

Retailers log \$7.9 billion in online sales in first 24 hours of Prime Day ({I5MZ})

2025-07-11

The best Amazon Prime Day deals today: Shop our editors' top picks and save up to 70% off. Amazon Prime Day 2025 is pulling out all the stops on the second day of the sale. One of the new offerings for Prime Day 2025 is Amazon's limited-time daily deals dubbed, Today's Big Deals. The daily themed drops feature top offers exclusive to Prime members and today's are pretty luxe. The timed discounts for today include high-end products and premium brands like Bang + Olufsen headphones, Olaplex hair treatments, Away luggage and more. Basically, if you have expensive taste but can't always justify the price tag, these Prime deals are probably already on your Amazon wishlist.



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Basically, if you have expensive taste but can't always justify the price tag, these Prime deals are probably already on your Amazon wishlist. Whether you're upgrading your tech, prepping for summer travel or finally snagging that splurge-worthy skincare product you've been eyeing, now's

the time to click “add to cart.” Below, I’ve rounded up the most jaw-dropping, limited-time markdowns so you can shop smarter, not harder. Shop Today’s Big Deals on Wednesday, July 9: Premium Amazon Prime Day finds Save up to 61% on these exclusive, limited-time Prime deals. The savings won’t be here forever, so check them out while you can. Watch it here: Stream your favorite shows, the biggest blockbusters and more. Sony WH-1000XM4 Wireless Premium Noise Canceling Overhead Headphones with Mic Olaplex No. 7 Bonding Oil More: This rare Dyson Airwrap deal is live for Amazon’s 2025 Prime Day sale this week Ring Outdoor Cam Plus Away Bigger Carry-On Luggage I’m a frequent flyer: Shop 10 Prime Day travel deals I’m packing first ➔ ☐ Bang + Olufsen Beoplay HX, Comfortable Wireless ANC Over-Ear Headphones Swarovski Emily Tennis Bracelet Jewelry Collection Elemis Pro-Collagen Marine Cream SPF 30 I swear by pimple patches: Shop Hero Mighty Patch Prime Day deals for 20% off Samsung 55-Inch Smart TV - The Frame Series Our Place Wonder Oven 6-in-1 Air Fryer + Toaster Oven with Steam Infusion Save 49% at Amazon: Our Place Titanium Pro 4-Piece Cookware Set – Always Pan & Perfect Pot Amazon Echo Frames, an Alexa Device Get in the game: Save more than 40% on Amazon’s Luna Wireless Controller during Prime Day Laneige Lip Sleeping Mask, Gummy Bear More: This celeb-loved, TikTok-viral Laneige lip mask is 30% off for Prime Day ☐ Ninja Blast Portable Blender Hot Prime Day kitchen deals: Save on panini presses, slushie makers and more Lego Star Wars Imperial Star Destroyer Building Set For the Empire! Amazon has the Lego Star Wars Imperial Star Destroyer for 30% off Henckels Statement Razor-Sharp 20-Piece Knife Set with Block Amazon Fire HD 10 Tablet More: Shop all the best Amazon Prime Day tech deals today Prime day shopping tips: How to stay updated on Amazon Prime Day deals USA TODAY Shopping will be covering all the Prime Day savings, along with post-Prime Day deals, so stay here: Sign up for text alerts Subscribe to our newsletter Follow us on Instagram Check out our videos on YouTube When is Prime Day 2025? Amazon Prime Day 2025 is live from Tuesday, July 8 through Friday, July 11. Do I need to be an Amazon Prime member to shop Amazon Prime Day? Yes, you must be an Amazon Prime member to shop the limited Prime deals. The July Prime Day sale has tons of special Prime-exclusive discounts on select products that can help members save more than anyone else. Plus, joining Prime helps guarantee you get other perks like fast shipping all year long, access to Prime Video, Prime Reading, Prime Gaming and more. How much does an Amazon Prime membership cost? New members can try one week of Amazon Prime benefits for just \$1.99. After that, Prime costs \$14.99 per month or \$139 per year. Basically, if you have expensive taste but can’t always justify the price tag, these Prime deals are probably already on your Amazon wishlist. Whether you’re upgrading your tech, prepping for summer travel or finally snagging that splurge-worthy skincare product you’ve been eyeing, now’s the time to click “add to cart.” Below, I’ve rounded up the most jaw-dropping, limited-time markdowns so you can shop smarter, not harder. Shop Today’s Big Deals on Wednesday, July 9: Premium Amazon Prime Day finds Save up to 61% on these exclusive, limited-time Prime deals. The savings won’t be here forever, so check them out while you can. Watch it here: Stream your favorite shows, the biggest blockbusters and more. Sony WH-1000XM4 Wireless Premium Noise Canceling Overhead Headphones with Mic Olaplex No. 7 Bonding Oil More: This rare Dyson Airwrap deal is live for Amazon’s 2025 Prime Day sale this week Ring Outdoor Cam Plus Away

Bigger Carry-On Luggage I'm a frequent flyer: Shop 10 Prime Day travel deals I'm packing first
➔ ☐ Bang + Olufsen Beoplay HX, Comfortable Wireless ANC Over-Ear Headphones Swarovski
Emily Tennis Bracelet Jewelry Collection Elemis Pro-Collagen Marine Cream SPF 30 I swear by
pimple patches: Shop Hero Mighty Patch Prime Day deals for 20% off Samsung 55-Inch Smart
TV - The Frame Series Our Place Wonder Oven 6-in-1 Air Fryer + Toaster Oven with Steam
Infusion Save 49% at Amazon: Our Place Titanium Pro 4-Piece Cookware Set – Always Pan &
Perfect Pot Amazon Echo Frames, an Alexa Device Get in the game: Save more than 40% on
Amazon's Luna Wireless Controller during Prime Day Laneige Lip Sleeping Mask, Gummy Bear
More: This celeb-loved, TikTok-viral Laneige lip mask is 30% off for Prime Day ☐ Ninja Blast
Portable Blender Hot Prime Day kitchen deals: Save on panini presses, slushie makers and more
Lego Star Wars Imperial Star Destroyer Building Set For the Empire! Amazon has the Lego Star
Wars Imperial Star Destroyer for 30% off Henckels Statement Razor-Sharp 20-Piece Knife Set
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today Prime day shopping tips: How to stay updated on Amazon Prime Day deals USA TODAY
Shopping will be covering all the Prime Day savings, along with post-Prime Day deals, so stay
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videos on YouTube When is Prime Day 2025? Amazon Prime Day 2025 is live from Tuesday, July
8 through Friday, July 11. Do I need to be an Amazon Prime member to shop Amazon Prime
Day? Yes, you must be an Amazon Prime member to shop the limited Prime deals. The July
Prime Day sale has tons of special Prime-exclusive discounts on select products that can help
members save more than anyone else. Plus, joining Prime helps guarantee you get other perks
like fast shipping all year long, access to Prime Video, Prime Reading, Prime Gaming and more.
How much does an Amazon Prime membership cost? New members can try one week of Amazon
Prime benefits for just \$1.99. After that, Prime costs \$14.99 per month or \$139 per year.