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US Amazon Prime Membership Flattens

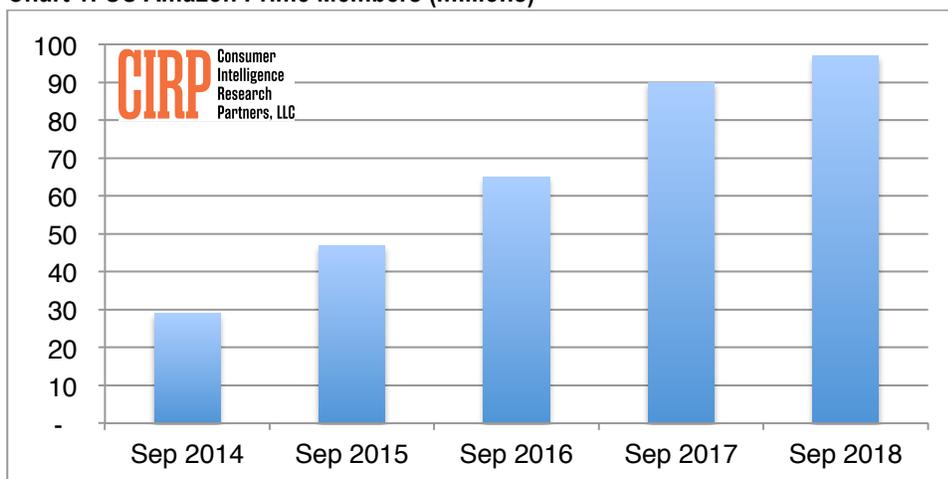
Prime Day Now Drives Purchasing, Not Members

CHICAGO, IL – Tuesday, October 16, 2018 - Consumer Intelligence Research Partners, LLC (CIRP) today released analysis of buyer shopping patterns for Amazon, Inc. (NASDAQ:AMZN) for the third quarter of 2018.

Amazon Prime has 97 million US members. These shoppers continue to spend on average about \$1,400 per year, compared to about \$600 per year for non-member customers.

As of September 30, 2018, CIRP estimates that in the US, 61% of Amazon customers are Prime members. Based on this estimate, CIRP estimates that in the US, Amazon Prime has 97 million members (Chart 1).

Chart 1: US Amazon Prime Members (millions)



“US Prime membership growth has clearly flattened,” said Josh Lowitz, Partner and Co-Founder of CIRP. “Membership grew 8% in the past 12 months, the lowest annual rate

since we started tracking Prime membership in 2012. It increased by only 2 million in the most recent quarter, from 95 million members as of June 30. The quarterly growth has remained in a narrow 1-2% range for the past four quarters, including the most recent quarter, which included Prime Day. The first one or two Prime Day events generated new members. In recent years, Amazon has used the promotion to boost sales of Amazon devices and products that further bind its customers to the Amazon ecosystem.”

US Prime member spending continues strongly. Prime members spend an average of \$1,400 per year at Amazon, compared to \$600 per year for customers without a Prime membership. US Prime members shop at Amazon.com an average of 26 times per year, compared to an average of 14 times per year for customers without a Prime membership. US Prime members also spend \$55 per visit, compared to \$42 per visit for customers without a Prime membership. Finally, US prime members purchase 2.2 items per visit, compared to 2.0 items per visit for customers without a Prime membership.

“In the US, Amazon now relies on monetizing its Prime members, rather than growing the Prime membership base,” said Mike Levin, Partner and Co-Founder of CIRP. “Prime members have always shopped more frequently, as they seek to derive the most value from their Prime membership by using the free 2-day shipping benefit on more purchases. Once affiliated, these Prime members spend more per visit, by buying more items per trip and more expensive items each time.”

“Amazon Prime membership has now spread far beyond the early adopters who were presumably the most committed Amazon shoppers,” continued Lowitz. “Despite that, Prime members continue to out-shop and out-spend their non-member complement.”

CIRP bases its findings on surveys of 500 US subjects who made a purchase at Amazon.com in the period from July-September 2018. For additional information, please contact Mike Levin (mike@cirpllc.com) or Josh Lowitz (josh@cirpllc.com) at 312.344.3664. Further information on CIRP, which provides securities research to the investment community using advanced consumer market research strategies, methods, and techniques, is at www.cirpllc.com.

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