



BusinessStats

Data · Insights · Statistics

STATISTICS DOSSIER

Amazon: statistics and facts

21 reports · 3 sections · Edition October 2026

38.4%

PRIME SHOPPERS
ALSO HOLD COSTCO
— MOST COMMON
COMBO

~\$178B

Q1 2026 TOTAL
REVENUE EST. (JAN-
MAR 2026)

\$716.9B

AMAZON NET SALES
2025

~62%

PARTICIPANTS
RATING PRIME BIG
DEAL DAYS "GOOD"
OR "EXCELLENT" —
2026

ABOUT THIS DOSSIER

Amazon: statistics and facts

Every Business Stats report on Amazon in one place: 21 reports, from Prime (15 reports) and Product Group (2 reports).

The reports put numbers on it, for example ~54% (Amazon Shoppers Participated in Prime Big Deal Days 2026), \$717.9B (Amazon Total Revenue 2025 (Confirmed)), \$716.9B (Amazon Net Sales 2025) and ~62% (Participants Rating Prime Big Deal Days "Good" or "Excellent" — 2026).

Freshly updated: Opinions on Amazon Prime Big Deal Days U.S. 2026 and Amazon Global Net Revenue by Product Group 2015-2026. Every report names its primary source, and its charts and tables can be downloaded and reused for free. The list grows on its own when a new report is published; it last changed on Oct 18, 2026.

KEY FIGURES AT A GLANCE

FIGURE	WHAT IT MEASURES	REPORT
38.4%	Prime Shoppers Also Hold Costco — Most Common Combo	Retail Memberships Held by Amazon Prime Shoppers US 2026
~\$178B	Q1 2026 Total Revenue Est. (Jan-Mar 2026)	Amazon Quarterly Revenue by Product Group Q4 2017-Q1 2026
\$716.9B	Amazon Net Sales 2025	Amazon, JD.com, Walmart: Biggest Online Stores by Net Sales
~62%	Participants Rating Prime Big Deal Days "Good" or "Excellent" — 2026	U.S. Amazon Shoppers Satisfied with Prime Big Deal Days 2026
~54%	Amazon Shoppers Participated in Prime Big Deal Days 2026	Opinions on Amazon Prime Big Deal Days U.S. 2026

~550M	Items Purchased Globally — Prime Day 2026 (Est.)	Global Amazon Prime Day Shopping Volume 2018–2026
~93%	"Heard Of" (Brand Awareness) — Q4 2026 UK Adults	Amazon Prime Popularity and Fame in the UK 2021–2026
~67%	U.S. Online Users Seeing Amazon Prime Ads in 2026	Amazon Prime Ad Awareness in the U.S. 2019–2026

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01

Prime

15 reports

1.1

Retail Memberships Held by Amazon Prime Shoppers US 2026

Updated Sep 9, 2026

38.4%

PRIME SHOPPERS ALSO HOLD
COSTCO — MOST COMMON COMBO

~2.1

AVERAGE TOTAL RETAIL
MEMBERSHIPS PER PRIME SHOPPER

21.6%

PRIME SHOPPERS ALSO HOLD SAM'S
CLUB

58%

\$150K+ INCOME PRIME SHOPPERS
WITH COSTCO

19.8%

PRIME SHOPPERS ALSO HOLD
WALMART+ — DIRECT COMPETITOR

184M

US AMAZON PRIME MEMBERS 2026

Retail memberships owned by US Amazon Prime shoppers 2026. Costco 38.4%, Sam's Club 21.6%, Walmart+ 19.8%, BJ's 8.2%. Average 2.1 memberships per Prime shopper.

Full report with charts and data: businessstats.com/retail-memberships-of-amazon-prime-shoppers-united-states

1.2

U.S. Amazon Shoppers Satisfied with Prime Big Deal Days 2026

Updated Sep 9, 2026

~62%

PARTICIPANTS RATING PRIME BIG
DEAL DAYS "GOOD" OR
"EXCELLENT" — 2026

+14pp

SATISFACTION IMPROVEMENT SINCE
2022 LAUNCH (48% TO 62%)

~18%

"EXCELLENT" RATING — HIGHEST
SATISFACTION TIER, 2026

~72%

AMAZON DEVICES — MOST
SATISFIED CATEGORY AMONG
PARTICIPANTS

~14%

DISSATISFIED (POOR OR VERY POOR)
— 2026

~76%

PARTICIPANTS SAYING EVENT WAS
"WORTH IT" AS A PRIME BENEFIT



Share of Amazon shoppers satisfied with Prime Big Deal Days in the United States in 2026. Satisfaction ratings, deal quality scores, category satisfaction, and demographic breakdown. Survey data.

Full report with charts and data: businessstats.com/amazon-prime-big-deal-days-shopper-satisfaction-untied-states

1.3

Opinions on Amazon Prime Big Deal Days U.S. 2026

Updated Sep 9, 2026

~54%

AMAZON SHOPPERS PARTICIPATED
IN PRIME BIG DEAL DAYS 2026

~68%

PRIME MEMBERS PARTICIPATING —
2026

~62%

PARTICIPANTS RATING DEALS
"GOOD" OR "EXCELLENT" — 2026

~38%

AMAZON SHOPPERS PARTICIPATED
IN LAUNCH YEAR 2022

+16pp

PARTICIPATION GROWTH SINCE
2022 LAUNCH (38% TO 54%)

~35%

PRIME BIG DEAL DAYS SHOPPERS
BUYING EARLY HOLIDAY GIFTS

Share of Amazon shoppers participating in Prime Big Deal Days in the United States in 2026. Participation rates, opinions, satisfaction scores, and demographic breakdown. Survey data and analysis.

Full report with charts and data: businessstats.com/amazon-prime-big-deal-days-participation-united-states

1.4

Global Amazon Prime Day Shopping Volume 2018–2026

Updated Sep 9, 2026

~550M

ITEMS PURCHASED GLOBALLY —
PRIME DAY 2026 (EST.)

~100M

ITEMS PURCHASED — PRIME DAY
2018 (OFFICIAL AMAZON FIGURE)

5.5x

TOTAL VOLUME GROWTH 2018 TO
2026 (8 YEARS)

~300M

ITEMS IN 2022 — LAST YEAR
AMAZON PUBLISHED OFFICIAL UNIT
COUNT

~11M

ITEMS PER HOUR AVERAGE — PRIME
DAY 2026 (48-HOUR WINDOW)

25+

COUNTRIES PARTICIPATING IN
PRIME DAY 2026

Number of items purchased by Amazon Prime members worldwide during Prime Day from 2018 to 2026. From 100 million items in 2018 to an estimated 550 million in 2026. Annual trend, growth rate, and



breakdown by category and region.

Full report with charts and data: businessstats.com/amazon-prime-day-items-purchased

1.5

Amazon Prime Popularity and Fame in the UK 2021–2026

Updated Sep 9, 2026

~93%

"HEARD OF" (BRAND AWARENESS) —
Q4 2026 UK ADULTS

~52%

"LIKED" (BRAND FAVORABILITY) —
Q4 2026 UK ADULTS

~42%

LIKED SCORE TROUGH — Q4 2022
(POST PRICE INCREASE)

~55%

LIKED SCORE PEAK — Q1 2021 (PRE
PRICE INCREASE)

~41pp

AWARENESS-TO-LIKED GAP Q4 2026
(93% AWARE VS 52% LIKED)

£8.99

AMAZON PRIME UK MONTHLY PRICE
SINCE SEPTEMBER 2022

Share of people who have heard of or liked Amazon Prime in the United Kingdom from Q1 2021 to Q4 2026.

Brand awareness and favorability tracked quarterly. YouGov BrandIndex data.

Full report with charts and data: businessstats.com/consumer-value-score-amazon-prime-united-kingdom-uk

1.6

Amazon Prime Ad Awareness in the U.S. 2019–2026

Updated Sep 9, 2026

~67%

U.S. ONLINE USERS SEEING AMAZON
PRIME ADS IN 2026

~45%

AD AWARENESS IN 2019 —
STARTING POINT OF THE 2019–2026
SERIES

+22pp

TOTAL AD AWARENESS GAIN 2019
TO 2026 (7 YEARS)

+5pp

2024 YOY GAIN — LARGEST SINGLE-
YEAR JUMP (PRIME VIDEO ADS
LAUNCH)

~78%

AD AWARENESS AMONG 18–34 YEAR
OLDS — HIGHEST AGE GROUP 2026

~\$3.4B

ESTIMATED AMAZON PRIME U.S. AD
SPEND 2026 (ALL FORMATS)

Share of online users who saw Amazon Prime ads in the United States from 2019 to 2026. Ad awareness

grew from ~45% in 2019 to ~67% in 2026. Breakdown by age, gender, device, and ad format.

Full report with charts and data: businessstats.com/us-amazon-brand-awareness

1.7

NPS of Retailers Among Amazon Prime Users — U.S. April 2026

Updated May 13, 2026

+62

AMAZON NPS — HIGHEST AMONG ALL RETAILERS RATED BY PRIME MEMBERS

~+35

U.S. RETAIL INDUSTRY AVERAGE NPS BENCHMARK (QUALTRICS XM)

+58

COSTCO NPS — SECOND HIGHEST DESPITE COMPETING MEMBERSHIP MODEL

-8

LOWEST NPS — TRADITIONAL DEPT. STORE AMONG PRIME MEMBERS

+44

TARGET NPS — FASTEST RISING (+9 SINCE 2022)

April 2026

SURVEY PERIOD — U.S. AMAZON PRIME MEMBERS ONLY

Net Promoter Score of major U.S. retailers rated by Amazon Prime members in April 2026. Amazon leads at +62, Costco +58, Target +44. Macy's and department stores score negative NPS among this high-expectation cohort.

Full report with charts and data: businessstats.com/retailers-nps-among-prime-users-united-states

1.8

Payment Methods at Amazon Prime Day — United States 2026

Updated May 13, 2026

~57%

CREDIT CARD SHARE — DOMINANT PAYMENT AT PRIME DAY 2026

~22%

DEBIT CARD SHARE — SECOND MOST USED METHOD

~9%

BNPL SHARE — FASTEST-GROWING METHOD SINCE 2021

~8%

AMAZON PAY SHARE — INCLUDES AMAZON ACCOUNT BALANCE

~5%

PAYPAL SHARE — DECLINING AS AMAZON PAY GROWS

~4%

GIFT CARD / AMAZON BALANCE SHARE

Payment methods used at Amazon Prime Day US 2026: credit cards ~57% (Prime Rewards Visa leads), debit ~22%, BNPL ~9%, Amazon Pay ~8%. Full breakdown by income, age, and product category.

Full report with charts and data: businessstats.com/us-amazon-prime-payment-forms



1.9

BNPL Usage for Amazon Prime Day Purchases — U.S. 2026 by Financial Lifestyle

Updated May 13, 2026

~8-10%

OVERALL BNPL SHARE OF U.S. PRIME DAY PURCHASES 2026

~29%

BNPL RATE — PAYCHECK-TO-PAYCHECK U.S. CONSUMERS ON PRIME DAY

~4%

BNPL RATE — FINANCIALLY HEALTHY U.S. CONSUMERS ON PRIME DAY

7x

GAP — STRESSED VS HEALTHY BNPL USAGE ON PRIME DAY

+6pp

BNPL GROWTH SINCE 2021 ON PRIME DAY (2% → 8-10%)

Share of U.S. consumers using BNPL for Amazon Prime Day 2026, by financial lifestyle. Financially stressed: ~35%. Paycheck-to-paycheck: ~29%. Financially healthy: ~4%. Affirm leads at 68% of BNPL volume.

Full report with charts and data: businessstats.com/us-amazon-purchase-bnpl-by-lifestyle

1.10

Reasons for Joining Amazon Prime in the U.S. 2026

Updated May 13, 2026

~79%

CITE FREE / FAST SHIPPING — #1 REASON FOR JOINING PRIME

~57%

CITE PRIME VIDEO — #2 REASON FOR JOINING PRIME

~46%

CITE EXCLUSIVE DEALS — #3 REASON FOR JOINING PRIME

3.2

AVERAGE REASONS CITED PER U.S. PRIME MEMBER

~34%

CITE PRIME DAY ACCESS AS A JOINING REASON

~5%

CITE ONLY ONE REASON — MOST MEMBERS VALUE MULTIPLE BENEFITS

Top reasons U.S. consumers join Amazon Prime in 2026: free shipping #1 (~79%), Prime Video #2 (~57%), exclusive deals #3 (~46%). Prime Day access fastest-growing reason. Full breakdown by income and age group.

Full report with charts and data: businessstats.com/us-reasons-join-amazon-prime



1.11

Amazon Prime Day Marketplace Sales Share 2015–2026 — By Type

Updated May 12, 2026

~64%

THIRD-PARTY (3P) SHARE OF PRIME DAY GMV — 2026 EST.

2020

YEAR 3P FIRST CROSSED 50% OF PRIME DAY GMV

~36%

FIRST-PARTY (1P) AMAZON DIRECT SHARE — 2026 EST.

~15%

AMAZON DEVICES SHARE OF TOTAL PRIME DAY GMV — 2026 EST.

~32%

THIRD-PARTY SHARE IN 2015 — INAUGURAL PRIME DAY

~700K+

THIRD-PARTY SELLERS PARTICIPATING IN PRIME DAY 2025

Distribution of Amazon Prime Day global marketplace sales by type 2015–2026. Third-party sellers grew from 32% (2015) to ~64% (2026) of Prime Day GMV. Amazon devices share, 1P vs 3P breakdown, and 2020 crossover explained.

Full report with charts and data: businessstats.com/annual-amazon-prime-day-marketplace-sales-share

1.12

U.S. Households with Amazon Prime Subscription 2018–2026

Updated May 12, 2026

~75M

U.S. HOUSEHOLDS WITH PRIME — 2026 EST.

+23M

NET NEW PRIME HOUSEHOLDS — 2018 TO 2026

~57%

SHARE OF ALL U.S. HOUSEHOLDS — 2026 EST.

~65%

SHARE OF BROADBAND U.S. HOUSEHOLDS — 2026 EST.

~52M

U.S. HOUSEHOLDS WITH PRIME — 2018 BASELINE

2020–21

FASTEST GROWTH ERA — COVID E-COMMERCE SURGE

U.S. households with Amazon Prime subscription 2018 to 2026: grew from ~52M (2018) to ~75M (2026) approximately 57% of all U.S. homes. COVID surge 2020–2021 (+12M HH). Income breakdown and Netflix comparison.

Full report with charts and data: businessstats.com/total-number-of-households-amazon-prime-subscription-usa



1.13

Amazon Prime Day Global Sales 2015–2026 — \$17 Billion and Growing

Updated May 12, 2026

~\$17.0B

ESTIMATED 2026 PRIME DAY
GLOBAL SALES (48 HOURS)

48 hours

CURRENT PRIME DAY DURATION —
EXTENDED FROM 24 HRS (2015)

~\$0.9B

INAUGURAL 2015 PRIME DAY SALES
— FIRST EVER EVENT

25+

COUNTRIES PARTICIPATING — UP
FROM 9 AT LAUNCH (2015)

19x

SALES GROWTH 2015 TO 2026 —
FROM \$0.9B TO \$17B

Oct 2020

ONLY PRIME DAY NOT HELD IN JULY
— COVID-19 POSTPONEMENT

Amazon Prime Day global sales from 2015 to 2026: from \$0.9B inaugural to ~\$17B in 2026. Year-by-year data, US vs international split, category breakdown, and comparison to Black Friday. All third-party estimates Amazon does not disclose revenue.

Full report with charts and data: businessstats.com/annual-amazon-prime-day-sales

1.14

Amazon Prime Statistics and Facts 2026 — Members, Revenue, Key Data

Updated May 12, 2026

230M+

GLOBAL PRIME MEMBERS — Q1 2026
(EST.)

\$139/yr

PRIME ANNUAL PRICE — UNITED
STATES (FEB 2023+)

\$175M

US PRIME MEMBERS — ~65% OF US
INTERNET HOUSEHOLDS

25+

COUNTRIES WHERE PRIME IS
AVAILABLE

\$40B+

ANNUAL SUBSCRIPTION REVENUE —
Q1 2026 EST.

2005

AMAZON PRIME LAUNCHED —
ORIGINALLY \$79/YEAR FOR 2-DAY
SHIPPING

Amazon Prime statistics 2026: 230M+ global members, ~175M in the US, \$40B+ annual subscription revenue, \$139/yr US price, 93-95% retention rate. Full data on membership growth, benefits, and Prime Video.

Full report with charts and data: businessstats.com/amazon-prime



1.15

Amazon Prime Video Penetration Rate Worldwide 2022–2026 — By Region

Updated May 10, 2026

~61%

NORTH AMERICA PENETRATION — Q1 2026 EST.

~31%

EUROPE PENETRATION — Q1 2026 EST.

~14%

ASIA-PACIFIC PENETRATION — Q1 2026 EST.

~11%

LATIN AMERICA PENETRATION — Q1 2026 EST.

~230M+

GLOBAL PRIME VIDEO USERS — Q1 2026 EST.

Q4 2022 – Q1 2026

DATA WINDOW — 14 QUARTERS TRACKED

Amazon Prime Video penetration rate by region Q4 2022 to Q1 2026: North America ~61%, Europe ~31%, Asia-Pacific ~14%, Latin America ~11%. All Business Stats Research estimates — Amazon publishes no data.

Full report with charts and data: businessstats.com/amazon-video-usage-region



02

Product Group

2 reports

2.1

Amazon Quarterly Revenue by Product Group Q4 2017-Q1 2026

Updated Sep 9, 2026

~\$178B

Q1 2026 TOTAL REVENUE EST. (JAN-MAR 2026)

\$37.0B

AWS Q1 2026 EST. — UP FROM \$5.1B Q4 2017

\$187B

Q4 2024 TOTAL REVENUE — CONFIRMED PEAK

+30%+

Q4 VS Q1 ONLINE STORES SEASONAL PREMIUM (TYPICAL)

~\$211B

Q4 2025 TOTAL REVENUE EST. — HOLIDAY PEAK

34

QUARTERS COVERED — Q4 2017 TO Q1 2026

Amazon quarterly net revenue by product group Q4 2017-Q1 2026. Online stores, AWS, advertising, 3P seller services. Q4 peaks, seasonality, segment trends.

Full report with charts and data: businessstats.com/amazons-net-revenue-by-product-group-quarter

2.2

Amazon Global Net Revenue by Product Group 2015-2026

Updated Sep 9, 2026

\$717.9B

AMAZON TOTAL REVENUE 2025 (CONFIRMED)

\$69.4B

ADVERTISING SERVICES 2025 — FASTEST GROWING

\$269.3B

ONLINE STORES 2025 — LARGEST SEGMENT

\$172.2B

3P SELLER SERVICES 2025 — LARGER THAN AWS

\$128.7B

AWS 2025 — +1,534% SINCE 2015

~\$808B

ESTIMATED TOTAL REVENUE 2026

Amazon global net revenue 2015-2026 by product group. Online stores, AWS, advertising services, 3P seller and subscription data. 2025: \$718B total revenue.



Full report with charts and data: businessstats.com/amazons-consolidated-net-revenue-by-segment



03

More statistics

4 reports

3.1

Amazon, JD.com, Walmart: Biggest Online Stores by Net Sales

Updated Sep 22, 2026

\$716.9B

AMAZON NET SALES 2025

+12.4%

AMAZON ANNUAL GROWTH

40.5%

AMAZON US SHARE

\$117.8B

JD.COM, RANKED 2ND

\$1.26T

ALIBABA GMV, TOP PLATFORM

Amazon ranks as the biggest online store worldwide, ahead of JD.com, Walmart and Apple. See the leading online retailers ranked by e-commerce net sales.

Full report with charts and data: businessstats.com/top-online-stores-worldwide-net-sales

3.2

Amazon Operating Income by Segment 2015-2026

Updated Sep 9, 2026

\$76.1B

TOTAL OPERATING INCOME 2025
EST.

\$47.5B

AWS OPERATING INCOME 2025 —
DOMINANT PROFIT ENGINE

\$24.8B

NORTH AMERICA OPERATING
INCOME 2025

\$6.1B

INTERNATIONAL OPERATING INCOME
2025 — FIRST PROFITABLE STREAK

-\$11.6B

2022 NA + INTL COMBINED LOSS —
WORST YEAR

~37%

AWS OPERATING MARGIN 2025

Amazon operating income by segment 2015-2026. AWS \$47.5B profit (2025). North America \$24.8B. International turned profitable 2023. 2022: total loss year.



Full report with charts and data: businessstats.com/amazon-operating-income-annual-by-segment

3.3

Netflix vs Amazon vs Disney+ UK Titles 2026 – By Type

Updated May 7, 2026

12,800

NETFLIX UK TITLES -- DECEMBER
2026

12,200

AMAZON UK TITLES -- DECEMBER
2026

11,050

DISNEY+ UK TITLES -- DECEMBER
2026

8,000

NOW TV UK TITLES -- DECEMBER
2026

5,340

AMAZON -- MOST UK MOVIES
(43.8%)

2,530

DISNEY+ -- MOST UK KIDS TITLES

Netflix leads UK SVOD at 12,800 titles in December 2026. Amazon 12,200, Disney+ 11,050, Now TV 8,000.

Movies, series, documentaries, reality, kids by platform.

Full report with charts and data: businessstats.com/netflix-amazon-prime-now-tv-disney-number-of-titles-uk

3.4

Amazon – statistics & facts 2026

Updated Apr 12, 2026

\$638B

2024 TOTAL REVENUE

\$107B

AWS REVENUE (2024)

\$2.2T+

MARKET CAP (2026)

200M+

PRIME MEMBERS

1.55M

EMPLOYEES (2025)

\$59B

NET INCOME (2024)

Amazon is no longer just a store it is a cloud empire, ad network, logistics giant and entertainment studio.

This page covers every major Amazon stat: revenue by segment, AWS growth, Prime subscribers, employee count and global market share.

Full report with charts and data: businessstats.com/amazon-statistics-facts



HOW TO CITE THIS DOSSIER

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<https://businessstats.com/amazon-topic-overview/>

Methodology

Every figure in this dossier comes from a Business Stats report that names its primary source: statistics offices, central banks, company filings and original surveys. The reports are updated continuously; this PDF shows them as of Oct 19, 2026.

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