

# 6 Fast Facts From Prime Day 2018

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1. Prime members in **17 countries** across North America, Europe, and Asia-Pacific shopped during Prime Day 2018.
2. More than **100 million products** were purchased during Prime Day 2018. Best-sellers worldwide were Amazon's Fire TV Stick and Alexa-enabled Echo Dot.
3. Excluding Amazon devices, **best-sellers** were the Instant Pot pressure cooker in the United States, Bosch cordless drill in the United Kingdom, and Sonicare toothbrush in China.
4. Amazon welcomed **more new Prime members** on July 16, 2018 than any other day in Amazon history. More than half of U.S. consumers (55%) are current Prime members.
5. Small and medium-sized businesses (SMBs) selling on Amazon exceeded **\$1 billion in sales** on Prime Day 2018.
6. Nearly **one-third of U.S. consumers** (29%) have made a purchase during a previous Prime Day. Younger consumers are more likely to have taken advantage of Prime Day sales.