



Small Businesses and Entrepreneurs on Amazon Prepare for Record-Breaking Sales on Prime Day

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Small businesses and entrepreneurs join in on Prime Day next Tuesday 11 July to reach new customers, launch new products and increase sales

More than 40 per cent of all Prime Day Lightning Deals will come from small businesses and entrepreneurs

Customers ordered more than 20 million items from small businesses and entrepreneurs on Prime Day last year

LONDON – 6 July 2017 – Small businesses and entrepreneurs selling on Amazon are preparing for a record-breaking sales day on Prime Day, with tens of millions of Prime members expected to shop the best deals of the year. Small businesses and entrepreneurs will take advantage of increased traffic on Prime Day to reach new customers, launch new products and increase sales.

The third annual Prime Day will be Tuesday 11th July, with hundreds of thousands of deals exclusively for Prime members around the world. New this year, members can enjoy 30 hours of deal shopping starting at 6pm on Monday, 10th July – and new deals as often as every five minutes.

Last year on Prime Day, small businesses and entrepreneurs on Amazon saw orders nearly triple year-over-year, as customers ordered more than 20 million items from small businesses and entrepreneurs across more than 50 categories.

"Small businesses and entrepreneurs from around the world are coming together for the best Prime Day ever, offering Prime members deals on tens of thousands of unique products," said Francois Saugier, Vice President, EU Seller Services, Amazon. "Prime Day gives small businesses and entrepreneurs on Amazon an opportunity to increase sales and reach new customers."

This year, more small businesses and entrepreneurs than ever will participate in Prime Day, offering tens of thousands of deals as they look to increase summer sales, reach new customers and grow their business. Small businesses and entrepreneurs will offer 50 per cent more Prime Day Lightning Deals than last year, with 40 per cent of all Prime Day Lightning Deals this year coming from small businesses and entrepreneurs.

Some of the UK small businesses participating in Prime Day:

- Josh Stevens, One Retail Group, which sells their own range of health and beauty products: "We've been lucky enough to be involved with Prime Day ever since its inception, giving us the opportunity to provide our customers with some incredible deals they wouldn't normally have access to, whilst at the same time increasing exposure for our fantastic brands. We've seen an uplift in sales each and every year and are more excited than ever about the 11th of July."
- Gayle Hunter, Lifestyle Hunter, which sells a range of jewellery and lifestyle products: "We're running loads of exciting offers across our Luxelu product range throughout the UK and Europe on Prime Day, so everyone will have the chance to grab a bargain. We're expecting to outperform last year, where we saw a massive 250% increase on standard sales levels."
- Latif Kothia, Time2 Direct, which sells consumer electronics and smart home technology: "Last year Amazon Prime day was a prime opportunity for thousands of customers on Amazon to make the most of our one day only discount deals. We sold more than 20 times the units we would expect to sell on an average day. This year we'll be offering more 30 per cent discounts on our most popular products."