

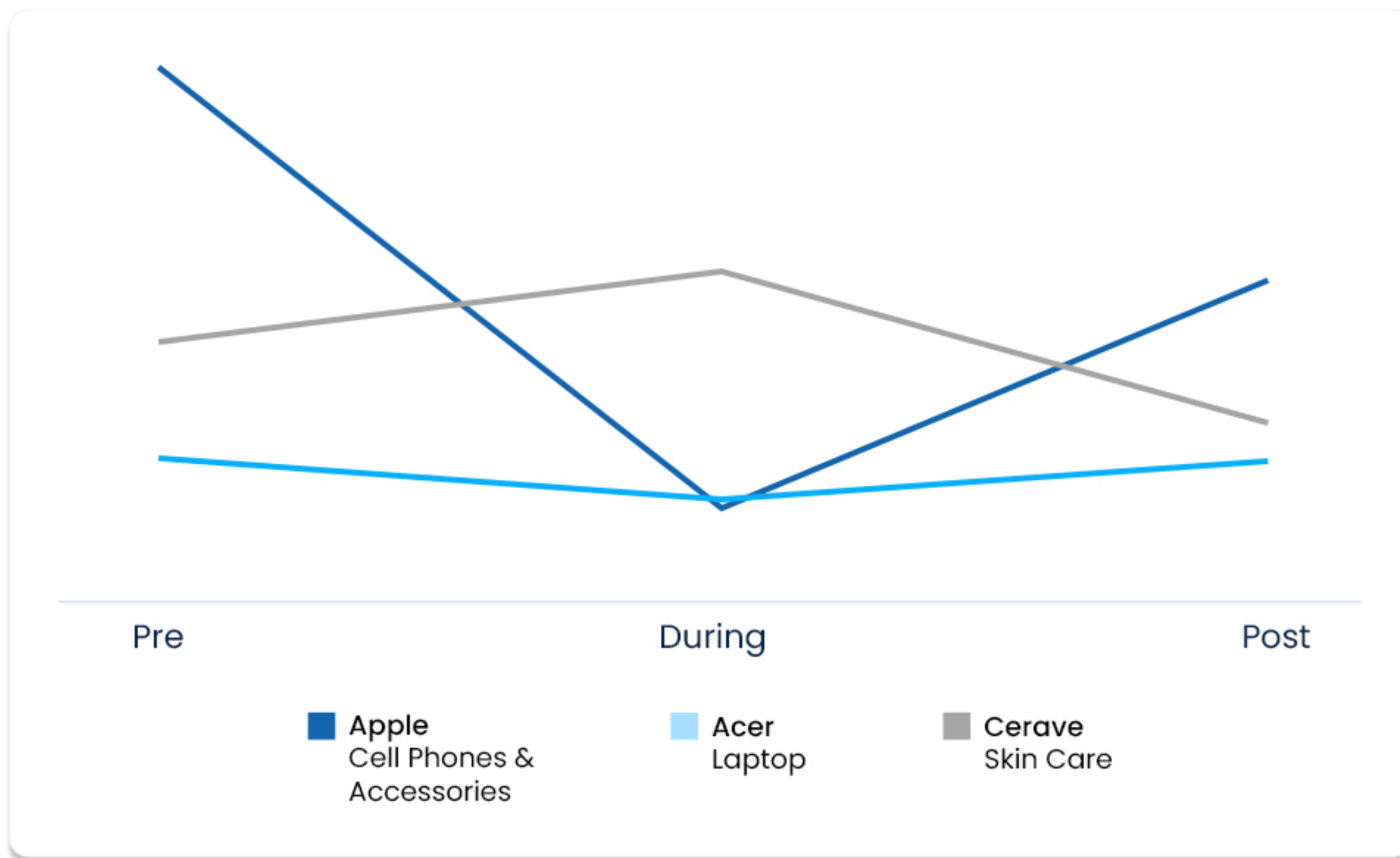
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Category Breakdown: Analyzing Amazon **primeday** Performance in the US across Pre, During, and Post-Event



*This document contains the dates for Prime Day as follows Pre: July 9-10,
During: July 11-12, and Post: July 13-14

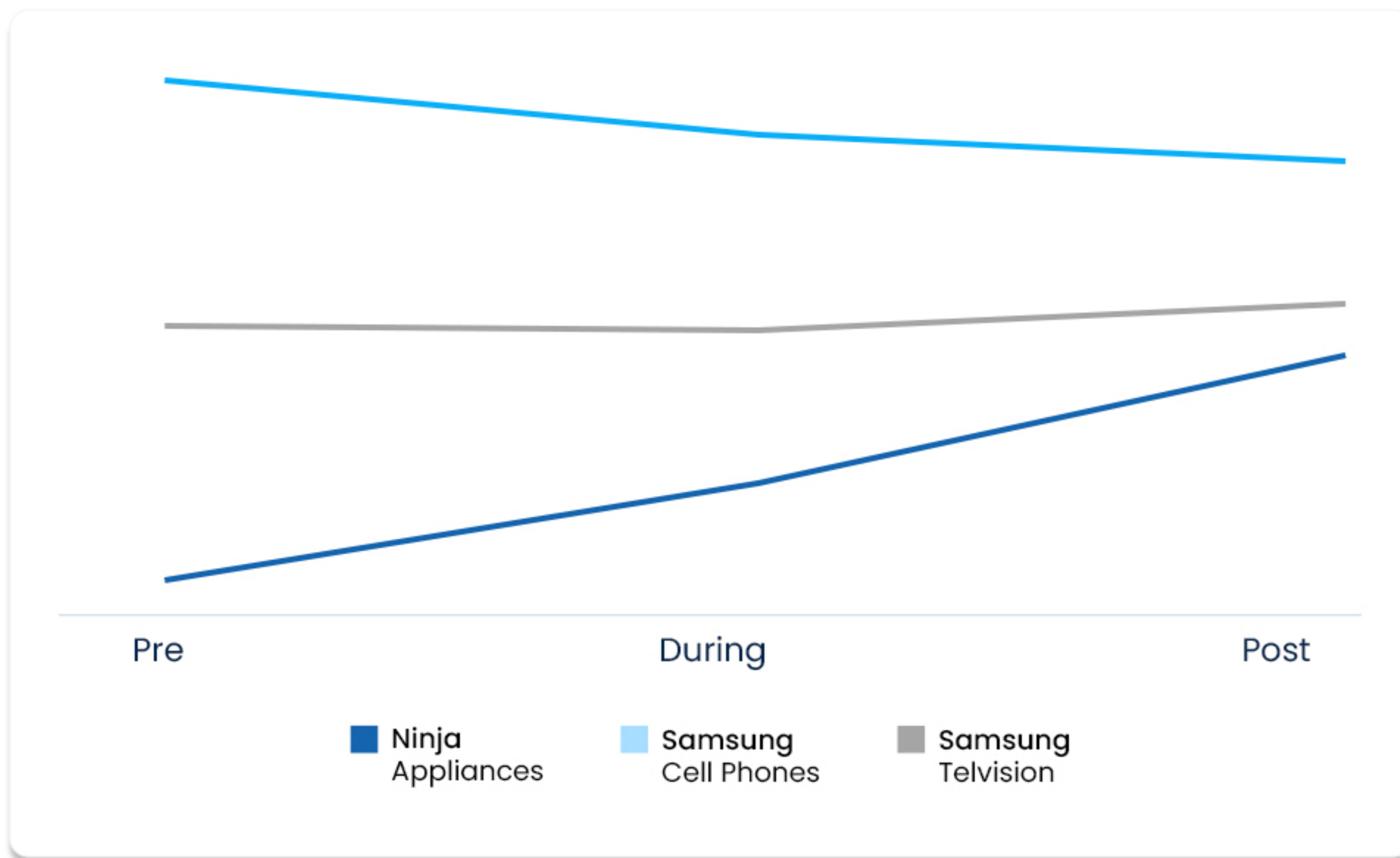
Top performing brands – Category Level



The above data reveal the brand and category-level trends during the **pre, during, and post-Prime Day** periods. We observed the shift in trends, highlighting the event's influence on category visibility and brand share

*Top performing brand share on page-1

Top performing brands – Category Level



The above data reveal the brand and category-level trends during the **pre, during, and post-Prime Day** periods. We observed the shift in trends, highlighting the event's influence on category visibility and brand share

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Best Sellers - Product Level



amazon Deliver to New York All Search Amazon EN Hello, sign in Account & Lists Returns & Orders Cart

All Today's Deals Customer Service Registry Gift Cards Sell

Best Sellers New Releases **Movers & Shakers** Most Wanted For Gift Ideas

Amazon Movers & Shakers

Our biggest gainers in sales rank over the past 24 hours. Updated frequently.

Any Department

- Skincare
- Amazon Renewed
- Appliances
- Apps & Games
- Arts, Crafts & Sewing
- Audible Books & Originals
- Automotive
- Baby
- Beauty & Personal Care
- Books
- Camera & Photo Products
- CDs & Vinyl
- Cell Phones & Accessories
- Climate Pledge Friendly
- Clothing, Shoes & Jewelry
- Collectible Coins
- Computers & Accessories
- Digital Educational Resources
- Digital Music
- Electronics
- Entertainment Collectibles
- Gift Cards
- Grocery & Gourmet Food

Movers & Shakers

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Rank	Product	Rating	Questions	Best Seller	Rank Date
#1	COSRX Snail Mucin 96% Power Repairing Essence 3.38 fl.oz, 100ml, Hydrating Serum for Face with Snail...	4.6	38,906 ratings 258 answered questions	#1 Best Seller in Unique Finds	9th July
#1	COSRX Snail Mucin 96% Power Repairing Essence 3.38 fl.oz, 100ml, Hydrating Serum for Face with Snail...	4.6	38,906 ratings 258 answered questions	#1 Best Seller in Unique Finds	10th July
#1	COSRX Snail Mucin 96% Power Repairing Essence 3.38 fl.oz, 100ml, Hydrating Serum for Face with Snail...	4.6	38,906 ratings 258 answered questions	#1 Best Seller in Unique Finds	11th July
#1	LANEIGE Lip Sleeping Mask: Nourish & Hydrate with Vitamin C, Antioxidants, 0.7 oz.	4.7	28,336 ratings 80 answered questions	#1 Best Seller in Facial Masks	12th July

Observed change in bestseller: Above are the day-wise bestseller rankings for the category

Best Sellers - Product Level



Amazon Movers & Shakers
Our biggest gainers in sales rank over the past 24 hours. Updated frequently.

Any Department

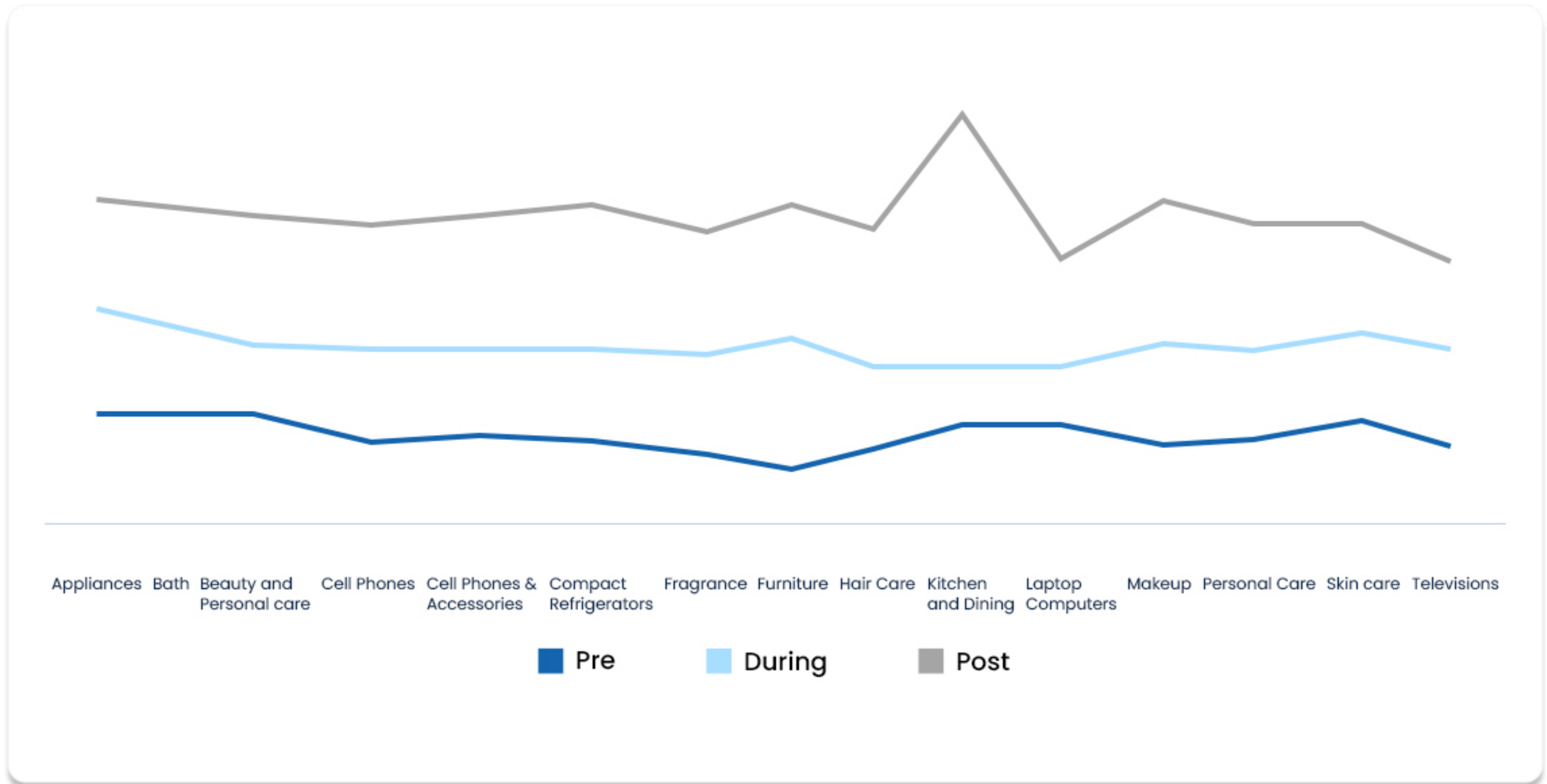
- Televisions
- Amazon Renewed
- Appliances
- Apps & Games
- Arts, Crafts & Sewing
- Audible Books & Originals
- Automotive
- Baby
- Beauty & Personal Care
- Books
- Camera & Photo Products
- CDs & Vinyl
- Cell Phones & Accessories
- Climate Pledge Friendly
- Clothing, Shoes & Jewelry
- Collectible Coins
- Computers & Accessories
- Digital Educational Resources
- Digital Music
- Electronics
- Entertainment Collectibles
- Gift Cards
- Grocery & Gourmet Food

Movers & Shakers Page 1 of 5

Rank	Product	Rating	Questions	Best Seller	Ranking Date
#1	INSIGNIA 32-inch Class F20 Series Smart HD 720p Fire TV (NS-32F201NA23, 2022 Model)	4.6	728	in LED & LCD TVs	9th July
#1	INSIGNIA 32-inch Class F20 Series Smart HD 720p Fire TV (NS-32F201NA23, 2022 Model)	4.6	728	in LED & LCD TVs	10th July
#1	INSIGNIA 32-inch Class F20 Series Smart HD 720p Fire TV (NS-32F201NA23, 2022 Model)	4.6	728	in LED & LCD TVs	11th July
#1	PIONEER 50-inch Class LED 4K UHD Smart Fire TV (PN50951-22U, 2021 Model)	4.5	304		12th July

Observed change in bestseller: Above are the day-wise bestseller rankings for the category

Promotions - Category Level



The trend chart highlights promotional performance in different categories: **pre, during, and post**. Promotional Increases by Category: Appliances showed a **22%** spike, while Furniture followed with a **9%** increase. Brands can adapt their promotional plans base on category effectiveness

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