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Amazon's October Prime event: *what shoppers told us*

Prime Big Deal Days ran October 6 and 7, 2026. What the outside data shows about spend, baskets, categories and how people shopped, and what it means for $1M to $10M DTC and Amazon brands.

PREPARED BY M38 PARTNERS

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Summary

Amazon's October Prime event grew, but it did not get bigger the way Prime Day in June does. Shoppers bought more, mostly cheap and practical things, and a lot of them said prices pushed them there. That is the clearest read on the holiday shopper we have before Black Friday.

$9.86B
US online spend across all retailers, Oct 6 to 7, up 8.5%
ADOBE

$48.74
Average Amazon order in Numerator's panel, vs. $45.42 last October
NUMERATOR

68%
Of items bought cost under $20
NUMERATOR

27%
Of shoppers used the sale to offset price increases, vs. 14% last year
NUMERATOR

What we take from it:

1. **Growth came from more spend per household, not deeper deals.** Adobe's peak discount was 20%, only slightly above last October's 18%. Numerator's average order and household spend both rose.
2. **The basket was practical.** Beauty, apparel and health led. The top items were protein shakes, cleaning wipes and toilet paper. Most items cost under $20.
3. **Price is on everyone's mind, at every income level.** More than 7 in 10 Numerator shoppers said inflation shaped what they bought, 43% of shoppers were high-income households, and more than half compared prices at other retailers.
4. **Phones did the buying.** Mobile was 52% of online spend, and buy now, pay later grew.
5. **Holiday shopping started early.** Adobe says more than a third of shoppers finished at least half their holiday shopping during the event.

> **A note on the data.** Amazon has not published results for this event. After June's Prime Day it said outside estimates are often inaccurate. Every number here comes from Adobe Analytics or Numerator, either from their own pages or as reported by trade press, and each is linked in Sources. Where a number is our own calculation, we say so.

The event

Prime Big Deal Days 2026 ran for 48 hours on October 6 and 7, starting at 12:01 a.m. Pacific, in 22 countries. Amazon promoted deals of "up to 55% or more" off (Amazon).

As of November 1, Amazon has not published sales, units, savings or independent-seller results for the event. Its news page for the event lists only promotional posts.

Spend across US retail

Adobe measures online spend at all US retailers during the event, not only at Amazon, because other retailers run competing sales the same days.

EVENT	DATES	US ONLINE SPEND (ADOBE)	GROWTH	PEAK DISCOUNT
October 2026	Oct 6 to 7	$9.86B	+8.5%	20%
October 2025	Oct 7 to 8	$9.09B	+7.3%	18%
Prime Day, June 2026	Jun 23 to 26	$26.4B	+9.3%	About 24% (electronics, apparel)

Sources: Adobe, reported by Digital Commerce 360; Adobe 2025, reported by IT Brief; Adobe June 2026, reported by Transport Topics and Bloomberg.

The October total came in just under the roughly $9.9B to $10B that Adobe and analysts had forecast (Retail Customer Experience; Digital Commerce 360). Growth still beat last October's rate.

What sold

Bigger orders, mostly small items

Numerator tracks a panel of Amazon shoppers' actual orders. Its final read for the event (Numerator tracker), compared with its early read of last October's event (Numerator 2025):

MEASURE	OCTOBER 2026	OCTOBER 2025	CHANGE
Average order size	$48.74	$45.42	About +7%
Spend per household	$114.01	$104.69	About +9%
Households placing 2+ orders	54%	53%	+1 point

The change column is our own calculation. Numerator did not state year-over-year changes, and both years are early reads.

The items themselves were cheap. In Numerator's panel, 68% of items cost under $20, only 2% cost over $100, and the average item was $23.19.

Against Amazon's June Prime Day, the October event was smaller per household: $114.01 against $121.96, on Numerator's comparison.

Categories

- **Numerator's top categories:** beauty and cosmetics, apparel, and health and wellness. The top items were Premier Protein shakes, Lysol wipes, Scott ComfortPlus toilet paper, Dawn Powerwash and Dunkin' Refreshers.
- **Adobe's category lifts** are measured against September spend levels, not last year. Electronics rose 85%, toys 158%, video games 90% and personal care 73%. Within electronics, headphones and speakers rose 300%, smartwatches 255%, cameras 135% and smartphones 130%. Costumes rose 610% and candy 180%, which is Halloween arriving.

The two sources measure different things: Numerator counts what Amazon shoppers bought, and Adobe measures where spending rose across all retailers. Together they say shoppers stocked up on essentials and used the event to buy discounted electronics and early gifts.

Deal depth

Adobe's peak discount was 20% off list price, up from 18% last October. Amazon's own marketing promised up to 55% or more on selected deals. A wide gap between the headline and the market-wide peak is normal, and Adobe's number is the one to plan against. In Numerator's survey, 55% of shoppers were very or extremely satisfied with the deals.

How people shopped

Price-conscious, at every income level

Numerator's day-one survey (via Supermarket News) found:

- More than 7 in 10 shoppers said inflation influenced what they bought, up 8 points from June.
- 27% used the sale to offset price increases, up from 14% a year ago.
- 43% of shoppers came from high-income households.

On Numerator's final read, 55% compared prices at other retailers: 66% of those at Walmart, 40% at Target and 27% at warehouse clubs. 20% bought holiday gifts.

The picture is not simple trade-down. Higher-income households were a big share of buyers, and they were also stocking up on household basics at a discount. The sale worked as a pantry-loading event as much as a gifting one.

Phones and buy now, pay later

Adobe reports that mobile was 52.0% of online spend during the event, about $5.1B, up 12.8% year over year. Buy now, pay later accounted for 6.0% of online orders, $692.3M, up 4.0% from last October (Digital Commerce 360). In June, BNPL was 6.6% of Prime Day orders.

AI shopping assistants

No one has published measured data on AI assistant use during this event. Amazon has not released usage numbers for Rufus or Alexa+, and we could not verify an Adobe figure for AI-referred traffic during the two days.

The trend around it is clear, though. Adobe reported generative-AI traffic to US retail sites up 1,200% year over year in October 2025, with those visitors 16% more likely to convert (IT Brief). For the 2026 holiday season, Adobe forecasts AI-referred traffic up 130% (Adobe).

Holiday shopping moved earlier

Adobe found that more than a third of shoppers finished at least half of their holiday shopping during the event (Retail Customer Experience). Some of the December gift budget has already been spent.

What it means for $1M to $10M brands

M38 VIEW This section is our interpretation of the data above, from running eCommerce for brands this size. It is not a forecast.

If you sell on Amazon

- **Expect smaller items and lower prices to win.** With most items under $20, a $60 product competes for attention, not just on price. Bundles and multi-packs that lift the order without lifting the per-item price fit how people bought.
- **Do not chase the headline discount.** Adobe's market-wide peak discount was 20%. A Prime-exclusive deal in that range with a strong listing usually beats a deeper cut that loses money on every unit.
- **Write listings for questions, not keywords.** Amazon is pushing its AI shopping features. Assistants like Rufus can only work with what is on your listing and in your reviews. Put materials, sizes, use cases and comparisons in plain words.
- **Read your own data before BFCM.** Pull your event results by ASIN: units, conversion, ad cost of sale, and how much of the lift was new-to-brand customers. That tells you which products to push in Cyber Week and which to leave at full price.

If you sell DTC

- **Your customer is comparing prices.** More than half of Amazon's event shoppers checked other retailers. Make the value obvious on your product page: what is included, shipping, returns, and why it is worth the price.
- **Essentials and replenishment are an opening.** If you sell anything people reorder, subscriptions and multi-pack pricing match the stock-up behavior. Promote them to existing customers through November.

- **Gift buyers are already shopping.** With a third of shoppers half done, start gift messaging, gift sets and gift cards now rather than waiting for Black Friday.
- **Check mobile checkout and BNPL.** Half the money moved through phones. On high-ticket items, a pay-over-time option can decide whether the order happens.

For both

- **Plan for a price-sensitive Cyber Week.** October showed spending up, but driven by caution, stocking up and price comparison. We would plan BFCM promotions around value and bundles, and protect margin instead of matching the deepest discounts. Our companion paper, What to Expect for BFCM 2026, goes into the forecasts.

Want to know what your *October data says?*

We run eCommerce for $1M to $10M brands as a fractional team, across Shopify and Amazon. Start with the free needs assessment or book a 30-minute call.

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Sources and method

Researched November 1, 2026. Every figure comes from a page we opened. Where the original publisher's page would not load, we used trade press that reports it and say so.

1. Amazon, Prime Big Deal Days 2026 deals announcement (event dates and promotional claims). aboutamazon.com
2. Adobe Digital Insights event results, as reported by Digital Commerce 360, October 8, 2026 (measurement). digitalcommerce360.com
3. Adobe pre-event forecast, as reported by Digital Commerce 360, September 29, 2026 (forecast). digitalcommerce360.com
4. Retail Customer Experience, event spending report, October 23, 2026 (Adobe survey finding and analyst forecast). retailcustomerexperience.com
5. Numerator, Prime Big Deal Days 2026 tracker, final update October 8, 2026 (panel measurement and survey). numerator.com
6. Numerator, Prime Big Deal Days 2025 early read, October 9, 2025 (panel measurement and survey). numerator.com
7. Numerator day-one findings, as reported by Supermarket News, October 7, 2026 (panel and survey). supermarketnews.com
8. Adobe October 2025 results, as reported by IT Brief, November 11, 2025 (measurement). itbrief.co.uk
9. Adobe Prime Day June 2026 results, as reported by Transport Topics and Bloomberg, June 29, 2026 (measurement). ttnews.com
10. Adobe, 2026 US holiday shopping forecast, September 28, 2026 (forecast). news.adobe.com

What we left out, and why. We found no October 2026 event data from Momentum Commerce, Salesforce, eMarketer, card networks, Klaviyo, Shopify or Similarweb. We left out ad-cost figures from an agency benchmark we could not open, and an average-order figure attributed to another trade publication that contradicts Numerator's own page. Rufus usage numbers have not been published. Adobe's own newsroom pages for the event would not load for us, so Adobe event figures are as reported by Digital Commerce 360.