

## MINDSHARE DURABLES SHOPPER INSIGHTS

# 2026 Prime Big Deal Days: How List-Driven Shoppers Shifted Awareness, Intent & Spend

OpenBrand's 2026 Prime Big Deal Days (PBDD) survey shows a disciplined shopper who bought with purpose, kept budgets in check, and wasn't fully sold on Amazon.

**BOUGHT WITH PURPOSE****60%**

approached shopping during PBDD with a planned purchase in mind

**HOLIDAY OUTLOOK****36%**

said these deals beat what they expect from Black Friday; only 28% expect Black Friday to be better

**BIG-TICKET SPENDERS****14%**

spent \$500 or more, up from 10% who planned to before the event

**RIVAL RETAILER CONVERSION****71%+**

conversion at every major rival retailer, led by Home Depot at 92%

**EVENT BACKDROP****\$9.86B****+8.5% YoY**

*Adobe Analytics reports that U.S. online spend during the October 6-7 event rose 8.5% YoY, as shoppers prioritized value and stocked up on everyday essentials.*

OpenBrand surveyed shoppers before, during, and after the sale to track how plans turned into purchases, comparing results with June's Prime Day and 2025 for durables shoppers.



## EVENT INTENTIONS & AWARENESS

# Shoppers Came to Buy, Not Just to Browse

Shoppers came to Prime Big Deal Days to buy, not just to browse. More than half arrived with a planned purchase in mind, with 46% wanting a deal on something already on their list, and 30% planning to stock up on essentials. Meanwhile, 40% came to browse discounts or find new products, and more than one in four did both.

More than one in four used the event for holiday shopping. That is aligned with consumers who said they were buying holiday gifts during Prime Big Deal Days in 2025 (26%), and shows that seasonal demand is arriving early.

### EVENT INTENTIONS

# 60%

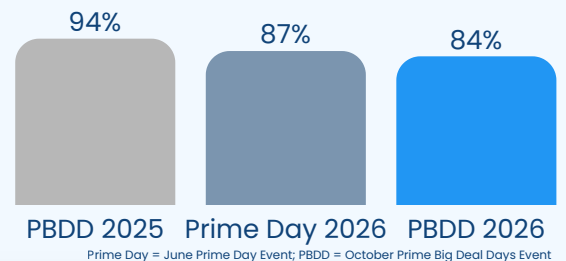
came to Prime Big Deal Days with a planned purchase in mind, either to find a deal on something already on their list or to stock up on essentials.

# Ad Awareness Slipped to 84%, Down 3 Points From June's Prime Day

Only 84% of shoppers saw advertising for Prime Big Deal Days, down from 87% in June and 94% in 2025. However, softer reach didn't mean softer intent: shoppers who knew the sale was coming arrived ready to buy.

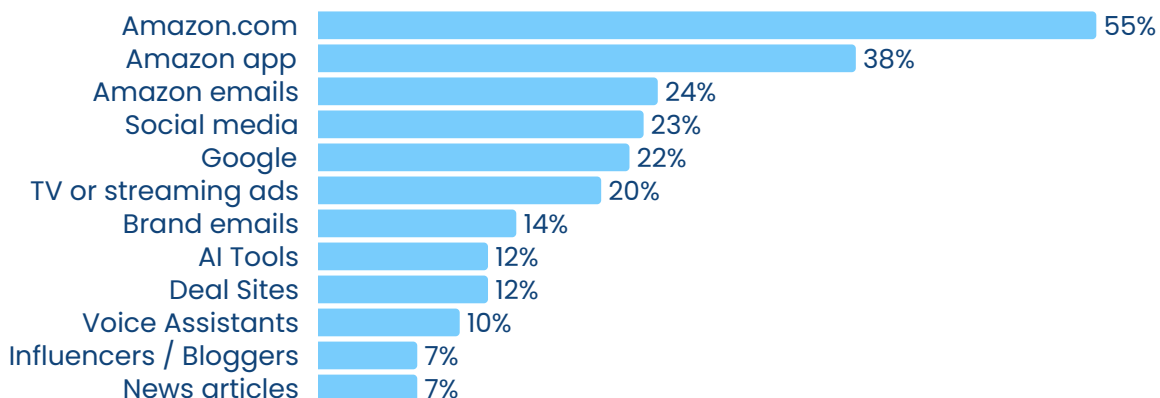
For brands, the work of getting onto a shopper's list happens well before the event starts.

### SAW EVENT ADVERTISING



### WHERE SHOPPERS LOOK FOR DEALS

Amazon's own channels do most of the work, but shoppers look beyond them, too. Brands need to show up where people search and scroll, not just on the product page.

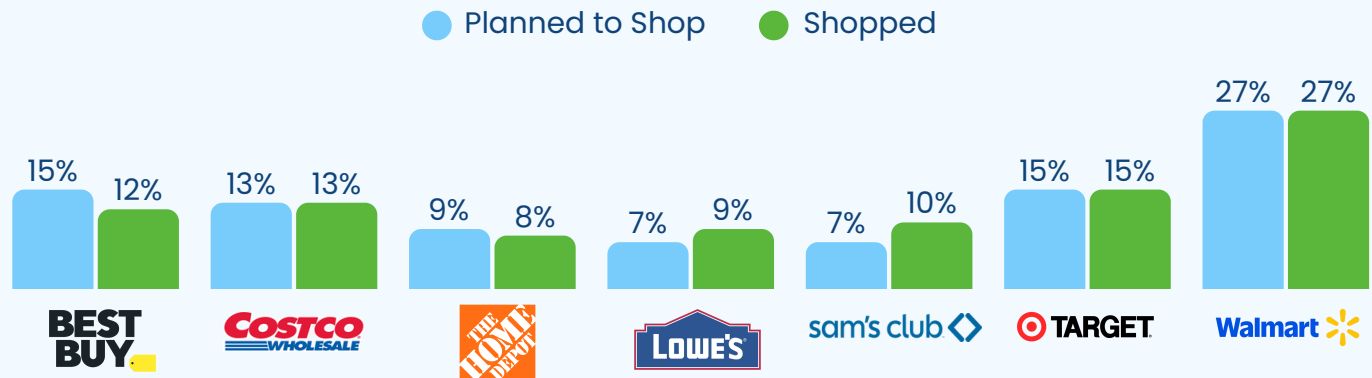




## BEYOND AMAZON

# Amazon's Deal Lead Wasn't a Given

Amazon remained shoppers' main destination, but not without competition. Before the event, 76% expected Amazon to have the best deals, while Walmart (5%), Best Buy, and Costco (3% each) led the alternatives. Planned and actual cross-shopping stayed closely aligned.



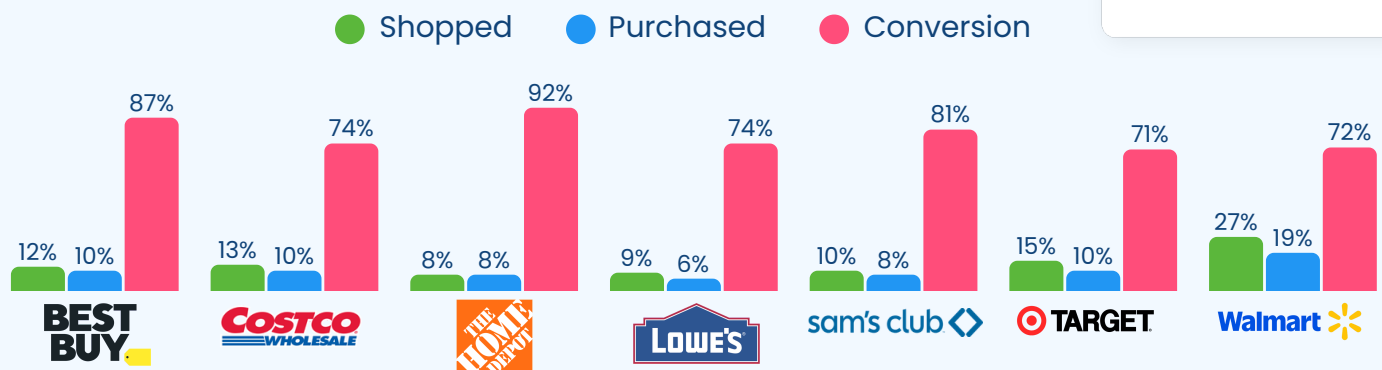
## Cross-Shoppers Came to Buy: Every Major Rival Converted More Than 70% of Its Shoppers

Among Amazon shoppers, 19% also bought from Walmart during Prime Big Deal Days, down from 22% in June. Target, Best Buy, and Costco each reached 10%, Home Depot and Sam's Club 8%, and Lowe's 6%.

Even with more modest cross-shopping, conversion was strong. Home Depot converted 92% of its shoppers, Best Buy 87%, Sam's Club 81%, Costco and Lowe's 74%, Walmart 72%, and Target 71%.



92%  
HOME DEPOT  
CONVERSION



Conversion calculated on unrounded values.

### KEY READ

Lower spillover did not mean weaker intent. Shoppers who visited a rival usually went there to buy something specific.

## PERCEPTIONS AND RETURNS



# Discount Ratings Held Steady: 27% Said Discounts Beat Expectations

### DISCOUNT EXPECTATIONS AND SATISFACTION

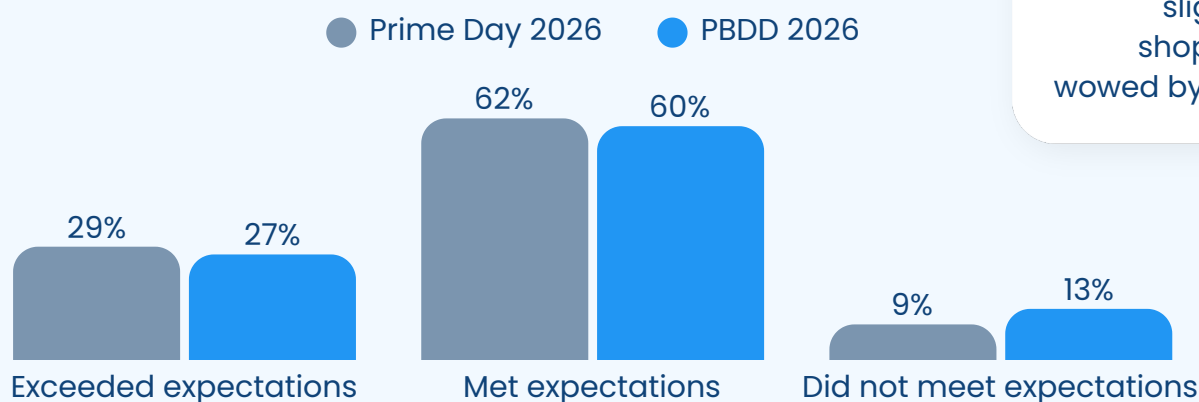
Views of the deals were steady but not enthusiastic. Among Amazon shoppers, 27% said discounts exceeded expectations, down from 29% in June, while 60% said they met expectations and 13% said they fell short.

Ratings for brand and product selection were nearly identical: 29% exceeded, 59% met, and 12% did not meet expectations.

#### EXCEEDED EXPECTATIONS

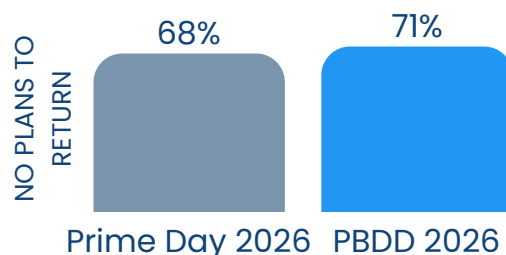
# -2 ppt

Compared to June,  
slightly fewer  
shoppers were  
wowed by discounts



### RETURN INTENT IMPROVED

One consequence of having a high level of planned purchasing is that buyers overall seem happier with their purchases. Return intent improved for the event as 71% said they do not plan to return anything, up from 68% in June. Meanwhile, only 8% plan to, and 8% might.



Prime Day = June Prime Day Event; PBDD = October Prime Big Deal Days Event

### KEY READ

Compared with June, the fall event looked steady rather than exceptional. Most shoppers said deals met expectations, and fewer plan to send purchases back.

### MACROECONOMICS INSIGHT



66% of Amazon.com products hit their deepest 30-day discount during the event, yet only 2% reached their lowest net price.

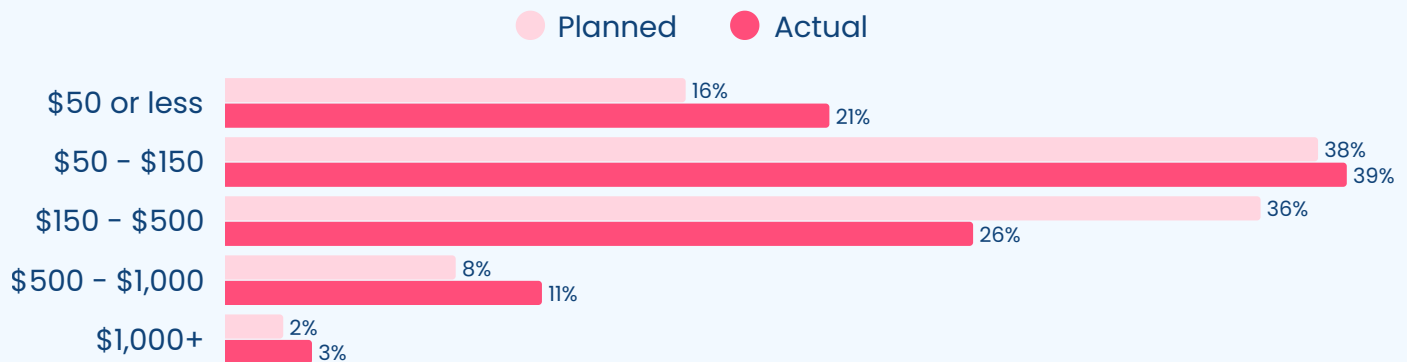
**BIGGER DISCOUNTS,  
NOT LOWER PRICES >>**



## SPENDING

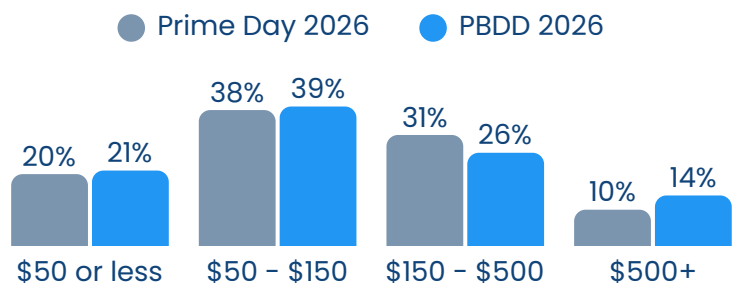
# Spending Stayed Controlled Overall, But Split Toward the Extremes

Compared to the June event, Prime Big Deal Days was better at turning interest into purchases at both the low and high ends of the spending range. Before the event, 54% planned to spend less than \$150 and 10% planned to spend \$500 or more. Afterward, 60% reported spending under \$150, and the share spending \$50 or less rose to 21% from 16% planned. Rather than nudging shoppers up a tier, the event pushed them toward either small, practical buys or a considered major purchase.



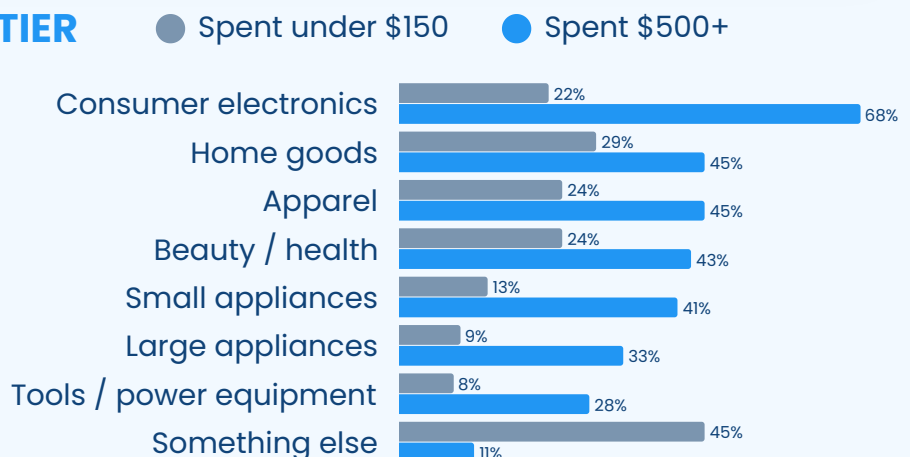
### JUNE VS. OCTOBER SPEND

Compared with June's Prime Day, the \$150-\$500 tier shrank while \$500+ spending grew from 10% to 14%, pointing to more considered big-ticket buys.



### WHO DROVE THE \$500+ TIER

Big spenders bought from an average of three categories, compared with fewer than two for shoppers who spent under \$150, and 68% bought consumer electronics. They were also the most convinced by the event: 60% said these deals beat what they expect from Black Friday.



### KEY READ

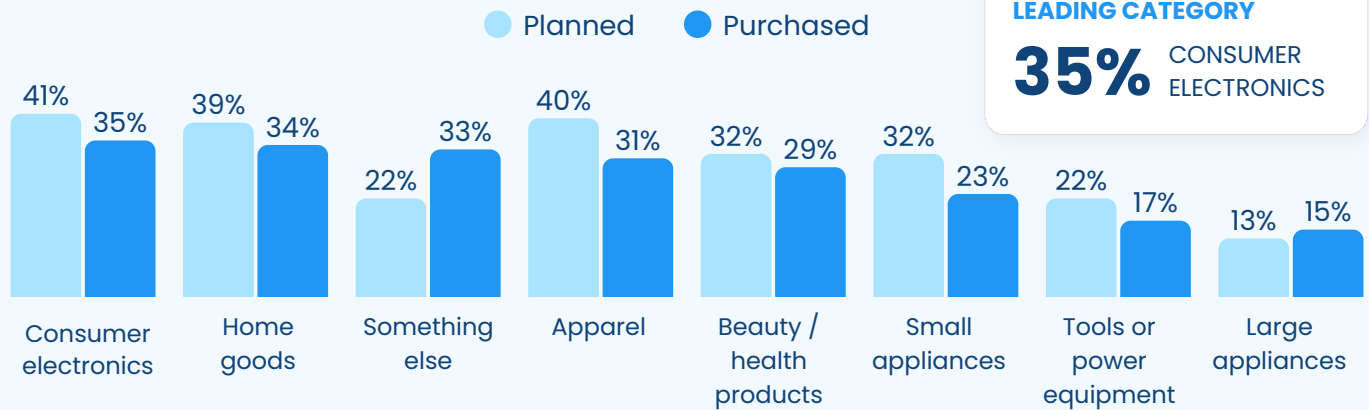
The middle of the basket is where the event lost ground. Shoppers either kept it small and practical or went big on a considered purchase.



## CATEGORY HIGHLIGHTS

# Electronics & Home Goods Led, But Most Categories Missed Intent

Year-over-year, consumer electronics and home goods both rose from 26% and 27%, respectively, and large appliances more than doubled from 7% in 2025. However, most categories fell short of what shoppers said they planned to buy in 2026.



Apparel and small appliances fell furthest short of intent, down nine points each. Only “something else” (+11) and large appliances (+2) beat it, a sign the event still sparked some discovery and big-ticket buying.

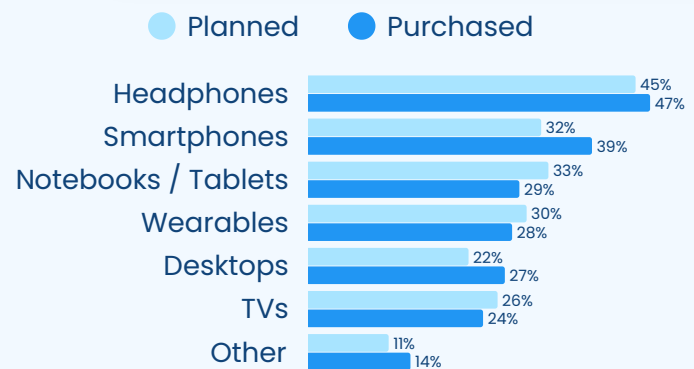
## Consumer Electronics: Where Intent Turned Into Purchases

Smartphones and desktops beat pre-event intent by the widest margins. Most electronics buyers (65%) planned their purchase before seeing the deal, but nearly a third (31%) decided after. That makes electronics one of the places where the event itself still changes minds. For brands, that gap is the opportunity: being on the list gets you considered, but the offer still has to close it.

### CATEGORY INSIGHTS

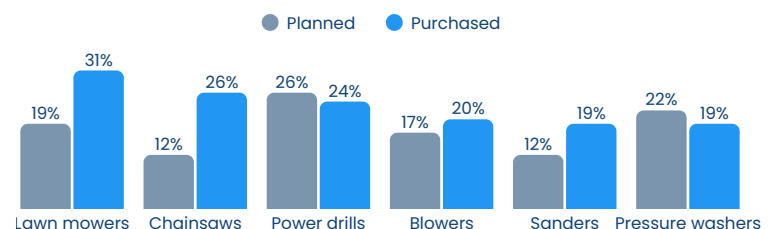
Get the analyst read on each category, from discount depth to which brands sat out, and what it signals for Black Friday.

[PBDD CATEGORY READS >>](#)



### TOOLS SEASONALITY IMPACT

The category mix for tools purchases shows a seasonal shift from June's event, when drills led at 30%. This points to the uptick in fall yard work and holiday season equipment deals.



## KEY TAKEAWAYS

# Prime Big Deal Days Worked, But on the Shopper's Terms

**Most spending decisions were made before the sale even began**, and discounts mainly turned planned purchases into sales instead of growing basket sizes. Awareness softened, rival retailers converted the shoppers they drew, and holiday buying was already underway. This points to an event that now rewards preparation over impulse.

For the holiday season ahead, the advantage goes to brands and products already on a shopper's list before the sale starts. The discount closes the sale, but the real decision happens earlier.



## PRIME BIG DEAL DAYS 2026 AT A GLANCE

### Shopper Intent

- More than half came with a planned purchase in mind
- More than one in four used the event for holiday shopping

### Awareness & Retailers

- 84% saw event advertising, down from 87% in June
- Cross-shopping softened, but rivals converted 71% to 92%

### Spending & Category Focus

- 60% spent under \$150, while 14% spent \$500 or more
- Consumer electronics led at 35%, and large appliances more than doubled YoY

## HOLIDAY OUTLOOK

# 36%

said the PBDD deals beat what they expect from Amazon's Black Friday deals. Only 28% think Black Friday will be better.

## WHAT THIS MEANS FOR BRANDS

### Get on the list early.

Most buyers decided before the sale, so holiday visibility has to start before the deal goes live.

### Plan for both ends of the basket.

Spending shifted toward small, practical buys and considered \$500+ purchases, not the middle tier.

### Don't treat Amazon as the only stage.

Rival retailers converted 71% to 92% of the shoppers they drew, so 2027 event plans should cover the full retail landscape.

## WHAT THIS MEANS FOR RETAILERS

### Traffic is the battle, not conversion.

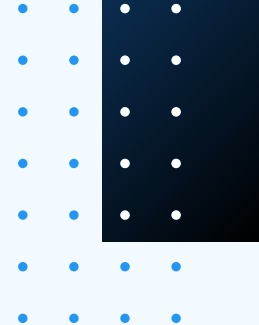
With high conversion among rival retailers, the challenge is getting on a shopper's route before they settle on Amazon.

### Make deals easy to find.

41% of Amazon shoppers visited just once during the event, and 47% looked only at tagged deals. Shoppers on a mission won't dig, so feature event pricing up front.

### Expect comparison.

Half of shoppers say they always price compare. Competitive pricing during Amazon's window keeps you in consideration, even if you don't win the sale.



## ABOUT OPENBRAND

OpenBrand is a leading provider of durable goods market intelligence, delivering a connected view of market share, consumer purchase insight, and competitive intelligence. OpenBrand shows which brands and products are winning share at the retailer and SKU level, what's driving consumer purchase decisions, and how competitors are pricing, promoting, and positioning in the market.

Category, pricing, insights, marketing, and sales teams use OpenBrand to move beyond raw market data to a defensible market story, connecting macro market movement to the competitive execution behind it, so they can explain performance with evidence instead of guesswork.

## ABOUT THE MINDSHARE CONSUMER SURVEY

MindShare is OpenBrand's consumer tracking survey for durable goods purchase behavior, built on a large, continuously refreshed consumer tracking foundation with 20+ years of durables category history. It helps teams understand what consumers report buying, where they bought it, which brands and retailers they considered, and what influenced the decision.

### REPORT METHODOLOGY

The Prime Big Deal Days 2026 Shopper Insights Report is based on data from our 2026 Prime Big Deal Days consumer survey. The insights draw on more than 5,100 consumer responses captured before, during, and after the October 6-7 event. Our analysts compared the results with June's Prime Day and our 2025 results to see how the event is shifting. The report analyzes responses specifically from durables shoppers.

### ABOUT THE SURVEY

The 2026 Prime Big Deal Days survey is a subset of our MindShare survey and part of our live event tracking efforts. For this survey, we ask a series of event-specific questions to consumers before, during, and after the event to gather real-time responses to this key promotional event. The surveys were fielded between October 1-12, 2026.

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# Thank You!

For more Prime Big Deal Days insights or to get ahead of the holiday promotional window, contact us today!



[winshare@openbrand.com](mailto:winshare@openbrand.com)