

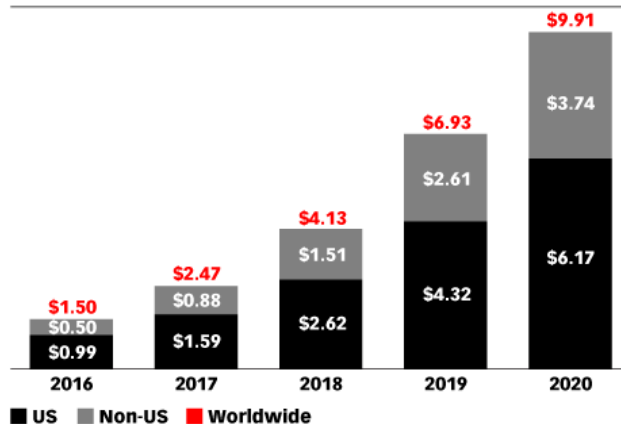
Prime Day 2020 Will Generate Nearly \$10 Billion in Worldwide Sales

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eMarketer Editors

In our first ever forecast for Prime Day, we expect that Amazon will generate \$9.91 billion in worldwide sales, including \$6.17 billion in the US.

US vs. Non-US Amazon Prime Day Retail Ecommerce Sales, 2016-2020
billions



Note: represents the gross value of products or services sold on Amazon.com (browser or app) during the Amazon Prime Day sales event, regardless of the method of payment or fulfillment; excludes travel and event tickets, Amazon Web Services (AWS) sales, advertising services, and credit card agreements; includes direct and marketplace sales
Source: eMarketer, Sep 21, 2020

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Despite an uncertain economy, we expect consumers will continue to spend heavily on ecommerce and actively seek deals heading into the holiday season.

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