



The Prime Day Pack 2026

Your guide to what Prime Day is, what's on offer, and how to prepare. For new sellers and established sellers alike.

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 ACT NOW

Key Dates

26 May 2026

Lightning Deal and Best Deal
submission deadline — **hard close**

27 May 2026

FBA inventory deadline (AWD and
minimal shipment splits)

5 June 2026

FBA inventory deadline (Amazon-
optimised splits)

Right Now

Pause all promotions and coupons —
60-day Was Price rule applies

Any Time

Prime Exclusive Discounts and Coupons
— no hard deadline



01

What is Amazon Prime Day?

Prime Day is Amazon's annual members-only shopping event. It runs for **four days, across 26 countries**, exclusively for Prime subscribers. In 2025 it generated over **\$24 billion in US sales alone** — up 30% on the year before. Independent sellers hit record numbers.



In 2026 it moves to June — earlier than it has ever been. Exact dates not yet confirmed but expected around **23 June**.

2026 OVERVIEW

Prime Day 2026 at a Glance

4

Days Long

Extended event duration for maximum reach

26

Countries

Including the UK

136%

Traffic Uplift

Daily orders above year-to-date average

\$24B

US Sales 2025

Up 30% on the previous year

Expected around **23 June 2026** — Prime members only can shop the event.



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Do You Have to Participate?

No. You do not have to run a deal to benefit from Prime Day.

The traffic uplift benefits any listing that converts well. Many sellers see meaningful sales increases without running any promotion at all. A well-optimised listing gains from the ambient traffic regardless.

The more useful question is: **is your listing ready to convert the traffic that is coming whether you invited it or not?**

Is It Worth It for You?

Worth it if...

Your listing converts well, your margin can absorb a discount, and you have a clear goal.

Worth reconsidering if...

Your listing has underlying issues, margins are tight, or you are discounting because everyone else is.

Worth doing without a deal

Optimise your listing and let the ambient traffic do the work.

Promotional Options Available

Four options through Seller Central. Different eligibility, different deadlines.

Type	What it is	Deadline
Lightning Deal	Timed flash sale with countdown timer. High visibility. Requires min. star rating, reviews, and discount threshold. Check eligibility: Seller Central > Advertising > Deals.	26 May
Best Deal	Featured deal running for the full event rather than a timed flash. Same eligibility process.	26 May
Prime Exclusive Discount	Strikethrough price visible to Prime members only. Lower eligibility barrier. FBA and SFP sellers.	Flexible
Coupon	Green badge in search results. No minimum reviews. No submission deadline. ~60p redemption fee per use. Allow 6 hours to go live.	Any time

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The 2026 Pricing Rule You Need to Know

The 60-Day Was Price Rule

To qualify for any Prime Day promotion, your deal price must be **at or below your lowest price in the last 60 days**.

⚠ If you have been running regular coupons, price drops, or promotions, your Was Price may already be compromised. Amazon will not approve a deal that does not represent a genuine saving.



Rufus Makes This Visible to Buyers

Amazon's AI shopping assistant now shows buyers a 30 and 90-day price history. A buyer can ask "has this been cheaper?" and get a direct answer before purchasing. Inflated Was Prices are not just a compliance issue — buyers can see them.

What to Do Now

Pause all promotions and coupons immediately. Every week of clean pricing protects your eligibility.

- ⊗ The clock is already running. Each day of active promotions erodes your 60-day window and risks deal rejection.

Should You Discount?

Three good reasons to discount. Be honest about which one applies before touching a price.

Reason	What this means in practice
New customer acquisition	You are willing to take a short-term margin hit to generate reviews, ranking improvement, and repeat purchase potential. You have done the maths on lifetime customer value, not just point-of-sale margin.
Stock clearance	You have inventory to move. Prime Day is one of the best moments to clear stock without sustained discounting that damages long-term price perception.
Category competitiveness	Your category is deal-heavy and full price feels exposed. Consider a coupon instead — achieves the visibility effect with minimal margin impact.

Offer Ideas by Seller Scenario

Examples from real categories. The patterns are real even if the names are not.



PETS — New product, building reviews

Dog treats seller with strong product, low review count

Approach: 35% Prime Exclusive Discount on hero SKU. Bundle paired with treat pouch to protect core ASIN price. Listing reviewed two weeks before — main image updated, first bullet rewritten to address the 'no nasties' objection.

Result: 47 new reviews in three weeks. Ranking moved from page 3 to page 1 for primary keyword. Margin loss recovered within six weeks from improved organic sales.



🏠 HOME & KITCHEN — Listing alignment, no deal

Insulated lunch bag seller with drifting A+ Content

Approach: Pre-event audit found A+ Content targeting commuters while listing had shifted to target parents. Realigned everything — new lifestyle image, updated Brand Story, comparison chart across three variants. No Lightning Deal. 10% coupon only.

Result: Conversion rate **18% above normal** despite no deal. The alignment fix did more work than a discount would have.



🔔 BEAUTY — Launch accelerator

Newer skincare brand using Prime Day to build brand presence

Approach: 30% Lightning Deal on hero cleanser. Eight weeks of clean pricing beforehand to protect Was Price. Listing rebuilt: new main image, secondary images by skin type, A+ with before/after module.

Result: **5x normal daily sales.** 62 new reviews in 30 days. Brand search volume increased. Ranking improvement pulled the full range up in 'frequently bought together'.



🏋️ HEALTH & FITNESS — No deal, strong listing

Resistance bands seller — tight margins, competitive category

Approach: No Lightning Deal. Full listing review, comparison chart across five resistance levels, 8% coupon for the badge, ad budget increased 40% for the four days focused on three high-converting keywords.

Result: **3.1x normal daily sales** without a single Lightning Deal. The coupon badge drove click-through. The comparison chart reduced bounce rate.



🧸 TOYS & BABY — Stock clearance

Wooden stacking toy with slow-moving inventory and rising storage costs

Approach: Fixed the listing first — age guidance moved to bullet one, main image replaced with one showing a child using it. Then ran a Best Deal at 40% discount.

Result: **340 units cleared in four days.** Storage issue resolved. The listing fix meant the product justified restocking for gifting season. Prime Day revealed the listing was the problem, not the product.

The Prime Day Prep Checklist

Tick off as you go. Priority order — if time is short, start at the top.

Content

- Title leads with primary keyword in first 80 characters — clear and accurate, not stuffed
- First bullet handles the buyer's most likely hesitation — one sentence, an objection answered
- Remaining bullets cover real buyer questions — size, compatibility, what's included, who it's for
- Backend search terms fully populated — no repetition, no commas, use all available characters
- Category and browse nodes correctly assigned — wrong category = invisible to the right buyer

Creative

- Main image: clean, high-res, white background compliant — check at thumbnail size on mobile
- Secondary images: lifestyle, scale, key features, technical detail — buyers need all four
- A+ Content live and consistent with current listing — if built over a year ago, check it now
- A+ Content reviewed on a mobile device — 70%+ of Amazon traffic is mobile
- Comparison chart included if you have multiple SKUs — 8–12% average conversion improvement
- Brand Story present and current — more visible during discovery browsing than most sellers realise

Deals and Pricing

- All ongoing promotions and coupons paused now — protects 60-day Was Price and deal eligibility
- Deals dashboard checked for Prime Day eligibility — Seller Central > Advertising > Deals
- Lightning Deal or Best Deal submitted before 26 May — or Prime Exclusive Discount if not eligible
- Deal price at or below lowest price in last 60 days — 2026 rule, non-compliant deals will be rejected
- Coupon set up if using one — allow 6 hours to go live, can be created at any time

Inventory

- FBA stock dispatched to meet 27 May or 5 June deadline — check which applies in Seller Central
- Stock level accounts for meaningful traffic uplift — some categories see 5–10x normal daily volume
- Reorder triggers adjusted for the event period — your normal reorder point is not your Prime Day reorder point

Week by Week Timeline

Working backwards from a late June event. If Amazon confirms an earlier date, these windows compress.

NOW — May

Pause all promotions and coupons. Audit listing and A+ Content. Check Deals eligibility. **Submit Lightning Deals by 26 May.**

26 May deadline and 60-day Was Price rule are both live now.

1

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Late May

Send FBA stock — **deadline 27 May.** Finalise listing improvements. Set up Prime Exclusive Discounts. Create coupons.

FBA processing takes time. Missing 27 May risks Prime Day ineligibility.

3

Early June

FBA deadline 5 June (optimised splits). Check A+ Content on mobile. Increase ad budgets. Confirm deals approved.

Ad budgets cap fast. Campaigns that run dry by midday miss the afternoon.

4

Week Before

Final mobile listing check. Confirm stock arrived at FBA. Adjust reorder triggers. Brief customer service.

70%+ of traffic is mobile. Check everything on your actual phone.

5

Prime Day

Monitor ad spend. Watch stock levels. Respond to buyer questions. Note what is working.

If prep is done, this is mostly monitoring. The work is behind you.

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Week After

Review sales and ad data. Replenish FBA stock. Follow up on new reviews. **Plan earlier next year.**

Ranking uplift persists if stock stays healthy.

GREAT SALES

✓ **PRIME FACTOR**

Get Your Listing Prime-Ready with Mrs Prime

✓ **This May: 20% off Stage 1 Listing Essentials** as part of the Mrs Prime Pre-Primed Listing Clean-Up.

Done-for-you listing optimisation — keywords, copy, backend terms, and image briefs — delivered before Prime Day arrives.

Keywords

Primary and backend search terms researched and optimised

Copy

Title, bullets, and description rewritten to convert

Backend Terms

All available characters used, no repetition, no commas

Image Briefs

Creative direction for main and secondary images

[Book a Discovery Call at mrsprime.co.uk](https://mrsprime.co.uk)

Summary: Your Prime Day Action Plan



Pause all promotions now

Every day of clean pricing protects your 60-day Was Price and deal eligibility.



Audit your listing

Title, bullets, A+ Content, images — check everything on mobile. Fix alignment issues before the traffic arrives.



Submit deals by 26 May

Lightning Deals and Best Deals have a hard close. Check eligibility in Seller Central > Advertising > Deals.



Send FBA stock in time

27 May for AWD and minimal splits. 5 June for Amazon-optimised splits. Missing these means missing Prime Day.



Let the traffic work for you

A well-optimised listing benefits from Prime Day whether you run a deal or not. The prep is the product.

Find out more at mrspanime.co.uk