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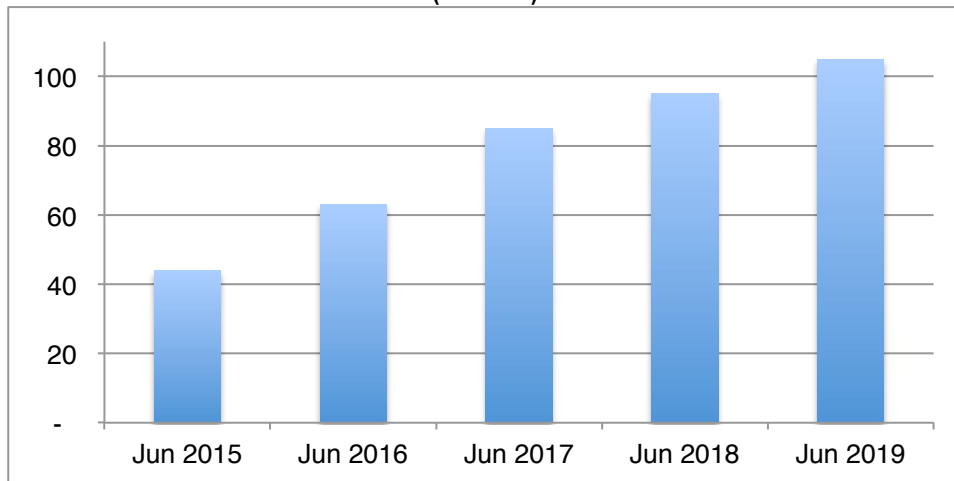
## US Amazon Prime Membership Reaching its Limit

### Fifth Prime Day Should React to Maturing Prime Membership Base

CHICAGO, IL – Thursday, July 11, 2019 - Consumer Intelligence Research Partners, LLC (CIRP) today released analysis of buyer shopping patterns for Amazon, Inc. (NASDAQ:AMZN) for the second quarter of 2019.

As of June 30, 2019, CIRP estimates that in the US, Amazon Prime has 105 million members (Chart 1). Prime members continued to account for approximately 57% of Amazon shoppers in the most recent quarter.

**Chart 1: US Amazon Prime Members (millions)**



“As the fifth Amazon Prime Day approaches, US Amazon Prime membership has grown 139% from before the first Prime Day in 2015,” said Josh Lowitz, Partner and Co-Founder of CIRP. “In the past year it grew 11%, compared to 43% from the first to second Prime Day and 35% from the second to third. The most recent annual growth rate is down very slightly from 12% for June 2017 to June 2018. Amazon’s offering of monthly Prime membership, which makes joining a more modest commitment and

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allows customers to turn their membership on and off, seems to have expanded the market for potential Prime members.”

“The earliest Prime Day promotions helped grow the base of Prime members”, added Mike Levin, Partner and Co-Founder of CIRP. “The more recent Prime Days have highlighted new product and service introductions, including Echo devices and streaming video and audio offerings, integration of Whole Foods into the Amazon family; and Amazon’s growing private label and apparel businesses. There has even been a focus on voice ordering and increasing Amazon shopping app usage. This year we think the two-day Prime Day event will focus on selling more products to the established Prime member base. In this way It’s more like a traditional retail sale promotion, with the added appeal of some exclusive products and celebrity selections.”

CIRP bases its findings on surveys of 500 US subjects who made a purchase at Amazon.com in the period from April-June 2019. 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](http://www.cirpllc.com).

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