

U.S. Prime Day Forecast

Adobe Digital Insights
June 2026

Adobe



Methodology

The Adobe Digital Economy Index offers the most comprehensive set of insights of its kind, based on analysis via Adobe Analytics that covers more than one trillion visits to U.S. retail sites and more than 100 million SKUs—more than any other technology company.

Analysis is significantly more in-depth and accurate compared to survey-based reports because only Adobe has access to this volume of real-time, transactional consumer data. It's aggregated and anonymized to provide insights on consumer spending and online prices.

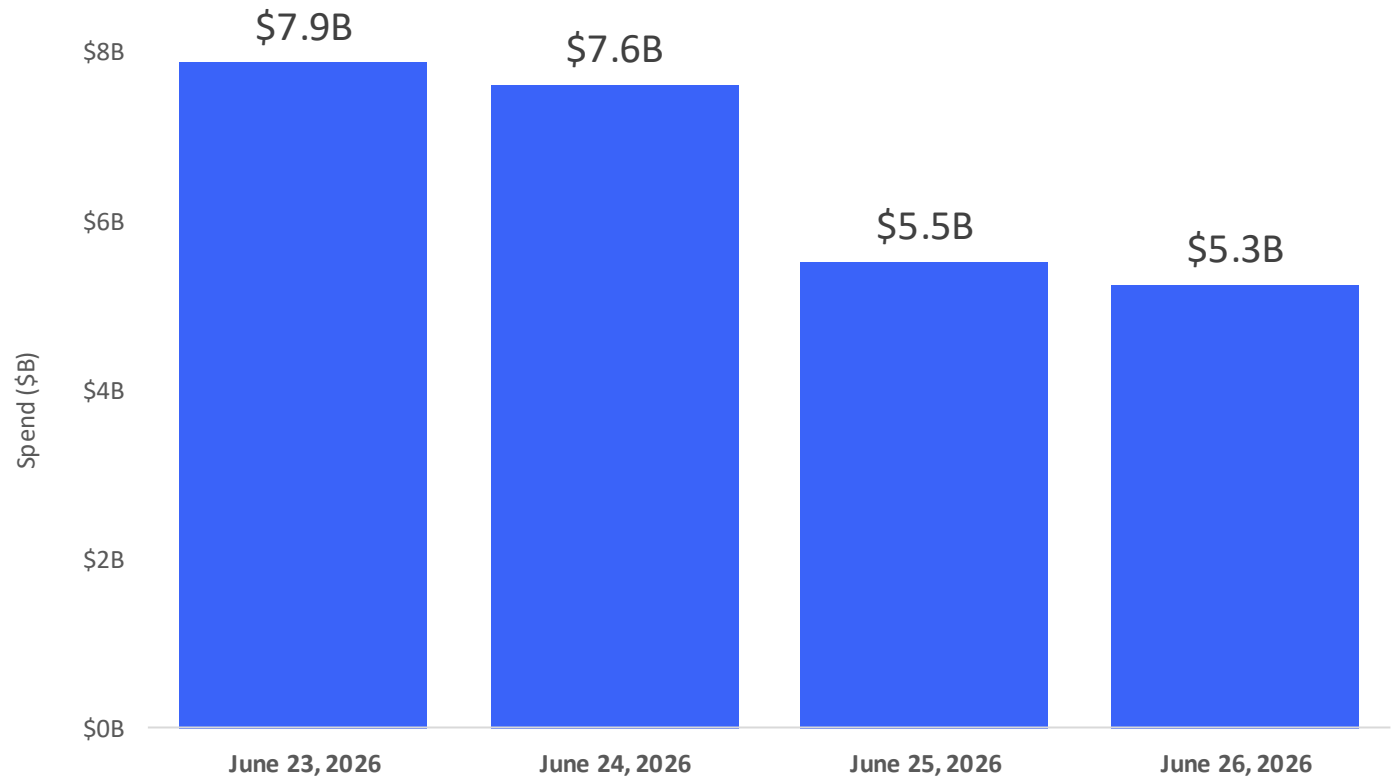


Prime Day Spending Forecast

- With Amazon moving Prime Day to the end of June, many online retailers are expected to follow suit, giving a major boost to online sales at the end of the second quarter.
- The promotional period is expected to drive elevated sales at the end of the second quarter, forecasted to reach \$26.3 billion, growing 9% compared to the July Prime Day event last year.
- Most of the online spending (59%) is expected to occur during the first two days of the presumed 4-day shopping event, though this represents a more even distribution than in 2025 (64%).

Prime Day Spending Forecast

Adobe Digital Insights, 2026

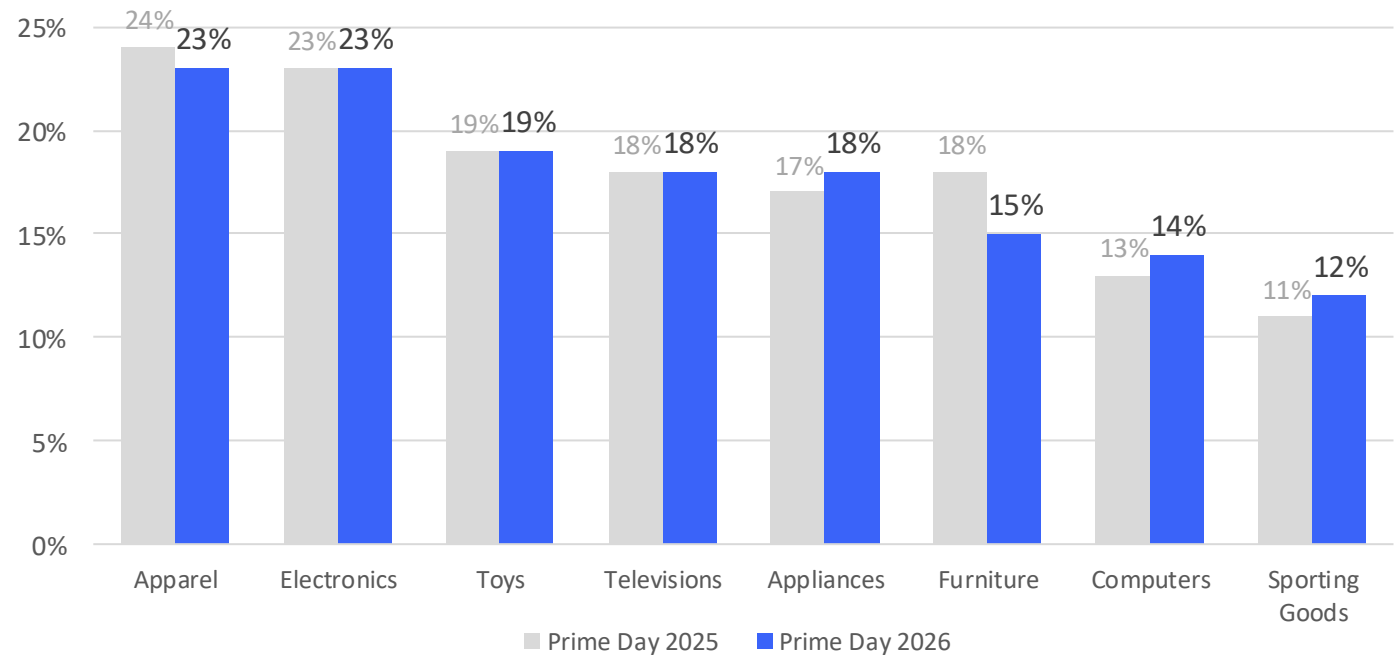


Discounts Across Categories will Trend on Par with Prime Day 2025

- Discounts during Prime Day are expected to be on par with last year's event, offering consumers the best deals of the year outside of Cyber Week.
- Categories with historically lower average discount levels are expected to offer slightly better deals than last year, especially in the early days of the promotions:
 - **Appliances:** 18% (17% in 2025)
 - **Computers:** 14% (13% in 2025)
 - **Sporting Goods:** 12% (11% in 2025)

Peak Discounts by Category

Adobe Digital Insights, 2026

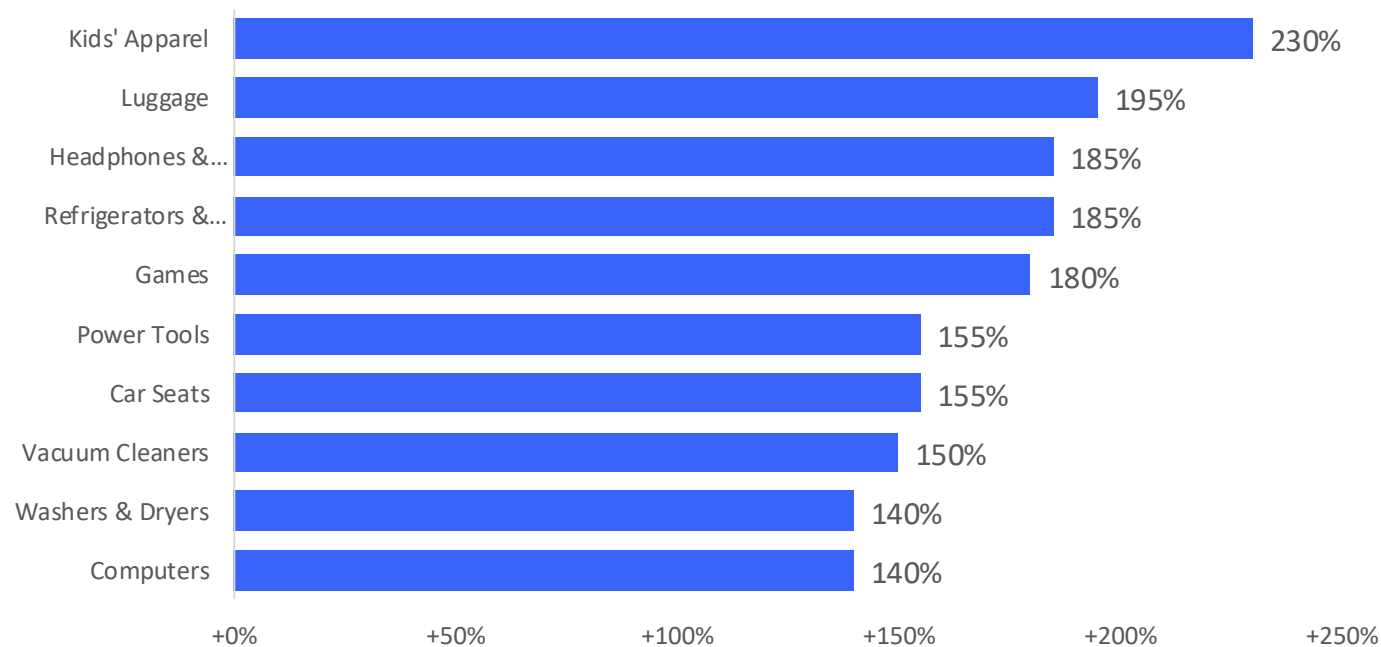


Top Performing Categories Expected to Surge in Prime Day Promotions

- Average daily online spending during Prime Day is expected to be 84% higher than overall average daily spending in June.
- Top-selling products will see significantly higher Prime Day boosts to daily average spending, including:
 - **Kids' Apparel: +230%**
 - **Luggage: +195%**
 - **Headphones & Speakers: +185%**
 - **Refrigerators & Freezers: +185%**
 - **Games: +180%**

Prime Day Product Spending Boost

Adobe Digital Insights, June 2026

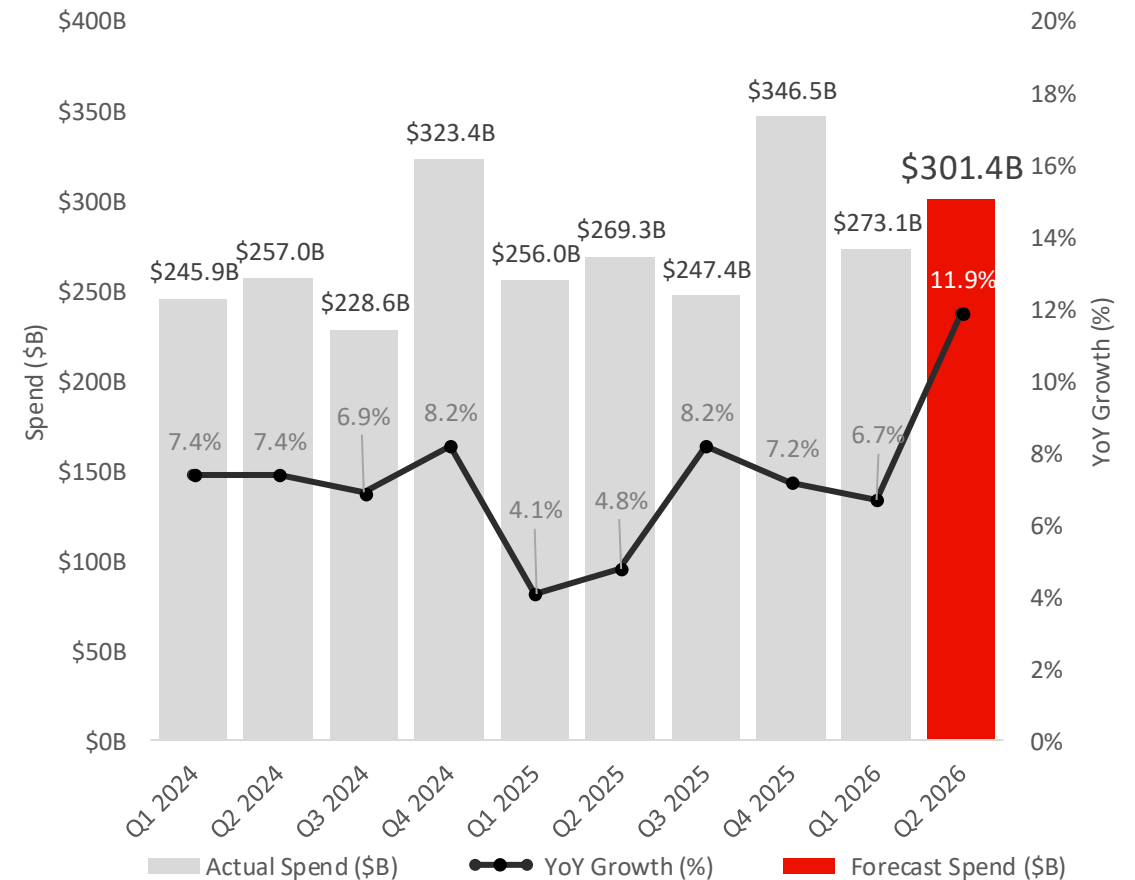


U.S. Online Spend to Cross \$300 billion in Quarter Two

U.S. online spending is expected to have a strong second quarter, forecasted to reach **\$301.4 billion**, growing **11.9% year-over-year (YoY)**, marking the first \$300 billion quarter outside of the holiday season.

U.S. Online Spend and Growth

Adobe Digital Insights, April 2025 – June 2026

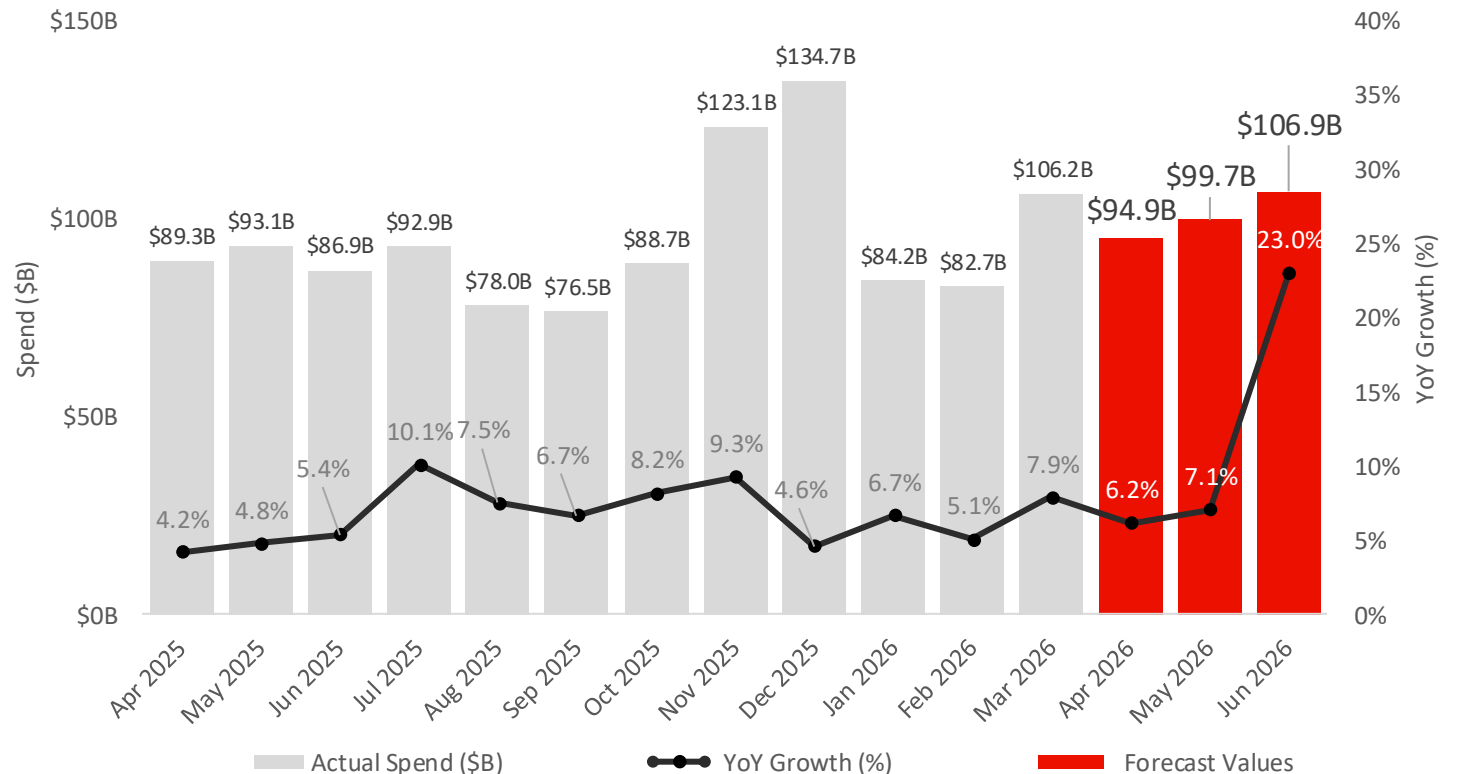


Early Prime Day Boosts Quarter Two Growth Outlook

- Strong second quarter growth will be driven partly by Prime Day moving from July to the end of June, with June growth alone expected to reach **23% YoY**.
- Monthly spending growth in the first quarter ranged from **5.1% to 7.9%**, with a similar pace expected in April and May.
- Monthly spend and growth are forecasted to reach:
 - **April: \$94.9B, +6.2% YoY**
 - **May: \$99.7B, +7.1% YoY**
 - **June: \$106.9B, +23% YoY**

US Q2 Monthly Spend and Growth

Adobe Digital Insights, October 2024 – February 2026



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