

# Prime Day 2026 Recap and Self-Assessment

By Russ Dieringer // June 30, 2026 // Benchmarks, Interactive, Research

***TL;DR:** We estimate sales grew 8.9-9.5% year-over-year, inline with Amazon's underlying growth rate heading in. No demand surprises, no meaningful share leakage to competing events, and another quarter of CPG outrunning the company average.*

Of course, results varied by individual company based on the degree of their promotional breadth and depth, and how they leveraged specific demand creation activations. Read the article first and then get a tailored perspective on your Prime Day execution with our self-assessment tool found at the bottom of this page.

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