

# Analyzing Brands' Promotional Plans for Extended Prime Day 2025

By Russ Dieringer // June 20, 2025 // Benchmarks, Briefings, Research

**TL;DR:** *Despite tariff uncertainties, most brands plan to maintain or expand promotions for Prime Day 2025, reflecting continued consumer appetite for deals.*

*2 minute read*

In our latest benchmarking survey of 115 industry professionals across consumer brands, we assessed promotional strategies for Amazon Prime Day 2025, now extended from two to four days.

Amazon's extended shopping holiday seeks revenue growth, inventory optimization, competitive positioning, and enhanced perceived membership value, while facing the challenge of driving urgency across a longer-time period.

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