Stratably

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.

THIS IS A GATED ARTICLE JUST FOR MEMBERS

Join the Stratably community

Access independent research on the omnichannel market

Enterprise membership unlocks:

Bite-sized market updates

Deep dive analyses

Copyright 2026 Stratably Ltd., All Rights Reserved.
Stratably permission required before forwarding outside your organization.

Industry benchmarks

Retailer forecasts

Invites to live events

And More!

Enterprise Membership unlocks our full insights that you and your team can use to drive alignment across your organization, improve your forecasting, and invest in the right capabilities.

Simply put, it makes your organization much more informed, providing a competitive edge over your rivals.

Join Today

Already have an account? Login Now

Copyright 2026 Stratably Ltd., All Rights Reserved.
Stratably permission required before forwarding outside your organization.