

MINDSHARE DURABLES SHOPPER INSIGHTS

Prime Day 2026:

How the Event Shifted in Awareness, Intent & Spend

OpenBrand's Prime Day 2026 consumer survey results show lower awareness and softer spillover, but more intentional, practical, and disciplined purchasing

EVENT AWARENESS

87%

of Prime Day shoppers said they saw advertising for the event, down from 94% in 2025

RETAILER CROSS-SHOPPING

22%

of Amazon shoppers also purchased from Walmart, the top non-Amazon destination this year

LARGEST SPEND BAND

38%

spent between \$50 and \$150, while 20% spent \$50 or less

LEADING CATEGORY

36%

bought home goods, followed by consumer electronics at 32%

EVENT BACKDROP

\$26.4B**+9.3% YoY**

Adobe Analytics reports that Prime Day online spend rose 9.3% year-over-year (YoY), underscoring that strong event demand coexisted with more disciplined shopper behavior.

This report unpacks how Prime Day 2026 changed YoY, specifically for durables shoppers. The data highlights shifts from high-energy, event-style shopping toward more deliberate, budget-bound purchasing.

Unless otherwise noted, all data in this report is derived from OpenBrand's 2026 Prime Day survey. See more methodology on the back page.

AWARENESS AND RETAIL SPILLOVER

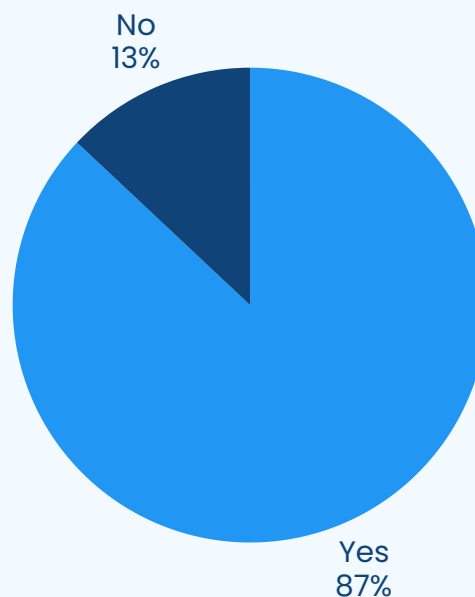


Prime Day Awareness Dropped 7% YoY as Event Timing Shifted Earlier

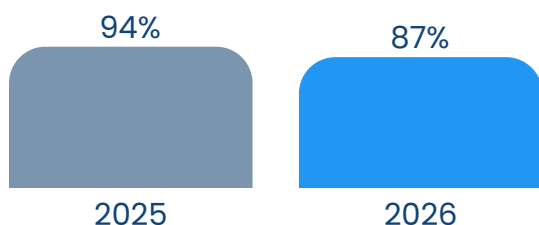
Only 87% of Prime Day shoppers said they saw advertising for the 2026 event, down from 94% in 2025.

The earlier timing of this year's event, which shifted into June, may have compressed the lead-up and left some consumers less prepared than in prior years.

SAW PRIME DAY PROMOTIONS



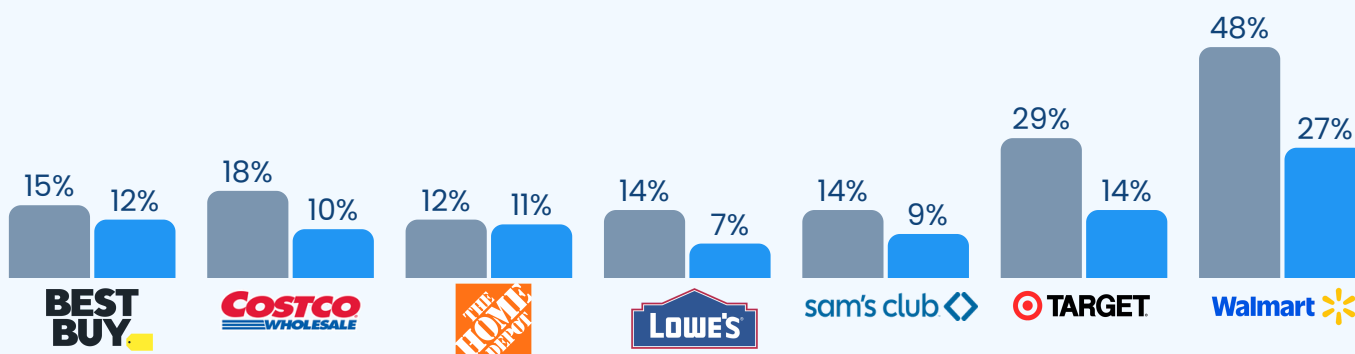
PRIME DAY AWARENESS YoY



Early June Timing Softened Spillover

Prime Day continued to drive activity beyond Amazon, although spillover to other retailers was weaker YoY. All retailers saw a decline from 2025 to 2026.

● 2025 ● 2026



MACROECONOMICS INSIGHT

Rather than relying on short-lived, aggressive markdowns, retailers are instead spreading smaller discounts across these extended shopping periods.

[MORE ON THE MACRO IMPACT OF PRIME DAY >>](#)



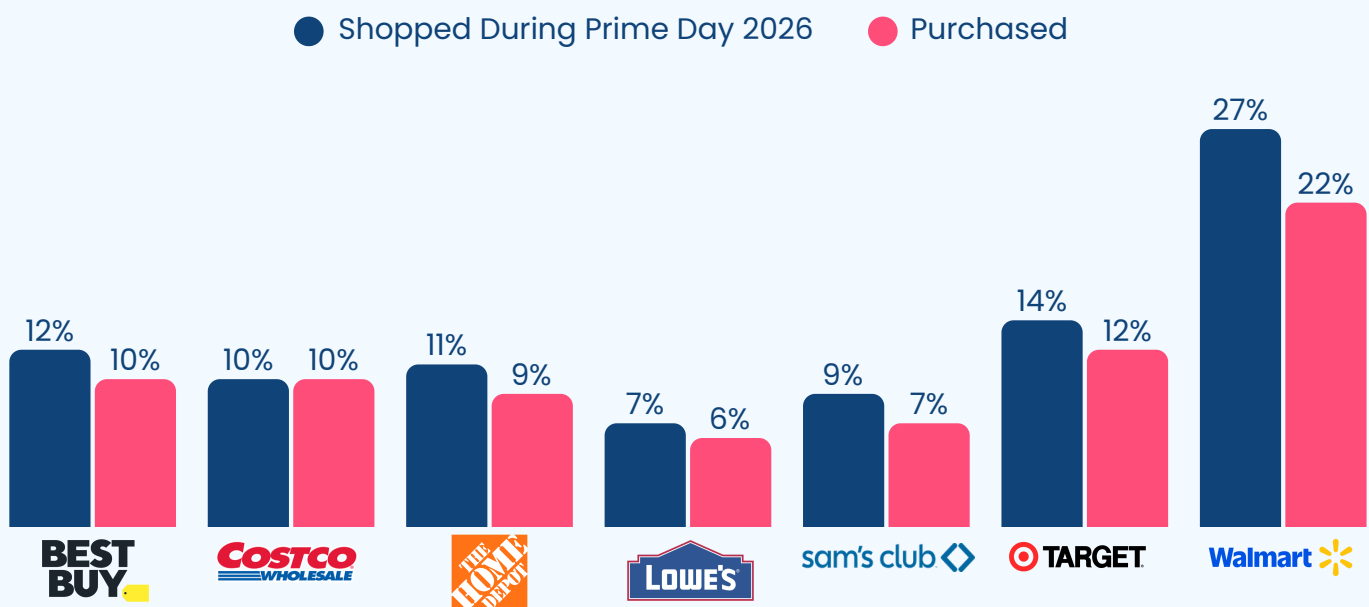


PRIME DAY: BEYOND AMAZON

Cross-Shoppers Were Intentional: All Major Rival Retailers Converted More Than 80% of Cross-Shoppers

Among Amazon Prime Day shoppers, 22% also purchased from Walmart, the highest cross-shopping rate during this year's event, but down 14 points from last summer's Prime Day.

Even with lower cross-shopping rates, conversion among those shoppers was notably strong. Costco posted a near 100% conversion rate, while Target reached 87%, and Walmart and Home Depot each came in at 80%.



The pattern suggests that shoppers who visited competing retailers were doing so with a clear intention to buy. The survey results point to a more deliberate and disciplined promotional environment.

KEY READ

Lower spillover did not mean weaker intent; cross-shoppers were conversion-ready.



PERCEPTIONS AND RETURNS

Fewer Shoppers Said Prime Day Deals Exceeded Expectations: 29%, Down 15 Points YoY

DISCOUNT EXPECTATIONS AND SATISFACTION

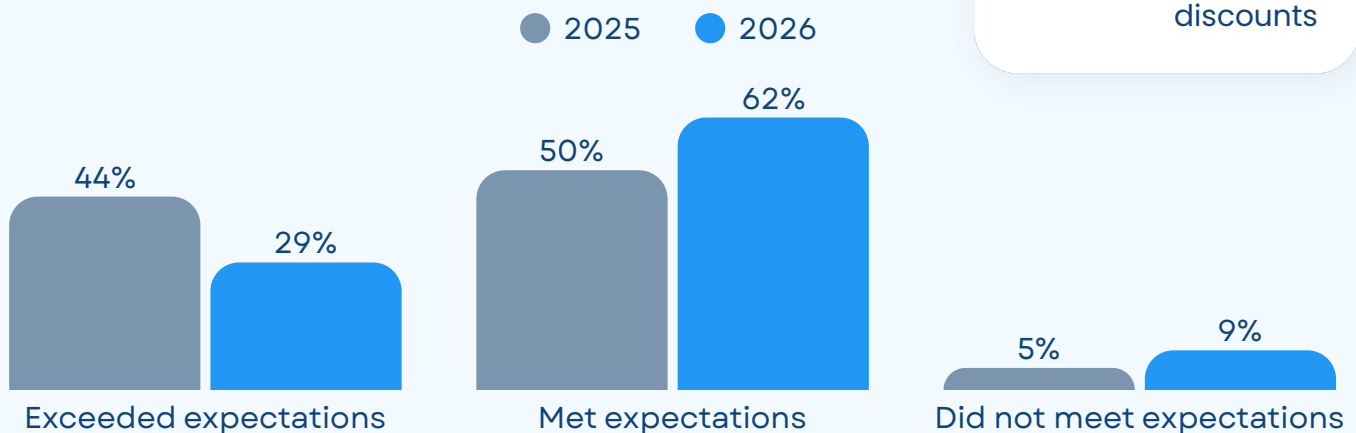
Perceptions of Prime Day deals were steady, but less enthusiastic than last year. Among Amazon shoppers, 29% said deals exceeded expectations, down 15 points YoY, while 62% said deals met expectations.

Views of the product assortment followed nearly the same pattern, with 29% saying the selection exceeded expectations and 62% saying it met them.

EXCEEDED EXPECTATIONS

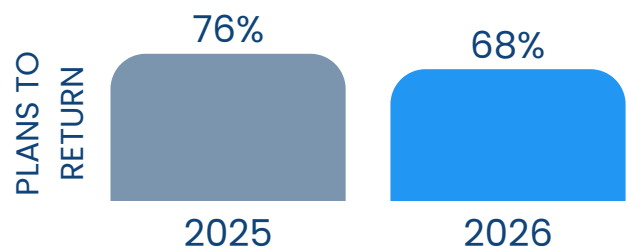
-15 ppt

Compared to 2025, less consumers were wowed by Prime Day discounts



RETURN INTENT IS DOWN

While shoppers took advantage of lucrative deals, return intent remained relatively contained: 68% said they do not plan to return anything, though that figure was down 8 points YoY.



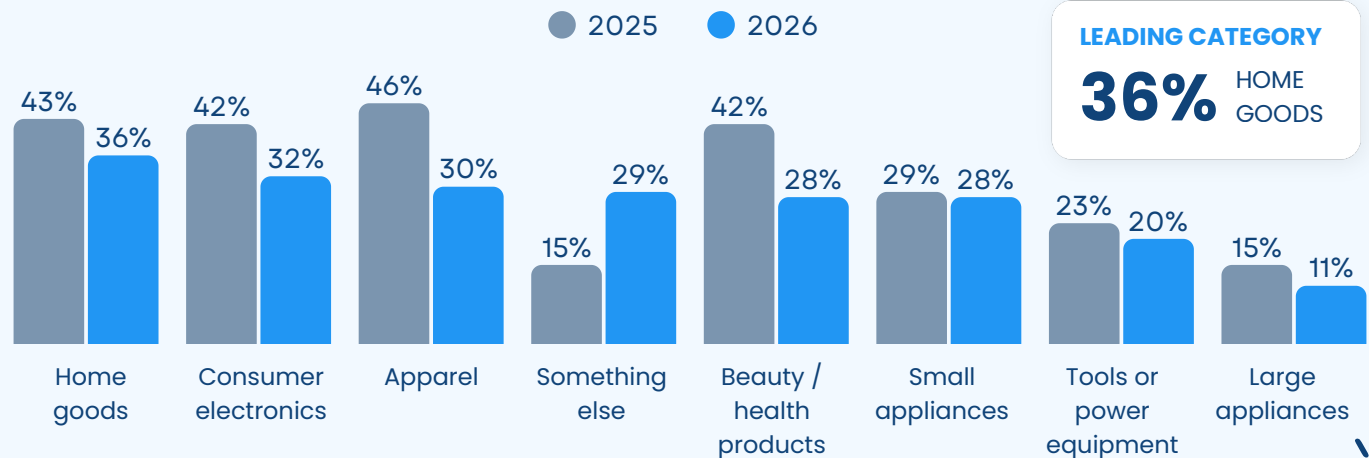
KEY READ

Compared with 2025, the event looked more practical than exuberant. More shoppers said Prime Day met expectations than exceeded them.



SPENDING & CATEGORY HIGHLIGHTS

Purchasing Centered on Practical Categories: Home & Everyday Use



Notably, “something else” was the only category to outperform pre-event expectations, suggesting Prime Day retained its capacity to drive unplanned discovery.

Cautious Consumer: 58% Spent \$150 or Less

Spending patterns also point to a cautious consumer. The largest share of shoppers (38%) spent between \$50 and \$150, while 20% spent \$50 or less. The share of spending between \$150 and \$500 fell to 31%, and only 10% spent more than \$500.

That distribution closely matched pre-event spending intentions, indicating that shoppers generally approached the event with defined budgets and largely stuck to them.

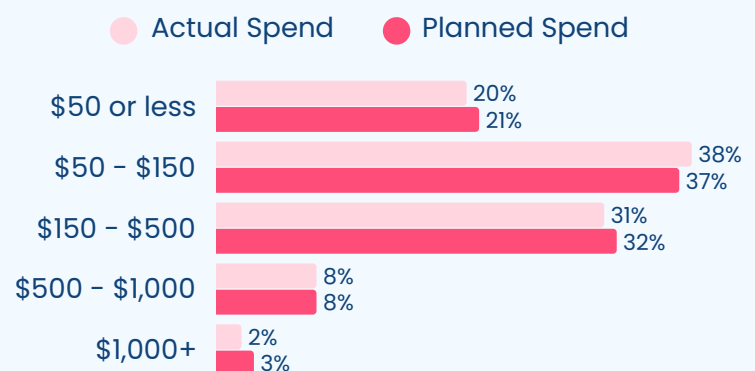
CATEGORY INSIGHTS



Categories diverged sharply. Blanket “Prime Day was up or down” framing overlooks specific category movement.

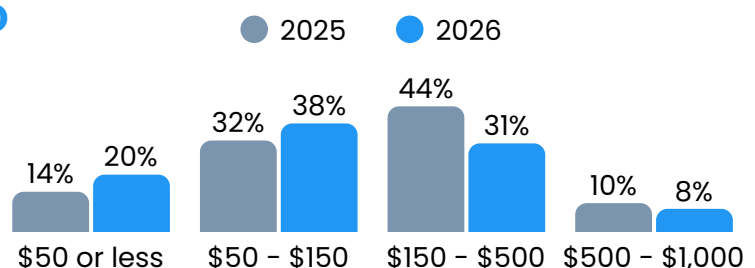
[PRIME DAY INSIGHTS BY CATEGORY >>](#)

PLANNED VS. ACTUAL SPEND



PRIME DAY 2026 YoY SPEND

Compared to 2025, consumer budgets were tighter, with \$150 or less buckets rising YoY and the \$150 and over buckets declining, highlighting that shoppers were more budget-cautious in 2026.





KEY TAKEAWAYS

Lower Awareness, Tighter Budgets, Stronger Intent: Prime Day Stayed Effective, Despite Lower Hype

Shoppers remained broadly satisfied, even as spending tightened

Collectively, OpenBrand's survey results illustrate how Prime Day 2026 was effective, but less event-driven than in prior years. Shoppers remained active and broadly satisfied, yet they approached the event with lower awareness, and tighter spending, but a stronger purchase intent across both Amazon and competing retailers.

PRIME DAY 2026 AT A GLANCE

Event Performance

- Online spend up 9.3% year-over-year
- Prime Day remained effective despite lower event-like hype

Awareness & Intent

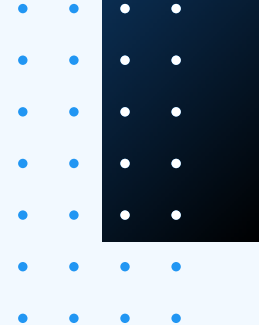
- 87% of shoppers saw Prime Day advertising, down YoY
- Cross-shopping to rivals softened, but conversion among those shoppers was exceptionally high

Spending & Category Focus

- 58% of shoppers spent \$150 or less (20% at \$50 or below; 38% between \$50 and \$150)
- Home goods led purchasing at 36%, followed by everyday categories like electronics

FINAL THOUGHTS

Prime Day 2026 shifted from a broad shopping frenzy to a more disciplined, intent-driven conversion moment, with strong spend and high satisfaction concentrated in practical home and everyday categories.



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 up to 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 Day 2026 Shopper Insights Report is based on data from our 2026 Prime Day consumer survey. The insights use a total sample size of 2,867, captured before, during, and after Prime Day from June 19, 2026 through June 30, 2026. Our analysts took a look at the data in comparison to our 2025 results to see how the event is shifting year-over-year. The report analyzes responses specifically from durables shoppers.

ABOUT THE SURVEY

The 2026 Prime Day survey is subset of our MindShare survey and part of our live event tracking efforts. For this survey, we ask a series of Prime Day specific questions to consumers before, during, and after the event to gather real-time responses to this key promotional event.

Thank You!

For more Prime Day insights or to get ahead of the next big promotional window with real-time consumer and pricing insights, contact us today!



winshare@openbrand.com