

The background is a vertical gradient from deep purple at the top to bright orange at the bottom. Large, white, stylized numbers are scattered across the page: a '2' in the top left, a '0' in the top right, a '1' on the left side, and a '7' in the bottom right. The text 'SUMMER 2017 TRENDS REPORT' is centered in the middle of the page.

SUMMER 2017 TRENDS REPORT

 [amazon.co.uk](https://www.amazon.co.uk)



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INTRODUCTION

WELCOME to Amazon's Summer 2017 Trends Report, a look at the nation's shopping habits and products that have struck a chord over the past six months, in addition to what we're streaming and reading.

Before I look back over the last six months I'd like to thank our customers for voting us number one among all UK companies in The UK Customer Satisfaction Index, run by The Institute of Customer Service. This was the fourth time in a row we've won the award and we were thrilled with such positive feedback.

We continue to focus on rolling out new products and services to further improve our customer experience. We hit a major milestone, with our number of unique products on Amazon.co.uk increasing to over 250 million this year. We also continued our investment in the UK, announcing plans to add 5,000 new permanent jobs in 2017, bringing our total number of employees in the UK to 24,000 by the end of the year.

We expanded AmazonFresh to 42 Hertfordshire and Bedfordshire locations, with the online grocery service now available in 302 postcodes across London and the South East. We also expanded our selection to more than 180,000 competitively priced items. Customers benefit from fast and flexible delivery, seven days a week. Additionally, we now have three same day delivery options in selected areas: ordering by 10am for 2pm delivery, 12pm for 5pm, and 4pm for 8pm.

As we all know, the British summer can be somewhat unpredictable, with lots of sunshine, and also lots of showers. So, to help our customers be ready for any weather, we launched a weather reactive #NowItsSummer store. Combining weather data and Amazon's helpful recommendations technology, Amazon.co.uk/nowitssummer displays relevant summer related products, TV shows, music playlists and books that dynamically relate to the weather conditions wherever our customers live.

Our hugely popular Fire TV Stick got an upgrade when we added an Alexa Voice Remote to all new Fire TV Sticks. Thirty per cent faster than the previous bestselling version, the all-new Fire TV Stick has been completely redesigned. In addition, existing Fire TV Sticks received a free software update that will add Alexa to all Fire TV devices in the UK.

In May we launched Prime Live Events, a new live entertainment programme exclusively for Prime members that gives music fans the opportunity to see their favourite artists perform up close and personal in unique, iconic locations creating an intimate experience for fans and artists alike. All Prime Live Events will be filmed and made exclusively available on Prime Video internationally, allowing Prime members to watch the concerts at no extra cost to their membership.

Sticking with our live music experiences, Prime members in the UK were given exclusive access to purchase tickets for luxury Amazon lounges at The O2 and The SSE Arena, Wembley, Premium Seating and Pre-Sales for music concerts and entertainment shows across the UK available on Amazon Tickets.

We launched the critically acclaimed Amazon Original Series *American Gods* exclusively on Prime Video in May. Based on the fantasy novel by Neil Gaiman, and starring British actors Ricky Whittle and Ian McShane, the TV show quickly became the most-watched show in the UK on Prime Video in its launch week. The show has been renewed for a second season.

And last, but not least, Amazon Fashion – our fastest growing category – teamed up with Ethiopian model, actress and designer Liya Kebede as our face for Spring/Summer 2017.

We hope you enjoy the report, and on behalf of us all at Amazon, have a great summer!

Doug Gurr

UK Country Manager, Amazon



MONTH BY MONTH

JANUARY

As a nation, we opted for **culturally enriching** winter getaways over beach destinations, with globally renowned cultural hotspots such as **Rome**, **Berlin** and **Sri Lanka** making the top 10 non-UK based travel books. **Japan** emerged as the most popular travel destination anticipated this year.

#1

JAPAN IS THE NUMBER ONE TRAVEL DESTINATION THIS YEAR BASED ON SALES OF TRAVEL BOOKS



FEBRUARY

Blonde and orange hair dye, dubbed '**blorange**', saw a **66% year-on-year sales spike** as customers copied the deep blood orange / apricot colour that gathered momentum on social media and was favoured by celebrities like Kylie Jenner, Sienna Miller, Lady Gaga and Gigi Hadid.

X2
SALES OF GARDENING ITEMS DOUBLE YEAR-ON-YEAR

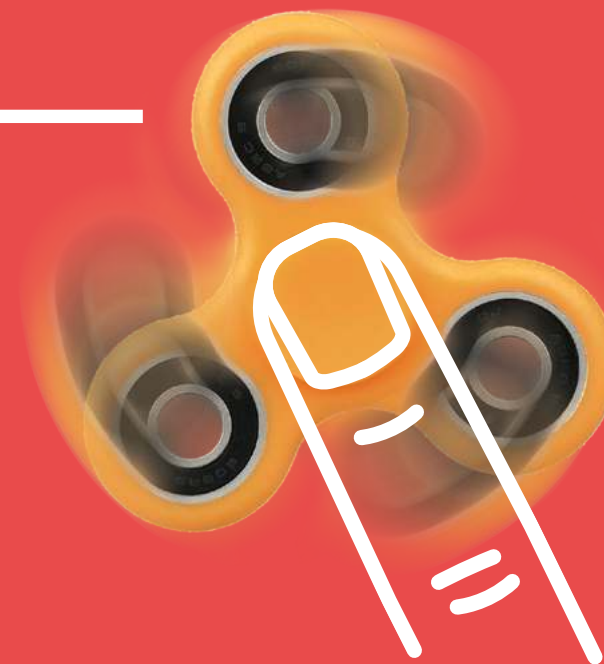


08

APRIL

The **fidget spinner** trend swept the nation, with a month-on-month sales increase of **721%**. The three-pronged, palm-sized handheld toy dominated the top selling spot in the Toys & Games store. Fidget spinners rotate around a central weighted disc and have been compared to a modern version of the old spinning top.

+721%
MONTH-ON-MONTH SALES INCREASE IN FIDGET SPINNERS



MAY

We saw a 37% month-on-month sales increase of circular beach towels, as the hot new style trend made a splash at beaches and poolsides across the nation.

+37%
MONTH-ON-MONTH SALES INCREASE OF CIRCULAR TOWELS

JUNE

The first Sunday of June is when the nation gets ready to kick off the British summer, based on sales data from 2013-2016. Summer-related products from Amazon.co.uk such as **sun loungers**, **paddling pools**, **fans** and **barbeques** had a spike in sales of 380% on this day, over the past three years.



+380%
SUMMER-RELATED PRODUCTS SPIKED IN SALES ON JUNE 4TH OVER THE PAST THREE YEARS

09

ACROSS THE UK

A

LIVERPOOL

Strength and fitness ranks high in Liverpool with sales of **Resistance Loop Bands** topping the chart in the city



B

GLASGOW

Glaswegians made sure their plants were looked after with these **Plastic Waterproof Plant Tags**



C

MANCHESTER

Mancunian glamour pussies are making sure they're living up to their well-groomed status with these **Natural Look Fake Eyelash Extensions**



D

SHEFFIELD

Proving that hipsters are not just concentrated in the south of the country, men in Sheffield are growing and investing more in their beards by snapping up bottles of **Forest Beard Oil**



E

SWANSEA

As snow flurries descended on Swansea earlier in the year, the city kept toasty with **HotHands Instant Hand Warmers**



G

PORTSMOUTH

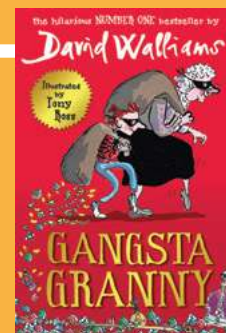
These **Breathe Right Nasal Strips** helped the partners and housemates of conscientious snorers to get some shut eye in Portsmouth



I

PLYMOUTH

David Walliams' hilarious children's story **Gangsta Granny** was a hit with children in Plymouth



F

BELFAST

A dazzling smile is on trend in Belfast due to tubs of **Activated Charcoal Natural Teeth Whitening Powder** flying off the shelves



H

CARDIFF

Cardiff is crowned the fun-loving capital of the UK, with sales of these **Light Up LED Mini Disco Balls**



J

ABERDEEN

As summer temperatures soared to double digits, customers in Aberdeen made sure they kept cool with **Foldable Wooden Hand Fans**



L

NEWCASTLE

Madonna was in vogue with customers in Newcastle as they got into the groove and snapped up copies of the material girl's greatest hits DVD compilation, **The Immaculate Collection**



N

BIRMINGHAM

Brummies got nostalgic with classic pop RnB numbers from the last few decades, as sales of the **Throwback Grooves** compilation soared in the city



P

COVENTRY

Fans of the Sky Blues in Coventry proved the beautiful game was alive and kicking, as customers indulged in PlayStation's **FIFA 17** game



R

LONDON

Londoners continued to purchase **Organic Coconut Oil** derived from the flesh and kernel of mature coconuts



S

BRIGHTON

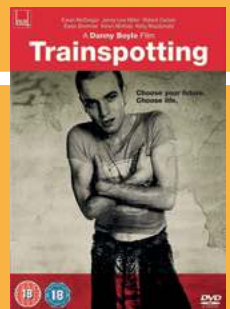
Local sensation **Rag'n'Bone Man's Human** was hugely popular with customers in Brighton



K

EDINBURGH

As the **T2 Trainspotting** film was released earlier this year, nostalgic fans of the original movie - set in Edinburgh - snapped up copies of the **1996 DVD**



M

NOTTINGHAM

In Nottingham, children - and adults wanting to bring out their inner child - snapped up these fun **Inflatable Sharks** for pools and seaside holidays



O

LEICESTER

Gaming fans in Leicester have been snapping up **Nintendo Switch**



Q

NORWICH

Pet owners made sure their furry animals looked purr-fect with these **Pet Grooming Hair Remover Gloves**



THE CAPITAL

It seems Londoners can't get enough entertainment, with DVD sales topping the bestsellers lists across the capital over the last few months. Favourites included *Rogue One: A Star Wars Story*, *Fantastic Beasts and How to Find Them*, *Bridget Jones's Baby*, *Game of Thrones* and *Trainspotting*.

Dystopian novel *The Handmaid's Tale* made a comeback across the capital, driven by the recent US TV adaptation that attracted rave reviews.

Products related to health and wellness transcended postcodes, with motivational advice and spiritual wellbeing books and products bought across the capital.

WEST LONDON

Spiritual enlightenment and wellness was embraced by the residents of west London, as self help, new-age happiness guides and pampering products flourished in the area.

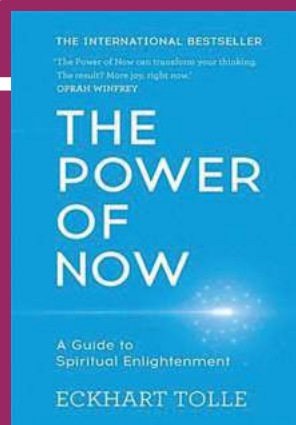
West Londoners love fresh fruit, including British strawberries, raspberries, blueberries and blackberries. They also drink the most sparkling water, with favourite brands including Perrier Natural Mineral Water with Gas and San Pellegrino Sparkling Water.

BESTSELLERS INCLUDE

- *The Power of Now: A Guide to Spiritual Enlightenment* by Eckhart Tolle
- Lavender Pure Essential Oil
- *Strong: Over 80 Exercises and 40 Recipes for Achieving a Fit, Health, Balanced Body* by Zanna Van Dijk
- Moroccan Argan Oil Renewing Penetrating Oil
- *Twelve Steps to Spiritual Awakening: Enlightenment wfor Everyone* by Herb K.

FAVOURITE CUISINE ORDERED FROM AMAZON RESTAURANTS

Burgers, Lebanese, Sushi, Italian, Indian



NORTH LONDON

Based on this year's bestselling products, we wonder whether north London is becoming the new hipster hotspot, knocking Shoreditch, Dalston and Hackney off the top of the cool and trendy charts with craft beer, old-school accessories and vintage watches amongst the bestsellers.

North London had the highest proportion of same day deliveries, through last minute orders at AmazonFresh. Locals ordered Morrisons Cypriot Halloumi Cheese, Galbani Mozzarella, Morrisons Greek Feta Cheese, Morrisons Pomegranate Seeds and Watermelon.

BESTSELLERS INCLUDE

- Casio F-91W-1YER Men's Resin Digital Watch
- BrewDog Mixed Cases
- Pirate Skull & Crossbones Fully Embroidered Iron or Sew on Patch
- Sony MDR-V150 Headphones with Reversible Housing
- Kryptonite Bike Lock Series 2 U-Lock



FAVOURITE CUISINE ORDERED FROM AMAZON RESTAURANTS

Italian, Burgers, Indian, Pizza, Japanese



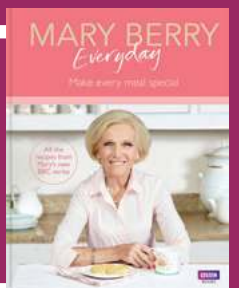
EAST LONDON

East Londoners are all about cooking at home, with sales of cookbooks and recipe ingredients skyrocketing.

AmazonFresh customers in east London ordered more Amazon Dash devices, than anywhere else. They use Amazon Dash - a quick and easy way to order groceries and essentials from Amazon.co.uk by scanning product barcodes, or simply saying the name of a product to add items automatically into their AmazonFresh basket - the most in Canary Wharf.

BESTSELLERS INCLUDE

- *Mary Berry Everyday* by Mary Berry
- Bragg Organic Everyday Cider Vinegar
- Burgess Harvest Broccoli
- Curious Green Seedless Grapes
- Matcha Green Tea Powder



FAVOURITE CUISINE ORDERED FROM AMAZON RESTAURANTS

Indian, Pizza, Burgers, Thai, American

SOUTH LONDON

Maintaining its reputation as a sociable hub, south Londoners remain fun-loving, with fancy dress and socialising high on their agenda when it comes to buying on Amazon.co.uk.

The south is also the home of the full English, as AmazonFresh customers start the weekend with a fry up including Yeoman & Tiller Smoked Streaky Bacon, Clarence Court Mabel Pearman's Burford Browns Free Range Eggs, Warburtons Seeded Batch Bread, Unsalted British Butter, Tomatoes and Chestnut Mushrooms.

BESTSELLERS INCLUDE

- Cowboy hat
- Amscan Plastic Bright Pink Cups
- Innocent Coconut Water
- *NOW That's What I Call Music! 96*
- *The Bikini Body – 28 Day Healthy Eating and Lifestyle Guide* by Kayla Itsines



FAVOURITE CUISINE ORDERED FROM AMAZON RESTAURANTS

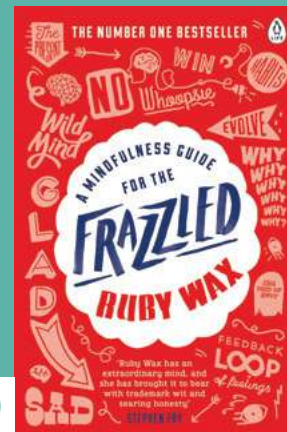
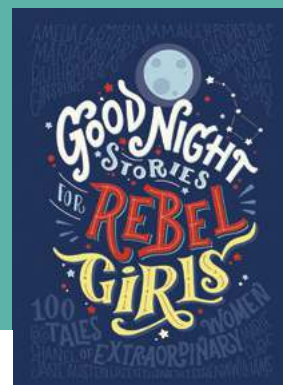
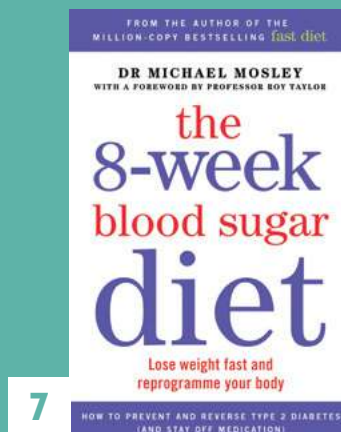
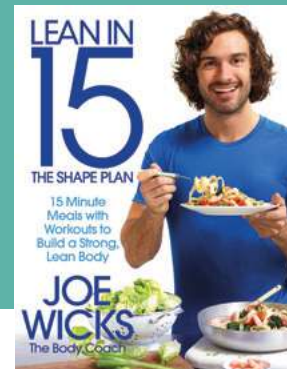
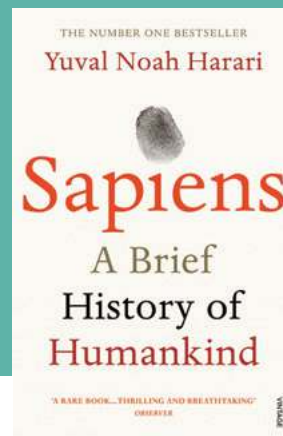
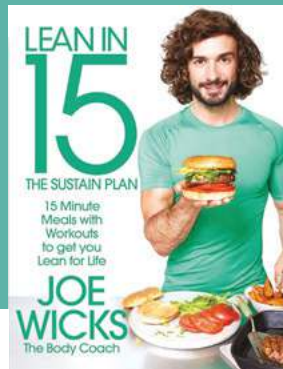
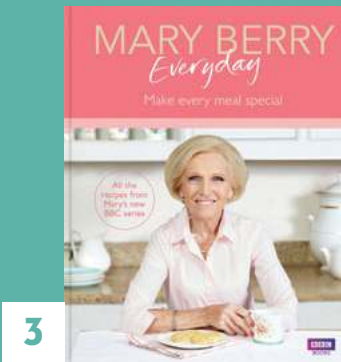
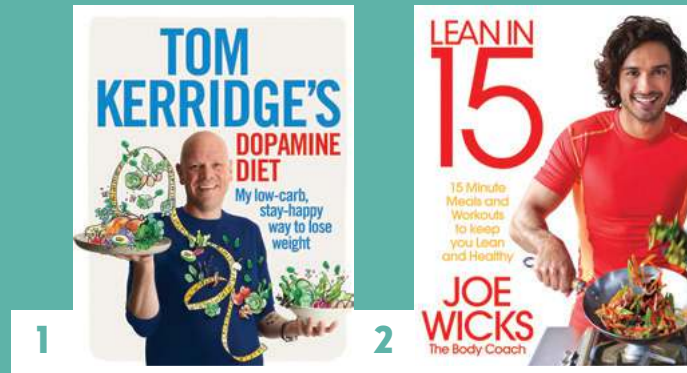
Chinese, Indian, Vietnamese, Lebanese, Japanese

PAGE TURNERS

TOP TEN PRINT BOOKS

Non-fiction ruled the book chart for the first six months of the year, with five of the top ten titles being healthy eating books. Michelin-starred chef Tom Kerridge's book - full of recipes he followed during the three years in which he lost eleven stone - caught the UK's attention and landed him the number one spot.

All three of Joe Wicks' books appear in the top ten, including his first book which hit the shelves in December 2015, proving his enduring popularity. Having sold more than one million books in just over 17 months, the body coach really has the winning formula. His fourth book, *Cooking for Family and Friends: 100 Lean Recipes to Enjoy Together*, was not long ago released, so we can be sure to see his success continue. The first half of the year is not just about healthy eating, but about healthy living more broadly, with mindfulness and Hygge remaining a popular part of the British reading list.



14

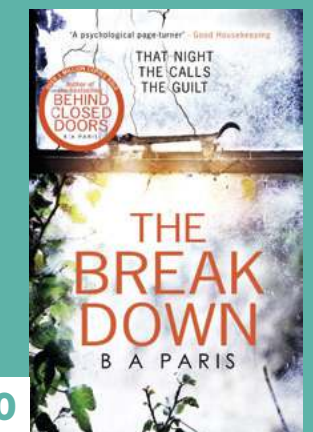
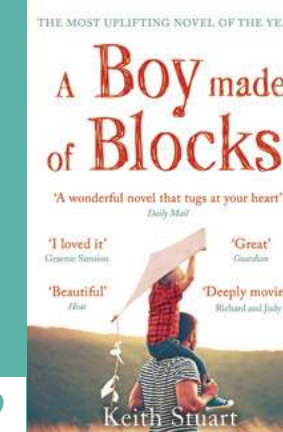
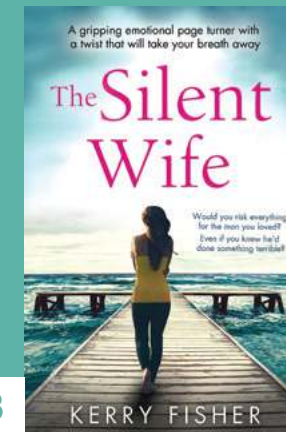
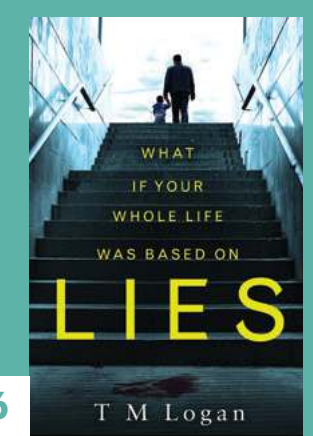
Sarah Denzil said; "The success of *Silent Child* has been wonderfully overwhelming and I'm so thankful to the readers. They are the ones who have given my books a chance, and they are the ones who have shown their support, whether it's with a review, an email, or a tweet. Word of mouth recommendations are the main reason for *Silent Child* being so successful and it has been incredible to watch. Independent publishing gives the power to the reader and allows the story to speak for itself."



TOP TEN EBOOKS

The UK's appetite for psychological thrillers is showing no sign of slowing, with eight of the top ten bestselling books on the Amazon.co.uk Kindle Store falling into that category. Additionally, women authors led the charge, writing eight of the top ten.

The top ten also features three debuts with *The Keeper of Lost Things*, *Lies*, and *A Boy Made of Blocks* coming from fresh authors. Topping the list is independently published author Sarah Denzil's dark and disturbing story, *Silent Child*. International bestseller Denzil has published two of her three books with Kindle Direct Publishing which enables authors to get their work to readers all over the world in just a matter of hours – making royalties of up to 70%. All of Sarah's books have made it to the top 100 chart on Amazon in the UK, US and Australia.



15

TUNED IN & TURNED UP



TV AND FILM

2017 has seen Prime members in the UK enjoy even more TV and new release movies including Amazon Original series *Sneaky Pete* starring Giovanni Ribisi, which launched at the beginning of the year and fast became our Most Watched Drama of the year to date. Prime members continued to enjoy the highly-anticipated series *The Grand Tour* with Jeremy Clarkson, Richard Hammond and James May, with the first series finishing its run in February, and still the Most Watched Unscripted series to date. May saw the launch of *American Gods* – which became the most-watched show in the UK on Prime Video in its week of launch, as well as our Most Watched Fantasy Series of the year to date. We've continued to invest in original, exclusive content for customers to enjoy with even more series launching as the year continues. What's more, with a new range of Kids series added - including *Just Add Magic*, our Most Watched Kids Series - the whole family is able to access their favourite shows wherever they are, whenever they like, across a growing number of devices. With content available to download for on-the-go watching, Prime Video is making it easier than ever for customers to watch their favourite shows.

In May we launched Amazon Channels, giving Prime members the chance to subscribe to additional channels including Discovery, Eurosport, ITV and hayu to enjoy a broad range of new content for a low monthly price. With anytime cancellation, customers were able to access even more content without having to enter into a lengthy contract, meaning they only pay for what they want to watch. Introducing both live and on demand channels, Prime members in the UK enjoyed watching all matches from the French Open tennis live via the Eurosport Channel; binging on their favourite series on demand, as well as discovering a host of movie and TV content from the likes of Heera (Amazon's curated channel featuring new release Bollywood titles), *Shudder* (for horror fans), *Hopster* (for kids) and MGM classic films like *The Hobbit* and *21 Jump Street* and more.

MUSIC

Amazon Music offers customers two streaming services. Prime Music gives Prime members access to more than two million songs to stream and download, and a thousand hand-curated playlists and personalised stations, at no additional cost to their membership. Amazon Music Unlimited is the on-demand music service that redefines music streaming by putting a catalogue of over 40 million songs and thousands of hand-curated playlists and personalised stations not just at the tips of your fingers, using the Amazon Music app, but also on the tip of your tongue using Alexa voice control on Echo devices. Subscription is available for the breakthrough price of £7.99/month or £79/year for Prime members, £9.99/month for non-Prime customers, or an exclusive "for Echo" subscription plan which is available for only £3.99/month for a single Amazon Echo device.

Since the start of the year, top streamed artists on Amazon Music Unlimited include current and classic major British artists such as Ed Sheeran, Coldplay, Little Mix, Adele, The Beatles and Queen. The most streamed songs on Amazon Music Unlimited were *Rockabye* from Brit chart-toppers Clean Bandit, and the breakthrough hit *Human* by Rag'n'Bone Man, the BRIT Award winner for Best British Breakthrough Act. Pop reigns as the most popular genre Echo users are asking Alexa to play.

THE BEATLES

In June 2017 we marked 50 years since The Beatles released their iconic *Sgt. Pepper's Lonely Hearts Club Band* album, and music fans across the globe still can't get enough. The Fab Four remain one of the top ten most-streamed artists on Amazon Music by customers around the world, since joining Amazon Music in December 2015. The most voice-requested songs from the album on Alexa include the all-time favourite "A Day in the Life", followed by "Getting Better" and "Lovely Rita." Moreover, Amazon Music listeners typically stream the *Sgt. Pepper* album in full, rather than listening to single songs.



MOST STREAMED ARTISTS THIS YEAR SO FAR

1. Ed Sheeran
2. The Beatles
3. Coldplay
4. Queen
5. Elvis Presley
6. Little Mix
7. Eminem
8. Drake
9. Adele
10. Bruno Mars

MOST STREAMED SONGS THIS YEAR SO FAR

1. Clean Bandit **Rockabye**
2. Rag'n'Bone Man **Human**
3. Ed Sheeran **Galway Girl**
4. Justin Timberlake **Can't Stop The Feeling!**
5. Ed Sheeran **Shape of You**
6. The Chainsmokers feat. Halsey **Closer**
7. James Arthur **Say You Won't Let Go**
8. Jax Jones **You Don't Know Me**
9. Lukas Graham **7 Years**
10. NEIKED **Sexual**

MOST STREAMED ALBUMS BY THE BEATLES

1. Abbey Road
2. The White Album
3. Let It Be
4. Sgt. Pepper's Lonely Hearts Club Band
5. Help!

TOP REQUESTED ALBUMS BY THE BEATLES ON ALEXA

1. The White Album
2. Abbey Road
3. Rubber Soul
4. Revolver
5. Sgt. Pepper's Lonely Hearts Club Band

TOP LYRICS USED WHEN REQUESTING A SONG BY THE BEATLES

1. "Life Goes On"
2. "We All Live in a Yellow Submarine"
3. "Here Comes the Sun"
4. "Once There Was a Way to Get Back Home"
5. "Help From My Friends"

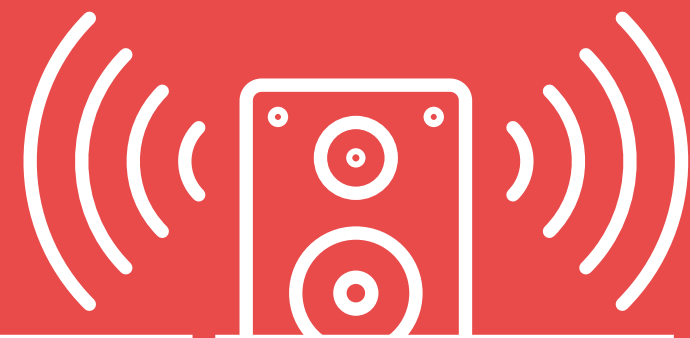
TOP REQUESTED SONGS FROM SGT. PEPPER BY THE BEATLES ON ALEXA

1. "A Day in the Life"
2. "Sgt. Pepper's Lonely Hearts Club Band"
3. "Getting Better"
4. "Lovely Rita"
5. "Lucy in the Sky with Diamonds"



MOST WATCHED AMAZON ORIGINAL SERIES SINCE JANUARY 2017

Most Watched Fantasy	American Gods
Most Watched Drama	Sneaky Pete
Most Watched Kids	Just Add Magic
Most Watched Unscripted	The Grand Tour



Amazon Music on Alexa brings fans and artists closer together with behind-the-scenes artist commentary about their music, called Side by Side. Amazon Echo customers can simply search the Amazon Music app or ask, "Alexa, play the Ed Sheeran Side by Side" and Ed will play and comment on songs from his latest and previous albums. Side by Sides are available exclusively on Amazon Music from top artists such as Rag'n'Bone Man, The Chainsmokers, Ed Sheeran, The Rolling Stones, The XX, Sting, U2, Kasabian, Tinie Tempah, Zara Larsson, with more being added all the time.

MOST STREAMED AMAZON MUSIC SIDE BY SIDE'S THIS YEAR SO FAR

1. Side by Side with Ed Sheeran
2. Side by Side with Rag'n'Bone Man
3. Side by Side with Take That
4. Side by Side with Elbow
5. Side by Side with Michael Bublé



AMAZON ALEXA

FAVOURITE THINGS TO TRY:

- Alexa, play the song that goes 'love is all you need'
- Alexa, tell me a joke
- Alexa, what is the London Eye?
- Alexa, what's the weather today?
- Alexa, set a timer for 10 minutes
- Alexa, turn off the lights
- Alexa, what's my Flash Briefing?
- Alexa, what's on my shopping list?
- Alexa, what's on my calendar?
- Alexa, read me my book

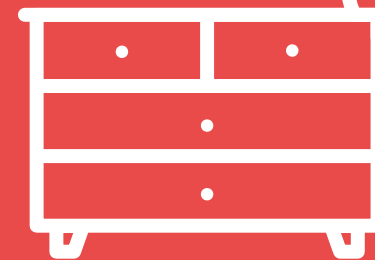
MUSIC GENRES MOST REQUESTED THROUGH ALEXA

1. Pop
2. Rock
3. Alternative
4. Dance and DJ
5. Country

AMAZON FASHION

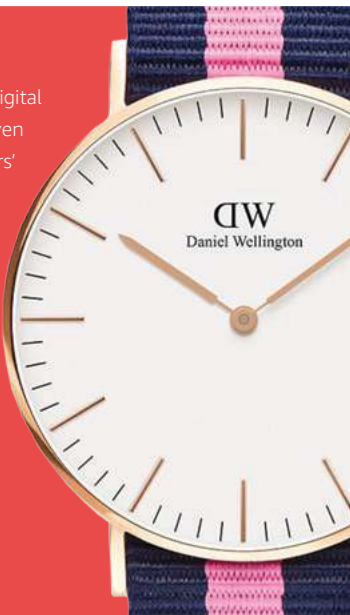
JEANS: STYLES ON THE RISE FOR SUMMER 2017

With the denim offering at Amazon Fashion continuing to grow, **'skinny'** jeans and **'mum'** jeans are on the rise this summer. Both styles have been hugely popular throughout the season so far, proving to be a key wardrobe essential for this summer.



ANALOGUE TICKS THE WATCH BOX

Despite the ongoing popularity of digital watches, analogue styles have proven to be the Amazon Fashion customers' favourite so far this year. **Analogue watches** are available across womenswear, menswear and childrenswear with various movements available including **automatic**, **hand driven** and **quartz**. Key brands include **Daniel Wellington**, **Timex** and **Anne Klein**.



LIYA KEBEDE SS17 CAMPAIGN

To kick off spring/summer, Amazon Fashion Europe appointed Ethiopian model, actress and designer **Liya Kebede** as the face of the season. Liya featured in Amazon Fashion's print and digital advertising campaigns and across social media, modelling key styles from brands such as **Cacharel**, **Marc Cain** and **Filippa K**.



SUNDAY STYLE-DAY

Despite Amazon customers shopping for fashion every day of the week, sales show that **Sunday** is the most popular day for Amazon Fashion orders. Prime members shopping for fashion sold by Amazon.co.uk benefit from One Day Delivery as well as free returns, so spending a chilled Sunday afternoon browsing for a key outfit essential for the week ahead couldn't be easier.



SILVER OUTSHINES GOLD

Offering the latest aspirational and designer brands, Amazon Fashion Jewellery Store has seen **silver jewellery** sales rise above those of gold in the last six months. With the selection of styles and trends available constantly expanding, the **Amazon Fashion Jewellery Store** is the destination for **fine**, **statement**, **costume** and **designer collections**.



AMAZON PRIME

As we approach Prime's 10th anniversary this November, the subscription service has evolved from One-Day Delivery to a shopping and entertainment service that offers amazing value for members. Additional benefits include watching and downloading films, documentaries and award-winning TV series on Prime Video, streaming songs and albums from Prime Music, being able to read as much as you like with Prime Reading, and

unlimited photo storage with Prime Photos, all for £7.99 per month or best value £79 per year. Prime members also get exclusive access to purchase tickets for theatre and music concerts through Amazon Tickets, ultra-fast delivery via Prime Now, restaurant deliveries via Amazon Restaurants and food and grocery deliveries with AmazonFresh and Amazon Pantry.

AMAZON CHANNELS

In May we launched Amazon Channels, and now Prime members can add a wide range of TV channels to their Prime Video viewing for a low monthly subscription. Channels include Discovery, Eurosport Player, ITV Hub+, hayu, Heera (Amazon's own Bollywood channel) and many others. Amazon Channels are available as individual subscriptions, from as little as £1.49 per month. All Channels are available via the existing Prime Video app.



PRIME LIVE EVENTS & PRIME TICKETS

We launched Prime Live Events, a new live entertainment programme exclusively for Prime members, giving fans the opportunity to see their favourite artists perform up close and personal in iconic locations. Prime Live Events will be filmed and made exclusively available on Prime Video internationally, allowing Prime members to watch the concerts at no extra cost to their membership. Alison Moyet, Texas and Katie Melua have already been confirmed, with more artists to be announced throughout the year.

Prime members also have exclusive access to Amazon Tickets pre-sales to music, theatre and touring shows across the UK, enabling them to purchase tickets at



least 24 hours before they go on sale to the general public. Furthermore, Prime members have access to premium seating options, which include the exclusive Amazon lounges at The O2 and the SSE Arena, Wembley.

AMAZON RESTAURANTS

Launched in September 2016, Amazon Restaurants delivers hand-picked quality local restaurants via Prime Now to Prime members in selected London postcodes.

Overall favourites are:

- **Indian**
- **Chinese**
- **Italian**



PRIME READING

Prime members are now able to read as much as they like from a rotating selection of over a thousand top Kindle books, magazines, short works, comics, children's books, and more— all at no additional cost. Enjoy Prime Reading on any device with the free Kindle app for iPhone, iPad, Android phones and tablets, PC and Mac, and on Kindle e-readers and Fire Tablets.

TOP READS

1. **Magazines:** Cosmopolitan, GQ
2. **Books:** Harry Potter and the Philosopher's Stone, Karl Pilkington's The Moaning of Life
3. **Comics:** Star Wars
4. Short-form content including **Kindle Singles** by Susan Hill and Howard Jacobson

AMAZONFRESH

Launched in June 2016 in 69 London postcodes, AmazonFresh, the grocery service from Amazon.co.uk, is now available in more than 300 postcodes across the capital and the Home Counties. Customers can choose from over 180,000 items for their weekly shop, and can also enjoy thousands of premium products from more than 50 of London's finest local producers, shops and markets including **GAIL's Artisan Bakery, C.Lidgate, FishWorks, Paxton & Whitfield, Konditor & Cook, Chegworth Valley and Turnips.**

AmazonFresh customers benefit from fast and flexible delivery. One-hour delivery slots are available from 7am to 11pm,

seven days a week, and customers ordering their groceries at lunch can have them delivered in time for dinner. AmazonFresh is available via the Amazon.co.uk website or mobile app.

AmazonFresh offers **everyday low prices** across its entire selection. In addition to fresh fruit and vegetables, meat, seafood, baked goods, dairy and more, AmazonFresh customers can also choose from a wide range of **home, electronics, pet supplies, toys, baby, health and beauty products.**



FOODIE FACTS



Most people order their groceries on **Sunday evening** for delivery on **Monday**



Since the start of the year, the busiest day and time for orders so far was **1st May 2017 at 10:14am**



The last **turkey** delivery for Christmas 2016 arrived at **10:15pm on Christmas Eve**



In January, AmazonFresh saw month-on-month sales of **coconut water** triple as customers embraced a healthy detox



In the run up to Valentine's Day 2017, month-on-month sales of **champagne** and **sparkling wine** increased **ten-fold** and **prosecco** increased **18 times**



In preparation for **Easter**, **chocolate** sales **quadrupled** month-on-month

PAXTON & WHITFIELD

Paxton & Whitfield is Britain's oldest cheesemonger, starting with humble beginnings in the 18th century as a market stall near Aldwych. In 1850, Paxton & Whitfield was appointed cheesemonger to Her Majesty Queen Victoria, which was the first of many Royal Warrants that the company has held.

AmazonFresh customers love Paxton & Whitfield's English Stilton and Comte, which have both received 5 star reviews.

AmazonFresh are sponsors of the "British Cheese Awards" 2017. Paxton & Whitfield list nine award winning cheeses on AmazonFresh, plus an 'award-winners' hamper of cheeses.



VITACRESS

Established in Hampshire in 1951, and now one of Europe's leading suppliers of fresh produce, Vitacress specialise in watercress, salads and fresh herbs.

Vitacress are AmazonFresh's top selling salad brand. Their range on AmazonFresh has expanded to include Salad Bowls and Steve's Leaves, bringing new and interesting salad leaves to market.

Bestsellers on AmazonFresh include Pre-Washed Young Leaf Spinach, Pre-Washed Wild Rocket Salad, Pre-Washed Organic Young Leaf Spinach, Pre-Washed Mixed Salad and Pre-Washed Baby Leaf Rocket Salad.

Vitacress are determined to leave things better than they found them, and as such have set up a number of initiatives to support locally important species and habitats.



FAST DELIVERY

prime now

PRIME members can choose delivery within one hour of ordering, or delivery within a choice of two-hour, same-day delivery slots from morning until night.

In the first six months of 2017, customers continued to take advantage of Amazon's

fastest delivery service, which is now available to more than 30% of the UK population.

All Prime members can immediately download the Prime Now app, available on iOS and Android devices, or browse and shop online at www.primenow.co.uk.

CHOCOLATE MAP OF THE UK THE MOST ORDERED CHOCOLATE ON PRIME NOW



Galaxy Smooth is the **nation's** favourite chocolate in a hurry



Customers in **Manchester** love M&M's pouches



Milky Bar Giant Buttons are one of the most popular chocolate snacks in **Liverpool**



Cadbury Wispa bars are bestsellers in **Portsmouth**



Toffee Crisp is one of the most popular chocolate snacks in **Glasgow**



KitKats are a bestseller in **Newcastle**



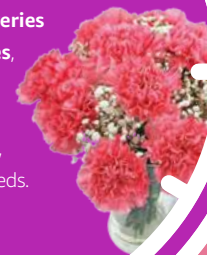
Customers in **Hertfordshire** seem to prefer a biscuit as Cadbury Fingers were a favourite sweet treat



Maltesers pouches are flying off the shelves in **Surrey**

MOTHER'S DAY

This Mother's Day, Amazon became the UK's first major retailer to offer **bouquet deliveries in less than 60 minutes**, saving the blushes of forgetful sons and daughters in London, Birmingham and Leeds.



LOVE IS IN THE AIR

A customer in Glasgow ordered an **engagement ring** on Valentine's Day and it was delivered just in time for a proposal, only one hour later. Overall, engagement ring sales were **up 33% on last year**.



PRIME NOW

One of the fastest Prime Now deliveries to date this year included two packs of **Duracell 9V batteries**, which were ordered at 8:26am, shipped from Amazon's delivery station in Beeston, Leeds, and delivered at 8:37am to a Prime Now customer, taking just 11 minutes from click to delivery.



ACROSS THE NATION

Bananas and easy peelers are the nation's favourite fruits in a hurry.



ACROSS THE NATION

UK customers nationwide were most likely to buy **nappies** and **wet wipes** at 3-4pm on a Sunday.



BEAUTY FIX

Lynx Africa, toenail clippers and **Olay facial wipes** are some of the most popular health & beauty items to be delivered in a hurry.



LONDON

Customers took advantage of local shop, John Bell & Croyden – pharmacists to Her Majesty The Queen – being available for ultra-fast delivery. Bestselling pharmacy items popular with London customers were **Strepsils lozenges**, **Vaseline**, **cotton wool balls** and **baby wet wipes**. Perhaps buying for a gift or a night on the town, **Cowshed Dirty Cow Hand Wash** and **false eyelashes** were also top of the bestsellers in the capital.

John Bell & Croyden
WIGMORE ST, LONDON



SMALL BUSINESSES ON AMAZON MARKETPLACE

HELPING UK SMALL BUSINESSES SUCCEED IN THE GLOBAL DIGITAL ECONOMY

Small and medium sized businesses are the backbone of the UK economy and increasing numbers are embracing the opportunities offered by e-commerce. Tens of thousands of businesses of all sizes from across the UK choose to sell on Amazon Marketplace to customers around the world.

Half of all sales on Amazon's global sites are made by businesses selling on Amazon Marketplace.

**TOTAL UK EXPORTS BY
UK BUSINESSES THROUGH
AMAZON MARKETPLACE
AMOUNTED TO £1.8BN IN
2016, UP 29% YEAR-ON-YEAR.**

LONDON CHOCOLATE COMPANY LONDON

Jaw Rawal has developed an award-winning range of cocktail inspired chocolates, including bestsellers **Gin and Tonic Truffles**

MARKETPLACE SELLERS CONTINUE TO THRIVE

More businesses than ever before are exporting their products via Amazon Marketplace.

A growing number of SMEs are now using Fulfilment by Amazon (FBA) to help grow their business. Amazon stores, picks, packs and delivers items on behalf of tens of thousands of UK SMEs, enabling them to concentrate on what they do best – finding and developing new products and marketing them to potential customers. By the end of 2016, over half of all units stocked in Amazon's UK Fulfilment Centres are FBA products from Marketplace sellers.

These businesses are not only at the heart of Amazon's business, but are the backbone of the wider UK economy. Independent research shows that **74,000 people** are employed by UK sellers as a result of their business selling on Amazon Marketplace.



TIME2 BLACKBURN

Kam Kothia has built a global business selling connected devices and technology accessories, including the popular **HD Wireless Home Security Camera**



LIFESTYLE HUNTER LONDON

Gayle left her career in business two years ago to start selling a range of lifestyle products on Amazon, such as the **Luxelu Slim Aluminium Credit Card Wallet**



PERTEMBA LEICESTER

Ravi Karia has expanded his family textile business to reach new customers around the world. His bestselling product is the **Rosewood Natural Nippers Luxury Puppy Blanket**



IDIN JEWELLERY LARGS

Husband and wife team Guenther and Jareeya Wurmbauer sell a unique range of handcrafted jewellery, like their hugely popular **Wooden Hoop Dangle Earrings**



LUPO NORTHAMPTON

Julius Oliveti sells toys and gadgets to customers around the world. The 16 LED **Hollywood Vanity Mirror** is a smash hit with his customers



TVSANDMORE BIRMINGHAM

Dipesh Majithia has turned his passion for gadgets into a business that's turning over £15 million in less than five years. The **LG 43" ULTRA HD 4K TV** is his bestseller



SECOND NATURE DUMFRIES

Karen Riddick exports homeware products around Europe. The **Multi Colour Zig Zag Indian Runner Rug** outsells all her other products



MOST STREAMED ALBUMS BY THE BEATLES

BESTSELLING IN SPRING

NEW AMAZON PRIME BENEFITS

BESTSELLING IN FEBRUARY

BESTSELLING IN LONDON

BESTSELLING IN THE NORTH

BESTSELLING EBOOKS

BESTSELLING PRINTED BOOKS

BESTSELLING ON AMAZON FASHION

MOST REQUESTED PLAYLISTS THROUGH ALEXA

MOST STREAMED ALBUMS

MOST POPULAR AMAZON PRIME NOW LOCATIONS

MOST WATCHED AMAZON ORIGINAL SERIES

FASTEST PRIME NOW DELIVERY

SALES ON AMAZON MARKETPLACE

GARDENING EQUIPMENT SALES IN MARCH

BUSIEST DAY AND TIME ON AMAZONFRESH

CHOCOLATE SALES BEFORE EASTER

NATION'S FAVOURITE CHOCOLATE IN A HURRY



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