

amp™

# The Utility Pivot

*Prime Day 2026  
and the Decline of  
the Impulse Buy*



# Primed for *Prime Day 2026*

On June 23–26, 2026, Amazon will once again invite shoppers to participate in its Prime Days shopping event, promising Prime members epic deals for those who act fast. This year, ongoing economic pressures are likely to deepen shifts already underway in how consumers approach the event.



# Prime Day Primer: *A New Kind of Shopper*

Originally inspired by Alibaba's extraordinary success with its Singles Day sale in China, Amazon's first Prime Day event was held on July 15, 2015, ostensibly to mark its 20th anniversary and, more importantly, to boost the cornerstone of the retailer's Prime membership strategy. Membership does indeed have its privileges in the Amazon universe.

In those early years, the event was a shopper's midsummer online bazaar where they might stumble upon an Instant Pot or a Kindle at a price that would be foolish to resist. Members could brag about snagging deep discounts on tech products, and Amazon could celebrate its swelling membership numbers.

But as we approach the June 2026 event, the discovery-driven, impulse-prone shopper of a decade ago has been replaced by a much more deliberate figure: today's **Home Supply Chain Analyst**.

# The Utility *Pivot*

# Poised to Pivot: *Understanding the Home Supply Chain Analyst*



Under the weight of stubborn inflation, now exacerbated by rising fuel costs, the Prime Days shopping cart has undergone a fundamental transformation. Shoppers fed up with their budgets stretched by rising costs all around are now calculating the “burn rate” of household essentials with the precision of a logistics firm.

They are seeking a hedge against a future in which the prices of laundry detergent and other essentials of everyday life could be 10% higher than today.



In their kitchens, they're practicing pantry math, stocking up on more shelf-stable staples that yield more meals with less waste.

Sure, folks are fibermaxxing with beans, but these pantry stalwarts are also great for the thrifty, thus proving themselves a center-aisle star of late.



In this environment, expect the hero of the digital shelf to be the Price-per-Unit. Consumers, acting as their own household analysts, are filtering by value with ruthless efficiency, prioritizing multipacks and “Stock-Up” sizes that offer a lower cost per use. Today's shopper is a bloodhound for value.

## From Discovery *to Depletion*

Prime Day once centered on the thrill of discovering the next must-have device and gadget. In 2026, the event feels far more operational, shaped by replenishment cycles and household planning.



# Changing Consumer *Priorities*



Predictive data suggests roughly 40% of Prime Day shoppers plan to use the event primarily to replenish everyday household inventory — a trend reflected in last year's results, when household essentials ranked second only to apparel and shoes in sales.



While unit volumes remain steady, Average Selling Prices (ASPs) are being squeezed. The intentional consumer is actively trading premium novelties for high-utility staples, creating a market where volume must compensate for tighter margins.



A 20% discount on a 48-pack of toilet paper is now a strategic win for the family balance sheet. As a result, the Prime Day box at the door is more likely to contain a six-month supply of dish soap than a wearable tech item.

# The Brand *Response*

For the brand team, this shift requires a departure from the traditional event-day strategy. When the consumer acts like a professional buyer, the brand must respond like a professional supplier.



# Winning *the Essentials*

While the American consumer in 2026 continues to surprise analysts and economists with their resilience, behavior is shifting with implications for brands looking to win at pivotal moments, such as Prime Days. Applying these strategies for Amazon's summer and fall events is a starting point.

With pricing strained this year, success will be measured in household penetration. The goal is now to win the cart and earn the Home Supply Chain Analyst's repeat purchase of essentials, a function Amazon has long been optimized for.



# Curate the *Utility Heroes*

01

Focus your investment on the core SKUs that sustain daily life. Prioritize inventory and pricing for multipacks and bundles that communicate value per unit at a glance. In a climate of intentional value, the brand becoming the “default” choice in the pantry this year is a victory with long-term stickiness.

In doing so, also consider the season. June timing finds consumers — especially those eager to escape the drag of the everyday — dreaming of summer’s pleasures. Products, both practical and fun, that prepare them to enjoy the season’s uncomplicated pleasures can appeal with functional and emotional payoffs.

# Solve for the *Budgeting Spreadsheet*

# 02

Marketing creative should embrace the pragmatic. It's a marketing fundamental: don't make people do math. Instead, ensure that price per unit is a primary visual cue. In a world of "ruthless efficiency," any friction in the calculation is just an invitation for them to buy the ALDI version instead.

This simple strategy, combined with other content that appeals to shopping math and mood, is an important step in optimizing the brand's position during these crucial days when Prime members seek to extract the most value from their membership investment.

# Defend the *Brand Moat*

03

In an operational shopping cycle, loyalty is fragile. Competitors will use retail media to “conquer” your brand terms with cheaper alternatives. Authorize defensive bidding to ensure your core customers aren’t lured away by a 10% price difference at the final moment of intent.

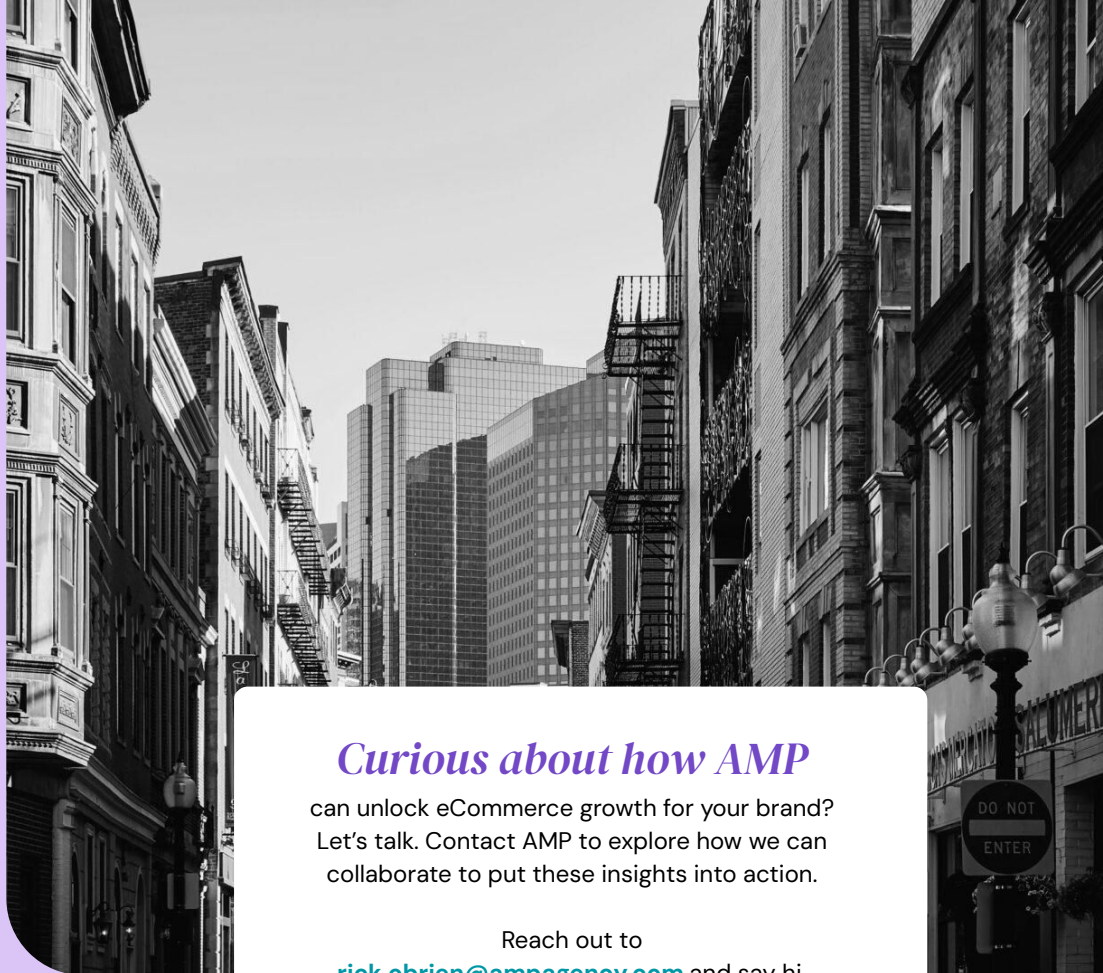
Ultimately, the moat is built on the fact that the shopper doesn’t want to think too hard. If you make the value obvious and the quality a given, they’re more likely to click “Add to Cart.”

# About AMP

AMP is a full-service eCommerce partner. We manage the entire process, from the initial strategy and journey mapping to the creative, media, and digital shelf management required to drive sales.

Our expertise spans the retail landscape — from major players like Amazon, Walmart, and Target to regional grocery, club, and convenience channels.

We bridge the gap between why people love a brand and how they actually buy it, ensuring consistency across every retail and last-mile platform.



## *Curious about how AMP*

can unlock eCommerce growth for your brand? Let's talk. Contact AMP to explore how we can collaborate to put these insights into action.

Reach out to  
[rick.obrien@ampagency.com](mailto:rick.obrien@ampagency.com) and say hi.