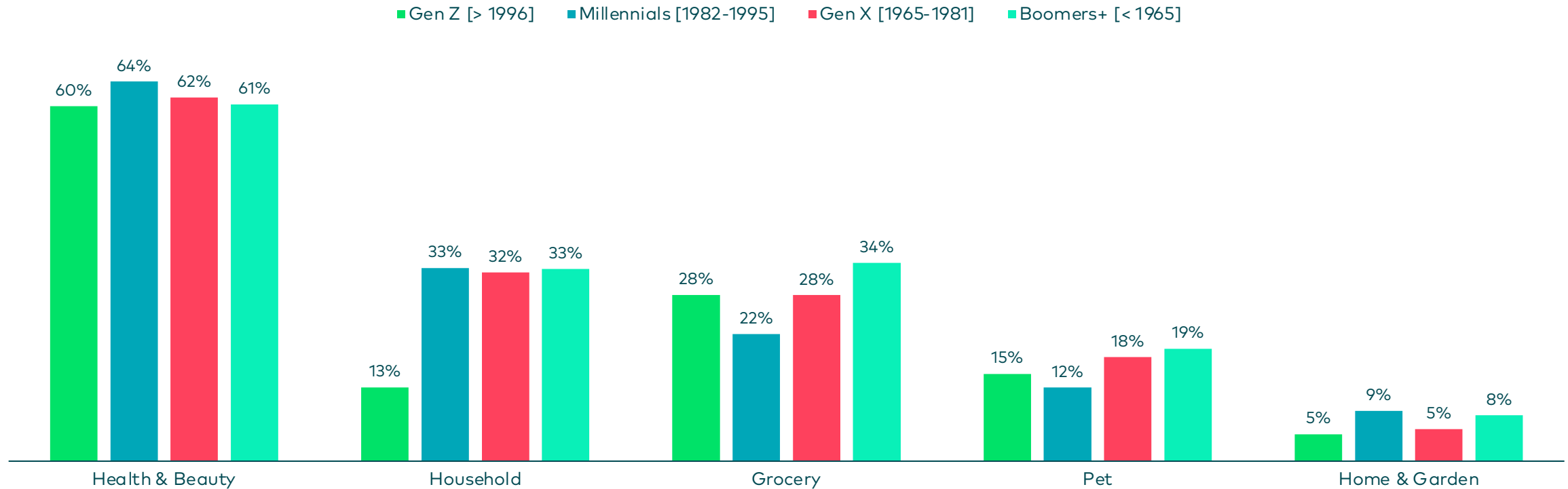


# But health & beauty items remained popular overall across generations.

Over 3 in 5 Millennial Prime Day shoppers purchased health & beauty items, higher than any other generation. Boomers were most likely group to purchase Grocery items during Prime Day.

## TOP CPG PRIME DAY CATEGORIES

% of Prime Day shoppers who purchased



# Household brands topped the list of CPG brands purchased during Prime Day.

Among the top CPG parent brands purchased on Prime Day by Canadian consumers, 4 out of 6 were Household brands, echoing the growth of Household on Prime Day in Canada. The top two brands each captured roughly **a quarter of Prime Day buyers' total annual category spend** during the two days of Prime Day.

## TOP CPG PARENT BRANDS

Blended rank of buyers, dollars and units sold



### Glad

Share of annual Trash Bag spend captured among 2024 Prime Day buyers: **23%**



### Finish

Share of annual Dishwasher Detergent spend captured among 2024 Prime Day buyers: **28%**



### Organika

Share of annual Vitamins & Supplements spend captured among 2024 Prime Day buyers: **8%**



### Webber Naturals

Share of annual Vitamins & Supplements spend captured among 2024 Prime Day buyers: **7%**



### Royale

Share of annual Paper spend captured among 2024 Prime Day buyers: **5%**



### Cottonelle

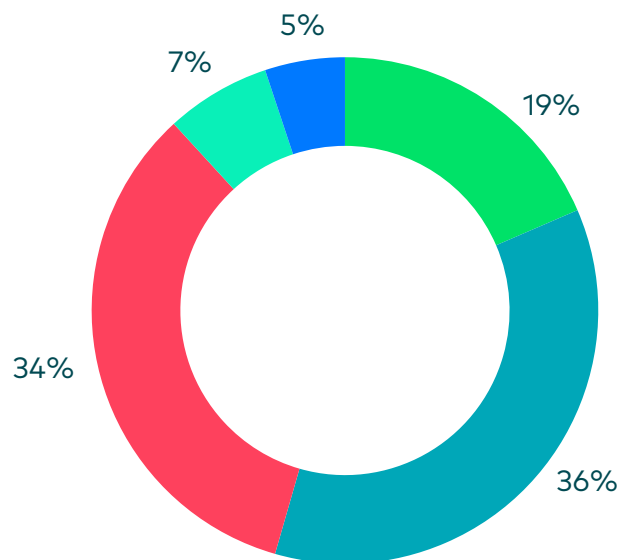
Share of annual Paper spend captured among 2024 Prime Day buyers: **7%**

# Half of Prime Day shoppers were highly satisfied with this year's deals.

While the majority of shoppers across consumer cuts were satisfied with the deals offered during Prime Day 2024, middle-income and Boomer+ shoppers were most likely to be satisfied.

## PRIME DAY DEAL SATISFACTION

% of Prime Day shoppers



- Extremely satisfied
- Very satisfied
- Somewhat satisfied
- Slightly satisfied
- Not at all satisfied



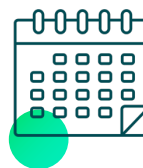
### 62%

Middle-income consumers were most likely to be highly satisfied (62%) with Prime Day deals among generations.



### 65%

Among generations, Boomers were most likely to be highly satisfied (65%) with Prime Day deals.



### 33%

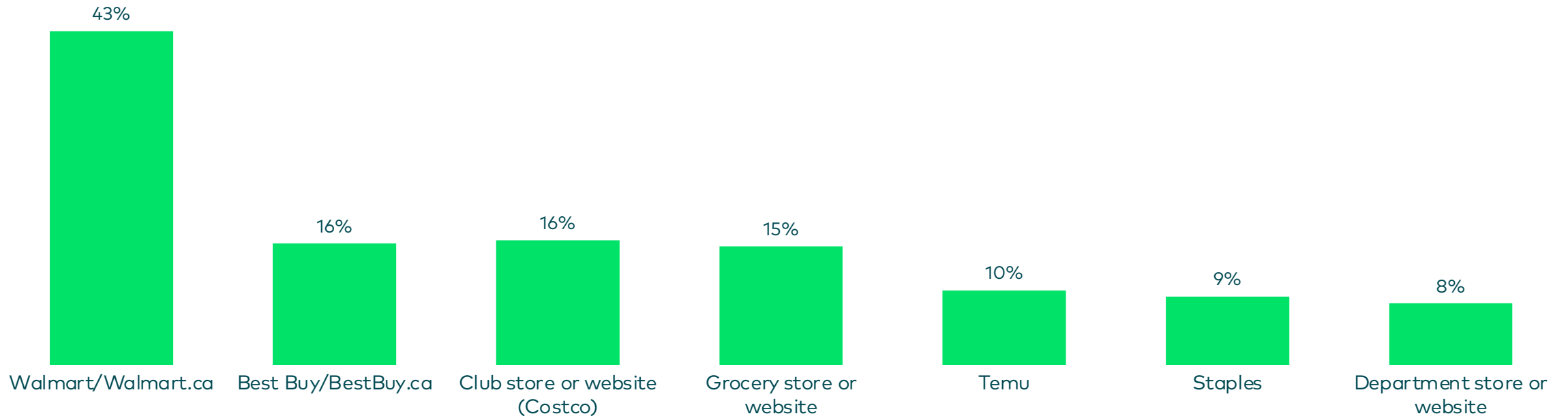
Gen Z and Millennials were most likely to be underwhelmed (33%) by Prime Day deals.

# Over half of shoppers compared Prime Day prices to other retailers.

Before making their Prime Day purchases, 58% of shoppers compared prices at other retailers & websites. 2 in 5 of those shoppers looked at Walmart for deals, while at least 1 in 10 looked at Best Buy, a Club or Grocery store, or Temu.

## PRIME DAY PRICE COMPARISONS

% of Prime Day shoppers





# How did Prime Day 2024 impact **your business?**

**There's more to know** about Prime Day. Talk to Numerator's Canadian team about custom analysis opportunities using our Panel, Promotions or Survey capabilities.



- How did your brand or category perform?
- Did your buyers make any Prime Day purchases?
- Will new Prime Day buyers stick with your brand or category?
- Were your retail partners' strategies successful?

Reach out to [hello@numerator.com](mailto:hello@numerator.com) for any additional questions.