

Prime-O-Mania

A Review of Prices, Availability, and Discounts Ahead of Amazon Prime Day

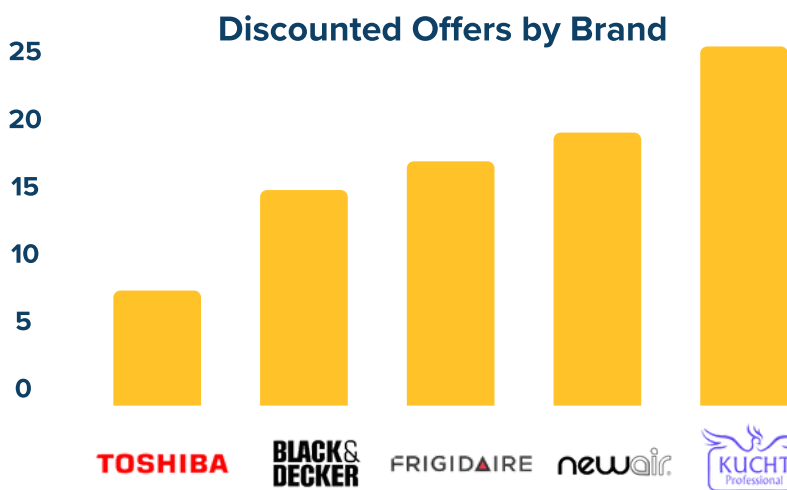
Wiser collects category data for brands and retailers to monitor competitive price movements, product assortment, search performance, and content compliance.

We focused on **online pricing, presence, and promotion** across multiple categories on the **Amazon Marketplace** in anticipation of **Prime Day**.

SMALL APPLIANCES

Within the Small Appliances category, **Walmart** leads with an impressive **27.86%** average discount, closely followed by **Best Buy**, with **Amazon** offering the lowest of the three.

Average Online Discount by Retailer



HOME APPLIANCES

Kucht had the highest number of discounted offers followed by **Newair**, as compared to similar brands in the Home Appliance category.

Hi-Fi & MP3

Vivitar had the highest out of stock rate when compared to brands in the same category, while **JVC** had one of the lowest (1.5%), followed closely by **Skullcandy** (1.9%).

