

Savvy Shoppers Rejoice! Amazon Australia's Longest Prime Day Yet Kicks Off on 16 July With Unmissable Deals Exclusively for Prime Members

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Prime members will be able to save on hundreds of thousands of products from brands like Apple, Dyson, Finish, Instant Pot, Meta and The North Face. New research commissioned by Amazon reveals that more than two thirds (66%) of Australians are planning to shop for Christmas earlier than ever to save. Amazon shares a sneak peak of some of the trends it expects to be big this Prime Day.

SYDNEY – 25 June, 2024 – Amazon Australia has announced dates for its flagship Prime Day event, with hundreds of thousands of products set to be discounted across six entire days. From 16 July at 00:01 AM AEST through to 21 July, Prime Members will be able to score low prices across all categories including electronics, home and kitchen wares, Amazon devices, everyday essentials, beauty, video games, books, toys, clothes and shoes and more.

New deals will drop throughout the six-day sales event, with savings on leading brands like Apple, Bose, Bonds, de'Longhi, Dyson, Finish, Instant Pot, Lego, Meta, Miele, The North Face, Panasonic, Philips, Qulton, Samsonite, Samsung, Sony and Tommy Hilfery. Small and medium-sized Australian owned businesses will also feature in the sale event including the Sydney-based pet accessory business Dog Friendly Co. and Melbourne based non-alcoholic cocktail brand, Naked Life Spirits.

The event arrives at the perfect time for those looking to make their money go further, with new research commissioned by Amazon Australia showing that many Australians are planning to buy Christmas gifts earlier than usual to cut costs. Remarkably, over 70% of Australians who will be buying Christmas presents this year said they would purchase them in July if substantial discounts were offered. Research commissioned by Amazon Australia also shows four in five (84%) Australians say they wait for items to go on sale before making a purchase, with clothing, tech, and appliances being the most common items they hold out for. Prime Day also coincides perfectly with the mid-year tax return period, as two-thirds of Aussie shoppers are waiting for their tax refund to arrive before spending.

Arno Lenior, Director of Amazon Prime across APAC said, "We are thrilled to be bringing our longest ever Prime Day to Australia this year, giving shoppers more time to unlock great value. Aussies are savvier than ever when it comes to spending, with two in three waiting for marquee sales events to make big ticket purchases and we look forward to offering them incredible discounts. We encourage shoppers to start thinking about what they need or want and building out wishlists so that come Prime Day, they are ready". Customers who have not tried Prime can unlock a 30-day free trial at <https://www.amazon.com.au/prime> to participate in Amazon Prime Day and to unlock the many year-round benefits, including fast, free and convenient delivery on eligible orders. From day one of membership, members in eligible postcodes will have access to free delivery on millions of local and international Prime eligible items, with FREE next-day delivery on eligible items for Prime members in Brisbane, Geelong, Gosford, Melbourne, Newcastle, Sydney and Wollongong; access to Amazon Original series and films on Prime Video such as Fallout, Road House, The Boys, The Lord of the Rings: The Rings of Power, and Australian Amazon Original series; The Test S1-3, Deadloch, The Lost Flowers of Alice Hart, Dance Life and upcoming The Office alongside other popular movies and TV shows; access to 100 million songs ad-free in shuffle mode with Amazon Music and more.

Enhancing customer delivery: creating jobs for Australians
Amazon Australia continues to grow and invest in its operations network to enable a seamless, faster, and reliable shopping experience for customers across the country. This includes the expansion of free next-day delivery to Prime members in locations including Brisbane, Geelong, Gosford, Newcastle and Wollongong, building on the service which was previously available in Sydney and Melbourne. As it grows its operations network, Amazon Australia has also continued to grow its team, creating hundreds of permanent operations jobs around the country since last Prime Day, with exciting career opportunities, competitive pay, and benefits, such as paid parental leave and highly subsidised health insurance. Amazon recently announced plans to onboard more than 1,400 seasonal workers around Australia to provide additional support for its fulfilment and logistics team over the mid-year sales period, including Prime Day. The business confirmed its continued commitment to its Australian operations, announcing plans to invest \$1.6bn opening five new operational sites by 2026, which will create an additional 4,500 jobs once fully operational.

- Leading trends to shop this Prime Day** – Amazon has shared a sneak peak of some of the trends it expects to be big this Prime Day.
- **Running hot: Running craze has accessories in high demand:** Forget swiping right, run clubs may have become the new dating apps with Australians lacing up their shoes in huge numbers. Amazon Australia has seen growth in sales of running shoes in the past year so come Prime Day we're expecting these products to be especially popular. From running vests and belts to activewear and blister-proof socks, there's a wide range of items available to support joggers, no matter the experience level.
 - **You beauty:** When it comes to cosmetics, Australians are K-beauty obsessed: Korean beauty products are all the rage. #Kbeauty has a cult-like following on social media, especially with younger Australians. In the past year alone, Amazon Australia has experienced astronomical growth in sales across its K-beauty range with some of the most popular brands including COSRX, Beauty of Joseon, ANUJ and Mediheal. There will be great savings to be had on K-beauty products come Prime Day, so pack up and prepare to glow!
 - **All in on staying in: Forget dining out, it's all about at-home entertaining:** With cost of living hitting hard, many Australians are choosing to entertain at home rather than dining out, and it appears we're rediscovering our kitchens because of it. Amazon Australia has seen growth in sales of popular appliances like airfryers, slow cookers and mixers; and in table décor, table cloths and place mats. Additionally one of the best selling books on Amazon.com.au over the last year was Nig Maehla's iconic cookbook, *Dinner: 150 recipes from Australia*, showing Australians' focus on improving their culinary skills. Keep an eye out for items which make entertaining easier this Prime Day.
 - **Artsy Aussies: Craft kits and DIY projects are more popular than ever:** Craft-Tok has many of us rediscovering our artistic flair. Whether it's tulle, crochet, candle-making or paint-by-numbers, Amazon Australia has fantastic DIY kits for every budding craft whiz. Come Prime Day, artistic Aussies can expect to see savings across craft supplies, kits and art accessories.
 - **Saving on everyday essentials has become a national sport:** With the weekly grocery shop becoming more costly, Australians are being savvy when it comes to coffee on everyday essentials, with many turning to Amazon for essential items which can be delivered straight to your door. Come Prime Day, several items will be heavily discounted making it easier to save on everything from toilet paper to coffee pods, pet food, cleaning products, protein powder and much, much more.

- Tips to get ready for Amazon Prime Day** – It's easier than ever to prepare for Amazon Prime Day with features designed to help members make the most of their shopping ahead of time.
- **Become an Amazon Prime member:** Prime offers the best of shopping, savings, and entertainment. New customers in Australia can join Prime at [amazon.com.au/prime](https://www.amazon.com.au/prime) with Amazon's 30-day free trial, and then pay AU\$9.99 per month, or save 34% by switching to an annual membership at \$79. Learn more at [amazon.com.au/prime](https://www.amazon.com.au/prime).
 - **Download the app:** Customers can browse, search and shop millions of items from their fingertips, track their orders real-time, and even get alerts when their saved items go on sale by using the [Amazon app](https://www.amazon.com.au/prime).
 - **Amazon Wishlist:** Customers can create an [Amazon Wishlist](https://www.amazon.com.au/wishlist) to help them map out what they need. They can also turn on deal notifications to be notified if a product from their Wishlist goes on deal.
 - **Get organised with Alexa:** Alexa can help you create and add to a shopping list especially for Prime Day. Get started by saying, "Alexa, start a Prime Day list."
 - **Grab a deal, shop and track your items with your voice:** To hear some of the special available this Prime Day, just say, "Alexa, what are my deals?" Know what you want? Ask Alexa to add it to your cart! Alexa can also track your deliveries to ensure you don't miss those precious goods. Just say, "Alexa, where's my stuff?"

- Shop Early, Save Big**
Can't wait to shop until Amazon Prime Day? Early deals will kick off soon:
- **Prime Video** – Prime members and Amazon customers in Australia can rent select popular movies for \$2.99 or less on the Prime Video Store from 9 July to 21 July. Prime members who are not currently subscribed can add select channels for \$0.99 per month for two months from 12 July to 21 July. Restrictions apply.
 - **Kindle Unlimited** – Eligible Prime members can enjoy their first three months of Kindle Unlimited for \$0.00, accessing millions of titles and thousands of audiobooks on any device when they sign up between from 24 June to 21 July. Terms and conditions apply, \$13.99/month. Cancel anytime.
 - **Audible** – Eligible Prime members can try Audible free for the first three months, including unlimited listening to thousands of select audiobooks, Audible Originals, and podcasts. Available until 29 July. New Audible members only. Auto-renews at \$16.45/month after 3 months. Cancel anytime. Terms apply.

Additional findings from research commissioned by Amazon Australia:

- **Christmas in July:** Three-in-four Australians (71%) who will be buying Christmas presents this year would bring their Christmas present purchases forward to July if the products were heavily discounted.
 - Western Australians are most likely to purchase Christmas presents in July (81%) followed by Victorians (70%).
 - Men are more likely to get their present shopping done early to secure a discount with three in four (71%) Aussie men considering it, compared to just half (54%) of Aussie women.
- **Eagerly awaited tax-return:** Two in three Australians (63%) are bidding their time before spending, waiting for tax returns to hit their bank accounts before spending.
 - Gen Z are most eager to put their tax time cash boost to good use, with 70% saying they will wait for their tax return to hit their bank account before spending.
 - Younger Australians have emerged as the nation's savviest shoppers, with nine in 10 Millennials (91%) and Gen Zs (90%) waiting for items to go on sale before making a purchase.
 - Nearly half of parents (49%) say they will save their tax return to spend on Christmas presents.
- **Happy to hold out for a bargain:** Eighty four per cent of Australians wait for items to go on sale before making a purchase.
 - Two in three Australians admit to waiting for marquee sales events before buying big ticket items.
 - The most popular products Aussies hold out for a discount on are clothing (63%), electronics and tech (49%) and kitchen appliances (46%).
 - When it comes to fashion, people in New South Wales are the biggest bargain hunters with 58% of people holding off on buying clothing until it is on sale.

Notes to Editor
Research
All figures, unless otherwise stated, are from a study commissioned by Amazon Australia and conducted by YouGov Pic in 2024. Total sample size was 1007 adults. Fieldwork was undertaken between 30th May - 3rd June 2024. The survey was carried out online. The figures have been weighted and are representative of all Australian adults (aged 18+).

Every Day Made Better with Prime
Prime offers the best of shopping, savings, and entertainment to more than 200 million paid members around the world. In Australia, that includes Free delivery on millions of eligible local and international items for Prime members in eligible postcodes; Prime Video, which gives you access to exclusive and award-winning Prime Original series and other popular movies and TV shows; Amazon Music Prime, which gives you access to 100 million songs ad-free in shuffle mode, thousands of stations and top playlists; Prime Reading, which gives you access to a selection of over 1,000 e-books; video game benefits with Prime Gaming; exclusive Prime member deals; access to Prime Day and more. New customers in Australia can join Prime at [amazon.com.au/prime](https://www.amazon.com.au/prime) with Amazon's 30-day free trial, and then pay AU\$9.99 a month or \$79 a year and cancel anytime.

About Amazon
Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Amazon strives to be Earth's Most Customer-Centric Company, Earth's Best Employer, and Earth's Safest Place to Work. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Career Choice, Fire tablets, Fire TV, Amazon Echo, Alexa, Just Walk Out technology, Amazon Studios, and The Climate Pledge are some of the things pioneered by Amazon. For more information, visit [amazon.com/about](https://www.amazon.com/about) and follow @AmazonNews.

