



GUIDE

# Prime Day Lessons That Will Reshape Peak Shopping Season

AND YOUR READINESS CHECKLIST



# Introduction

Prime Day 2025, the biggest event in Amazon's history, is over.<sup>1</sup>

## **Now the real work begins.**

As you get ready for the peak shopping season, Prime Day, and its competitor events from Target, Walmart, and beyond, should be considered the test-run to ensure you're positioned for the months ahead.

What Rithum's data showed—shifting shopper behavior, softer conversion rates, unexpected surges at the last minute—are signs of what's to come.

**What worked, what didn't, and what should you do now to prepare for what's next?**

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About Rithum

# 5 Big Prime Day Takeaways



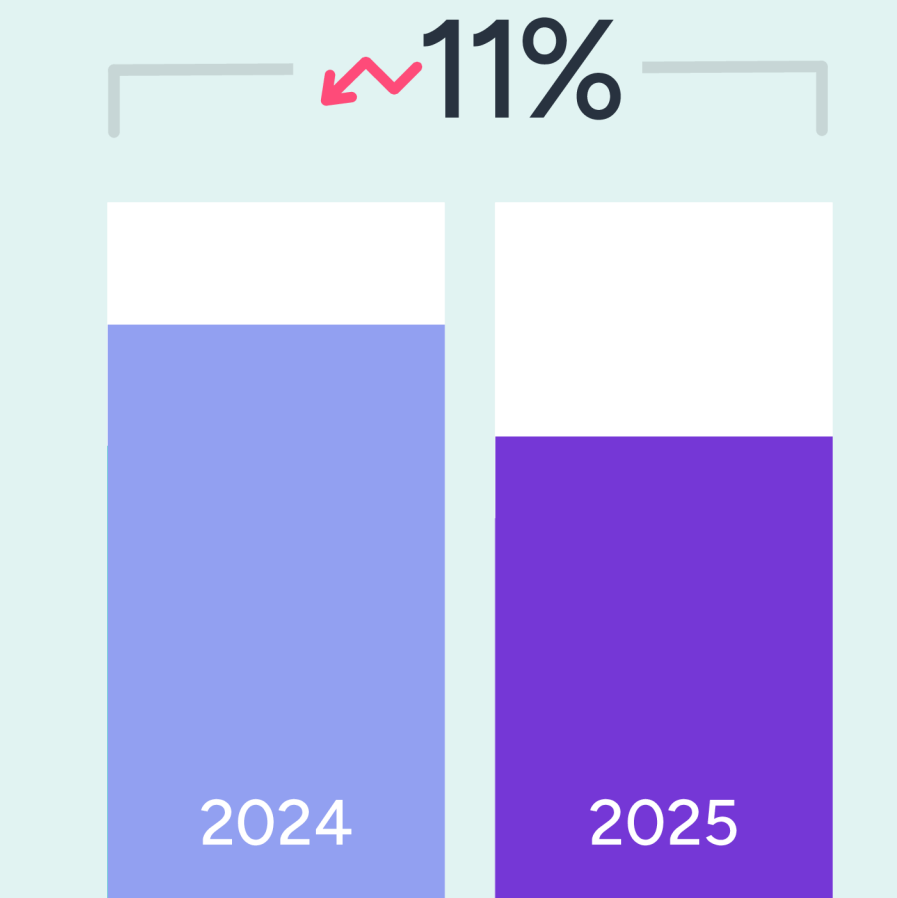
## Takeaway 1:

# Daily GMV Was Down Year-Over-Year

All competing July sales events had a lower combined GMV YoY in the first few days. Amazon GMV included major dips compared to last year on Day 1 (-28%) and Day 2 (-36%).

Anyone who treated the sales events dynamically and pivoted daily saw better outcomes, while static strategies failed to capture the shifting surges.

## Amazon, Walmart, and Target YoY Combined GMV





## Takeaway 2:

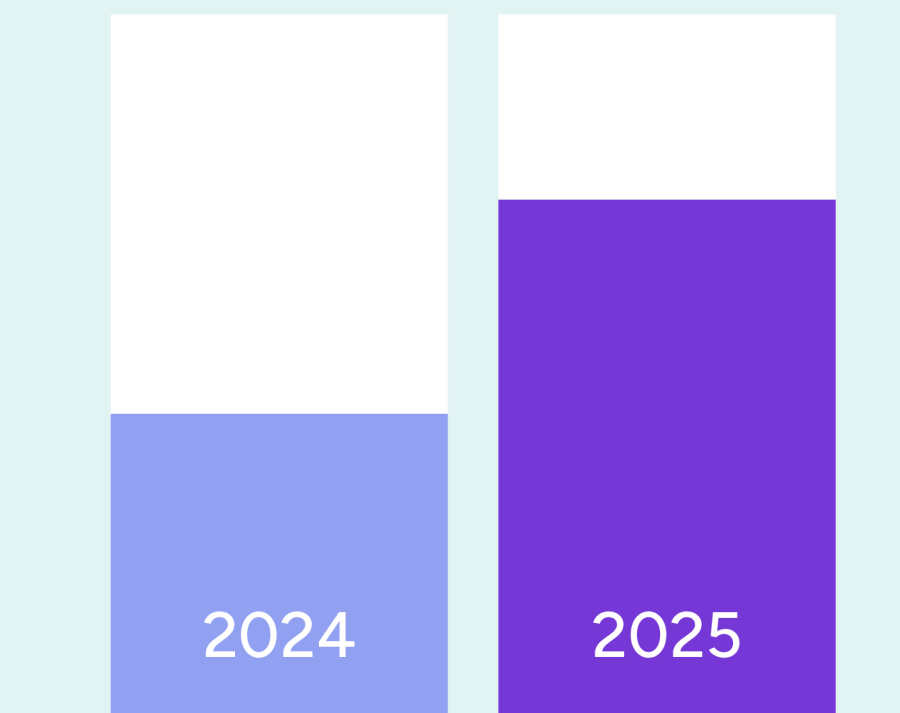
# Consumers Shopped by Intention, Not Impulse

Across Amazon, Walmart, and Target's competing sales events, on the last sale day we saw a huge rebound in consumer spend across the competing sales.

Shoppers used early days to fill carts, compare deals across multiple retailers, and only purchased late in the event, indicating caution and intention beyond previous years.

## Final Day YoY GMV

47%





### Takeaway 3:

## Essentials Outperformed Discretionary Categories

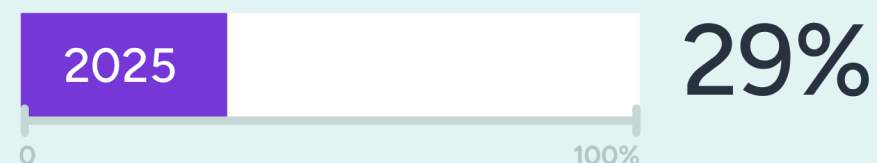
Discretionary spend categories dropped sharply compared to prior years.

With economic pressures mounting—from tariffs to higher interest rates—consumers are prioritizing value and necessity.

Household goods like cleaning supplies are recurring, predictable purchases. Even without steep discounts or Prime Day badges, items in those categories held strong, and way outperformed the “fun” stuff.



Household Products  
Share of All Purchases



Clothing & Accessories  
YoY GMV



Home & Garden  
YoY GMV





#### Takeaway 4:

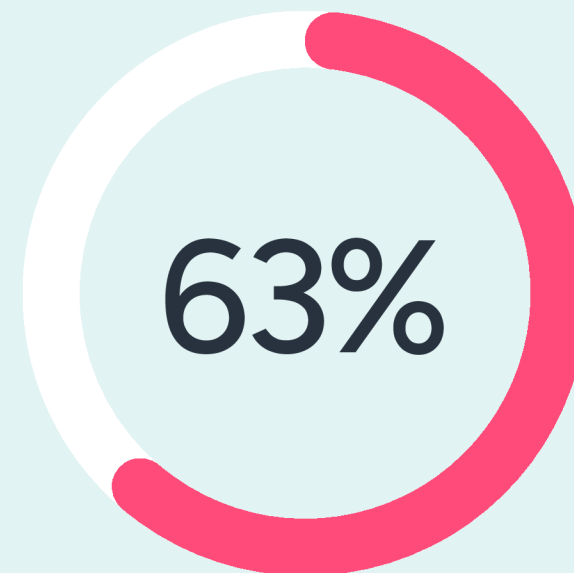
## The Gen Z Effect is Reshaping Retail

As the largest behavioral shopping cohort in the U.S. with \$12 trillion in projected spending power by 2030, Gen Z's rejection of traditional sales tactics was palpable during July's big sales season.<sup>2</sup>

Gen Z buyers reject urgency-based sales, and don't follow the conventional retail funnel. They demand rich, visual storytelling, and peer-validated content.

Static listings and generic promos fall flat, and urgency doesn't move them to action—they know they have future sales and other options.

The majority (63%) of Gen Z consumers are not driven by discounts.<sup>2</sup>



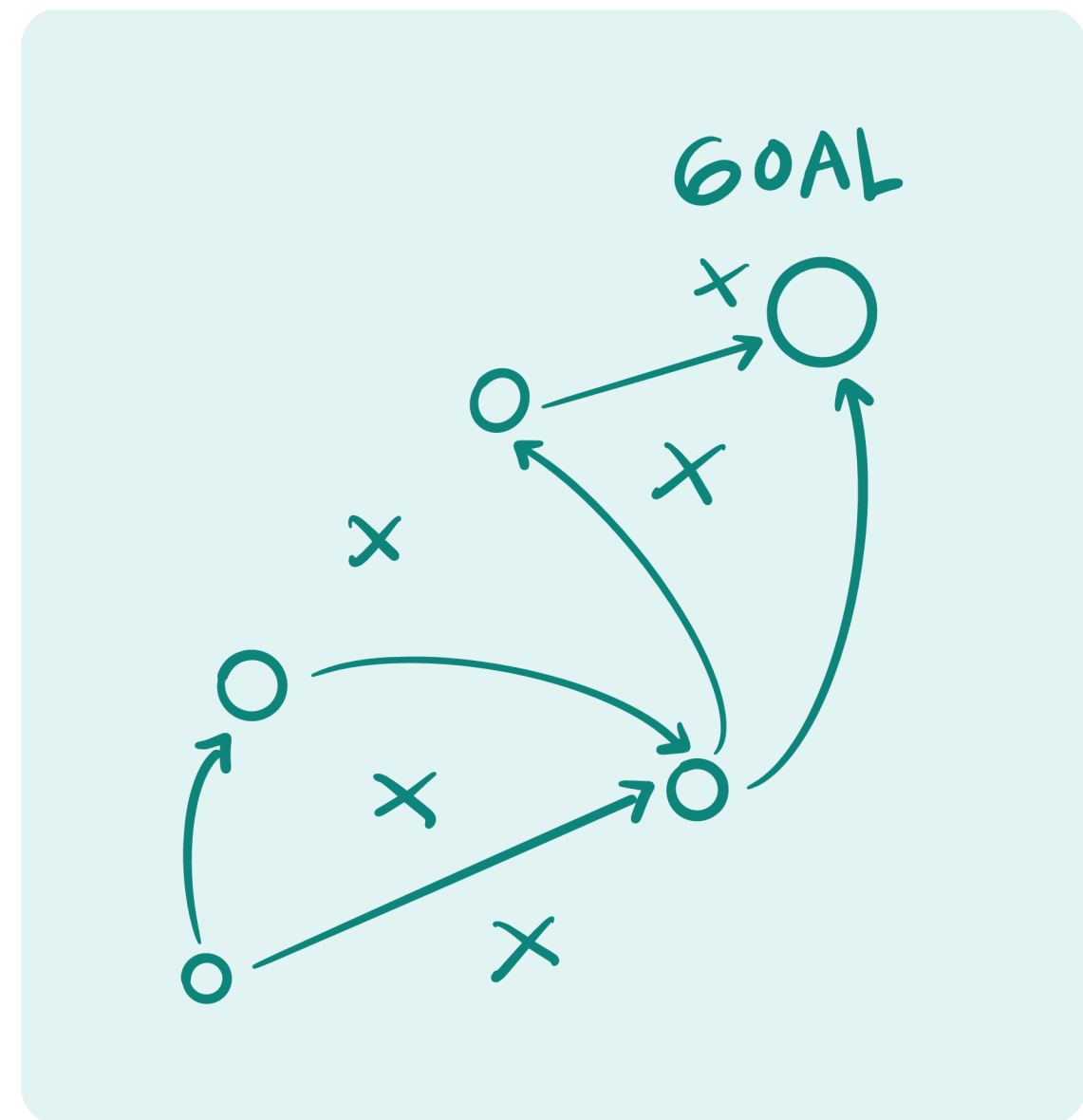
They prioritize trust, authenticity, and brand values alignment.



## Takeaway 5:

# Platform Readiness and Real-Time Agility Were Critical

Prime Day 2025 exposed the limits of set-it-and-forget-it strategies. The most significant wins didn't come from pre-planned campaigns, but from teams that adjusted in real time. Teams that could pivot—switching from search to display, adjusting messaging, reallocating budgets, shifting channels or pulling underperforming SKUs, for example—were able to protect margins and salvage performance.



# Your To-Do List Coming into Peak Sales Season

01

# Audit Your Marketplace Presence



**Do shoppers trust your product pages enough to buy without shopping around?**

Inconsistent product data, weak PDPs, or missing badging cost brands in visibility and revenue during Prime Day, even leading to listing suppression or performance penalties.

In a diluted attention environment, with unprecedented levels of competition, discoverability hinges on data quality.

## Why it Matters

As urgency fades and comparison-shopping rises, your listings need to work harder just to meet the bare minimum. Refresh titles, attributes, imagery, and fulfillment flags now. Prioritize detail-rich, value-forward content that drives trust and reduces buyer hesitation.

With more intentional and inflation-aware buyers, first impressions now decide the entire purchase journey. **In fact, 51% of shoppers used Prime Day to buy something they had been waiting to purchase.** That means they're arriving with intent. Optimized content isn't cosmetic; it's a stronger conversion lever than ever before.

# Reassess Your Real-Time



**Are you built for real-time pivots, or stuck in pre-set plans?**

During Prime Day, conversions lagged until the final stretch.

Agile brands were able to still capture buyers by shifting messaging, tactics, and budgets daily, even adjusting spend in real time and moving away from a fixed media calendar.

Brands that monitored mid-event trends, reallocated to high-performing SKUs, and leaned into audience-first creative saw the best late-stage performance.

## Why it Matters

The slow build to a final surge in sales wasn't random. It reflected a broader behavioral shift: today's shoppers are deliberate. **They browse early, compare prices across channels, and wait to act until they feel confident in value and urgency.** Day 4 delivered a substantial spike after three softer days.

Real-time responsiveness now beats advance planning. Your promotional playbook must flex by the day, or even the hour.

03

# Prioritize Data Quality and Media Sync



Is your product data and ad spend working in sync?

Back-end feed health is a front-end performance driver. This year, many brands missed Prime Day opportunities due to delays in badging, stock data issues, and non-compliant feeds.

Pairing strong feeds with retail media investments can help you compete without deep discounting.

## Why it Matters

No matter how strong your campaign or creative, **bad data blocks performance.** Clean feeds paired with real-time retail media enable visibility, velocity, and margin control.

## 04

# Evaluate Managed Services



**Do you have the tools to navigate what's next?**

Prime Day and its competitors were defined by volatility that required daily, if not hourly, monitoring and adjustments.

Many in-house teams aren't staffed or structured for that pace. Rithum's managed services stepped in to provide agility, cross-channel execution, and real-time insights for our clients.

### Why it Matters

Whether you need campaign oversight, feed management, or retail media alignment, managed support gives you **leverage without delay.**

# Learn fast. Move faster.

**Complete your strategy checklist now.** Double down on what worked.  
Talk to us about how we can help.

The rest of 2025's big shopping seasons won't reward scale, they'll reward speed. And this is just the groundwork for 2026 and beyond. Brands and retailers need systems, processes, and teams that can pivot in real time, respond to shopper behavior as it unfolds, and execute with precision across fragmented channels.

Your competitive edge isn't planning better. It's adjusting faster.

## Need help getting ready?

Rithum works with top brands and retailers to optimize marketplace execution, automate retail media, and scale campaign operations in real time.

Let's get your team ready for what comes next in commerce.

[Request a Demo](#)

# Endnotes

1. "Amazon Prime Day 2025 delivers record sales and savings in expanded four-day shopping event." Amazon, July 12, 2025. <https://www.aboutamazon.com/news/retail/prime-day-2025-recap>.
2. "How Gen Z Consumer Behavior is Reshaping Retail." NIQ, July 2024. <https://nrf.com/media-center/press-releases/nrf-and-happy-returns-report-2024-retail-returns-total890-billion>.



Rithum (formerly CommerceHub and ChannelAdvisor) is a global commerce solution that supports the full commerce journey: from getting products listed, discovered, and sold, to ensuring they're fulfilled, delivered, and optimized—streamlining the path from product shelf to your customers' door.

With AI-driven automation, unified insights, and performance optimization, Rithum enables your team to focus on strategy while we handle the complexity of omnichannel orchestration. Whether you're launching new products, expanding your operations, or running retail media campaigns, Rithum helps you make every touchpoint count.

With offices in the U.S., U.K., Ireland, Spain, and Australia, Rithum is trusted by leading retailers and brands around the world, including Best Buy, Mercado Libre, Adidas, The Home Depot, Zalando, and more.

**[rithum.com](https://rithum.com)**