

PRIME DAY 2026

A look at consumer sentiment and behavior around Amazon's Prime Day

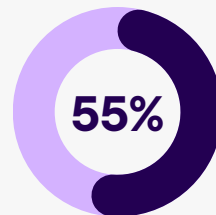
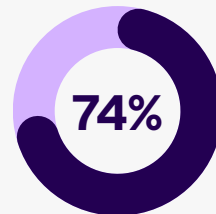
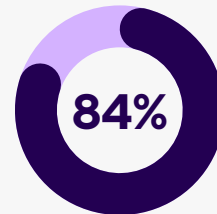


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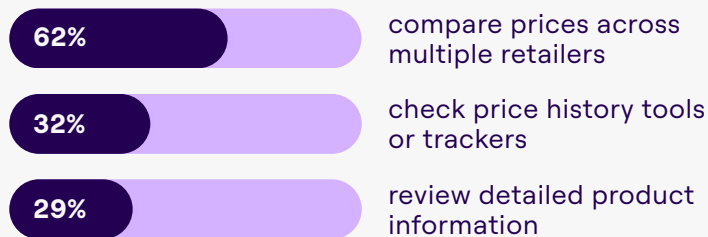
01. Executive Snapshot

As economic uncertainty drives more intentional shopping behaviors, consumers are increasingly using AI tools to compare prices, validate deals, and research products across multiple retailers ahead of Prime Day, though price and trustworthy product information remain the biggest drivers of purchasing decisions.

02. Core Findings

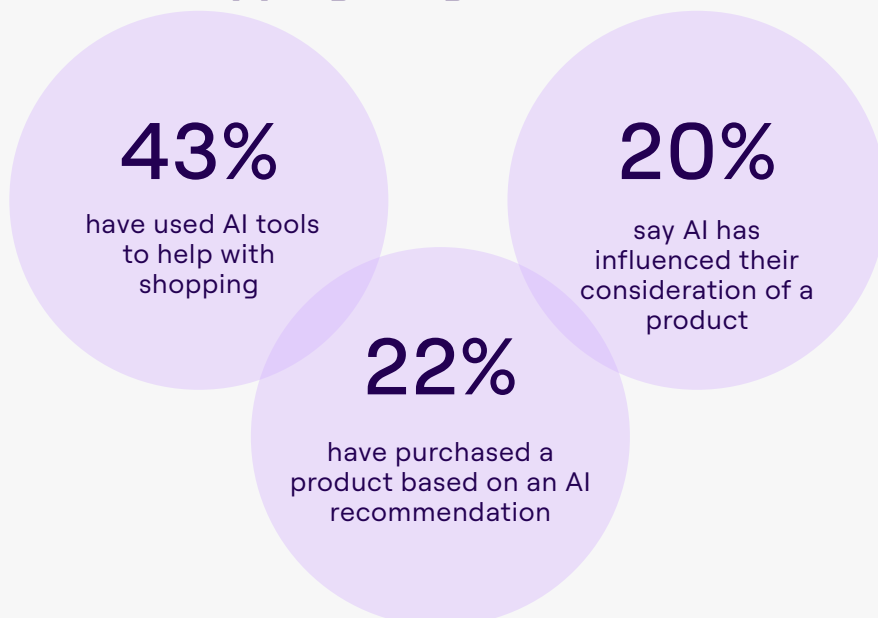


03. Strategic Shopping



Only 9% of consumers trust deals without verifying them.

04. AI Shopping Insights



05. Biggest Influences

- Price
- Reviews
- Product Data
- Other

