Here’s What Amazon Prime Members Loved Most in 2019

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What were Amazon’s more than 100 million Prime members doing with their ever-faster shipping and ad-free streaming this year? The Best of Prime 2019 list is out with all the details.

The report remains slim on specifics like, say, an updated membership figure (it was last reported in April 2018), beyond noting that it added “more members in more countries than any year before.”

The list did, however, provide a glimpse into what Prime members bought, watched, listened to and read in 2019. (Although it’s worth noting that Amazon’s definition of 2019 was from Oct. 1, 2018 to Sept. 30, 2019 with the exception of Amazon Music, for which it looked at the period between Nov. 1, 2018 and Nov. 1, 2019.)

The most-purchased products by U.S. Prime members were the Echo Dot, Fire TV Stick, AncestryDNA genetic test, avocados and Instant Pots.

Turkeys, roses and ice cream topped the list of most popular deals for Prime members at Whole Foods Market this year.

The fastest grocery delivery in 2019 was a bottle of Oyster Bay Sauvignon Blanc from Whole Foods, which arrived in 13 minutes.

Speaking of delivery, Amazon said it tripled the number of items delivered in one day or faster compared to last year. After announcing expedited shipping in April, more than 10

million items are now available for one-day delivery, and Prime members in 46 metropolitan areas have access to same-day delivery.

The most popular Amazon Original series in the U.S. included The Boys, Carnival Row, The Marvelous Mrs. Maisel, Good Omens and Hanna. The second season of Tom Clancy's Jack Ryan, which dropped on Nov. 1, 2019, had the biggest global premiere of any Amazon Original series.

Prime Day Concert headliner Taylor Swift was Amazon Music's most-streamed artist. The most-streamed songs were "Old Town Road (Remix)" by Lil Nas X featuring Billy Ray Cyrus, "Girl," by Maren Morris, "Sucker" by Jonas Brothers, "I Don't Care" by Ed Sheeran and Justin Bieber, and "Stronger Than Me" by Garth Brooks.

The most requested song from Alexa was "Old Town Road (Remix)."

The most popular Twitch Prime in-game loot this year was for League of Legends, Apex Legends, Grand Theft Auto Online and Red Dead Online.

And the top five most-read titles via Prime Reading were The Bad Seed, A Curve in the Road, The Handmaid's Tale, A Case of Need and Beneath a Scarlet Sky.

"Best of Prime celebrates what members loved most this year," said Jamil Ghani, vice president of Amazon Prime, in a statement. "Drawing on what members loved most in 2019, we will continue to invest and innovate to bring even more convenience, selection and entertainment to Prime in 2020."

https://www.adweek.com/digital/heres-how-prime-members-used-amazon-this-year/