

# THE AMAZON.CO.UK SUMMER 2015 REPORT



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BEST OF THE REST



# INTRODUCTION

CHRISTOPHER NORTH, MANAGING DIRECTOR, AMAZON UK



**There cannot be a more exciting place to be a retailer than in the UK. The old adage that Britain is a nation of**

**shopkeepers rings as true today as at any other period of time, with a competitive landscape leading to continued rapid innovation and focus on customer experience across the board.**

At Amazon, three principles underpin everything we do. We always start with the customer and work backwards; we have an unwavering focus on inventing on behalf of customers; and we are always willing to think long-term.

The results of those principles are the many new initiatives and services that we have recently launched. That includes everything from Amazon Lending, which helps Marketplace sellers to accelerate their growth by providing additional capital; to Prime Now, which offers customers superfast delivery on thousands of items; and Career Choice, an innovative education programme for employees where Amazon pre-pays 95% of tuition and associated fees for nationally recognised courses. We are constantly looking at how we can improve what we do for those that choose Amazon for their shopping needs, to drive their business growth or as their place of work.

One of the most important roles that we play as a business is providing platforms and tools that enable thousands of UK entrepreneurs, companies and even individuals to create and grow their businesses. Amazon Marketplace continues to offer an ever-increasing number of small and medium sized UK retailers with a virtual shop window viewed by tens of millions of customers across Europe and around the world. Our customers wouldn't have access to 120 million unique products at Amazon.co.uk if it weren't for those entrepreneurial businesses choosing to offer their products on our platform. At any given time, around one in four of our bestselling Kindle e-books come from authors who choose to self-publish via our Kindle Direct Publishing platform. And businesses of all sizes are choosing Amazon Web Services for their on-demand computing power and infrastructure. Our most recent platform launch, Amazon Logistics, has enlisted more than 50 local and regional carriers to deliver products on behalf of Amazon, enabling them to invest in and grow their businesses as a result.

The scale of our ambition for the UK is matched by the scale of our investment. In the first half of this year, we have moved our corporate offices to London, announced a new fulfilment centre in Dunstable and launched multiple new delivery stations from which Amazon Logistics carriers make deliveries.

The result is the creation of hundreds of new jobs to add to the many thousands that we have created in recent years.

As we look forward to the remainder of 2015 and beyond, we see so many opportunities for innovation and investment on behalf of our customers. One area where this is particularly true is Amazon Prime. You would be hard pushed to find a better example of a service that epitomises the core principles that I mentioned earlier – starting with the customer and working backwards, inventing on behalf of customers and thinking long-term. Prime originally offered One-Day Delivery on millions of items; now we've added millions more products for fast delivery, the largest digital film and TV selection of any UK subscription streaming service, over one million songs to stream and download free with Prime Music, the ability to borrow books via the Kindle Owners' Lending Library and unlimited photo storage. We also launched Prime Day, a one-day shopping event exclusively for Prime members, which shattered Amazon's prior worldwide Black Friday sales record – and which we've now announced will be an annual event. All of these benefits are available at no extra charge to membership. The recent launch of Prime Now is another example of how we will continue to expand Prime. And there is much more to come...

**WE ALWAYS START WITH THE CUSTOMER AND WORK BACKWARDS; WE HAVE AN UNWAVERING FOCUS ON INVENTING ON BEHALF OF CUSTOMERS; AND WE ARE ALWAYS WILLING TO THINK LONG-TERM.**



# ACROSS THE UK

Some products are bestsellers across the country. Others seem to resonate particularly strongly with a certain region or area. Here we look at what has sold well on Amazon.co.uk so far in 2015.

## North

- With a rich musical culture and strong support for local artists, it's no surprise that a number of the northern bestsellers were new music releases including *Chasing Yesterday* by Noel Gallagher and *Move On Up – The Best of Northern Soul*
- Knowing the power of a good brew, the country's most dedicated tea drinkers can be found in the north. Customers have been buying more Breville kettles and PG Tips tea here than anywhere else in the UK
- **Local hits** – *One Night In Istanbul The Movie*, *Chasing Yesterday* by Noel Gallagher and *Move On Up – The Best Of Northern Soul* by Various Artists

## South

- Southerners, both adults and children alike, love getting a good night's sleep. Bestsellers included Gro Anywhere Blackout Blinds, Gro-Clock Sleep Trainers, Fitbit Activity and Sleep Trackers and Silk Eye-Masks
- All that sleep may make it hard to wake up. The UK's biggest coffee fans can be found in the south, purchasing Aerobie AeroPress Coffee Makers, Tassimo Bosch Coffee Machines, Lavazza Qualita Rossa Coffee Beans, Tassimo Costa Americano Coffee Pods and Nescafe Dolce Gusto Cappuccino Capsules
- **Local hits** – *Wanted on Voyage* by George Ezra, *Plenty More* by Yotam Ottolenghi

## Midlands

- EL James's success continues all over the UK but none more so than in the Midlands – *Grey: Fifty Shades of Grey as told by Christian* and *Fifty Shades of Grey: The Unseen Edition* (DVD) as well as the book that started it all, *Fifty Shades of Grey* were bestsellers
- Midlanders have the greenest fingers in the UK. To keep their gardens looking tip-top this year, they've purchased pump-action pressure sprayers, hosepipes, compost and Insect Lore Butterfly Gardens. Unfortunately, they also buy the most hay fever tablets in the country

- **Local hits** – *Marvellous* (DVD)

## Wales

- The Welsh found a new way to relax in 2015 – colouring books. Featuring in the bestsellers list are *The Art Therapy Colouring Book*, *The Mindfulness Colouring Book*, *Millie Marotta's Animal Kingdom – A Colouring Book Adventure*, *Secret Garden: An Inky Treasure Hunt and Colouring Book* and *Staedtler Noris Club Colouring Pencils*
- Baking and cooking are also priorities for downtime in Wales with countrymen and women buying *Mary Berry's Absolute Favourites*, *The Hairy Dieters: How to Love Food and Lose Weight*, Lucy Bee Extra Virgin Raw Organic Coconut Oil and digital food thermometers
- **Local hits** – *Stella – Series 4 + 2014 Christmas Special*, *Pride* and *Jack To A King: The Swansea Story*

## Northern Ireland

- 2015 so far has been about looking and feeling good. Healthy eating is top of the agenda with bestselling books including *Deliciously Ella* by Ella Woodward, *Eat. Nourish. Glow* by Amelia Freer and *Davina's Five Weeks to Sugar-Free*

by Davina McCall. Bestselling DVDs included *Charlotte Crosby's 3 Minute Belly Blitz* and high-demand homeware included the Nutribullet and Breville Blend-Active Personal Blender

- Looking good isn't just saved for a healthy lifestyle though. Beauty products like Mane 'n Tail Shampoo and Conditioner, Bio-Oil, Scholl Velvet Smooth Electric Pedi and the ghd IV styler are all big sellers
- It's perhaps no surprise then that people in Northern Ireland are also snapping up large numbers of selfie sticks to show off their new looks

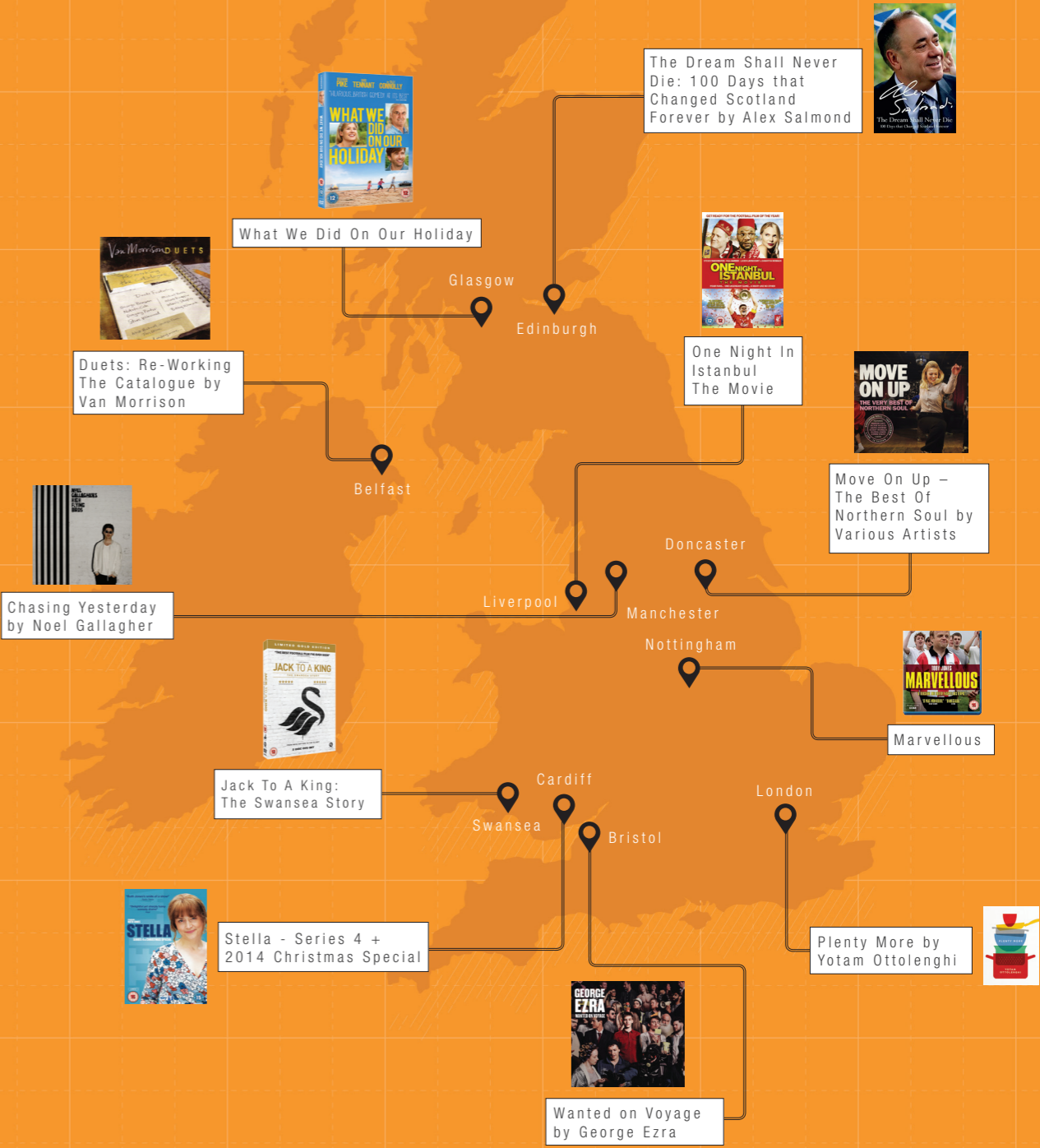
- **Local hits** – *Duets: Re-Working The Catalogue* by Van Morrison

## Scotland

- With the start of the year particularly wintry, Scots turned to getting fit at home. Bestselling workout DVDs included *Charlotte Crosby's 3 Minute Belly Blitz*, *Davina – Fit in 15*, *Jillian Michaels – 30 Day Shred* and *Davina: 7 Minute Fit*. They are also making sure their hard work pays off by tracking progress with the Fitbit Flex Wireless Activity Tracker Wristband
- Indoor entertainment continues to dominate the bestseller lists north of the border with the Sony PlayStation 4 Console, Sony PlayStation DualShock 4 and Xbox One Wireless Controllers proving popular as well as games *Batman: Arkham Knight*, *Grand Theft Auto V* and *Call of Duty: Advanced Warfare*
- Scotland can't resist the allure of the beard it seems – products for the hirsute continue to sell well including the Remington Barba Beard Trimmer and the Wahl Groomsman Rechargeable Hair, Beard, Moustache Trimmer Set

- **Local hits** – *What We Did On Our Holiday* and *The Dream Shall Never Die: 100 Days that Changed Scotland Forever* by Alex Salmond

# REGIONAL BESTSELLERS



# SPOTLIGHT ON LONDON



So what have the people of London been buying on Amazon.co.uk in 2015 so far?

## North London

- North London has welcomed lots of new arrivals. Baby products were consistently among the bestsellers including Johnson's Baby Wipes, Pampers Nappies and Bio-Oil
- Older kids were also getting in on the act with LEGO being a particular favourite for this part of the capital. LEGO Technic Helicopters and LEGO Super Heroes Batman sets were in high demand while Disney's *Frozen* dress-up kits and the good old Rubik's Cube also deserve an honourable mention
- Despite being a long way from Wimbledon, tennis seems to be the sport of choice in North London with sales of tennis balls up in the area
- It divides the nation but it seems that North Londoners officially love Marmite – 500g jars were among the biggest sellers from the Grocery Store

## South London

- Colouring-in books for adults have proved a popular relaxation technique across the UK and no more so than in South London. *Millie Marotta's Animal Kingdom – A Colouring Book Adventure*, *The Mindfulness Colouring Book: Anti-stress art therapy for busy people* and Staedtler Noris Colouring Pencils were the must-have items

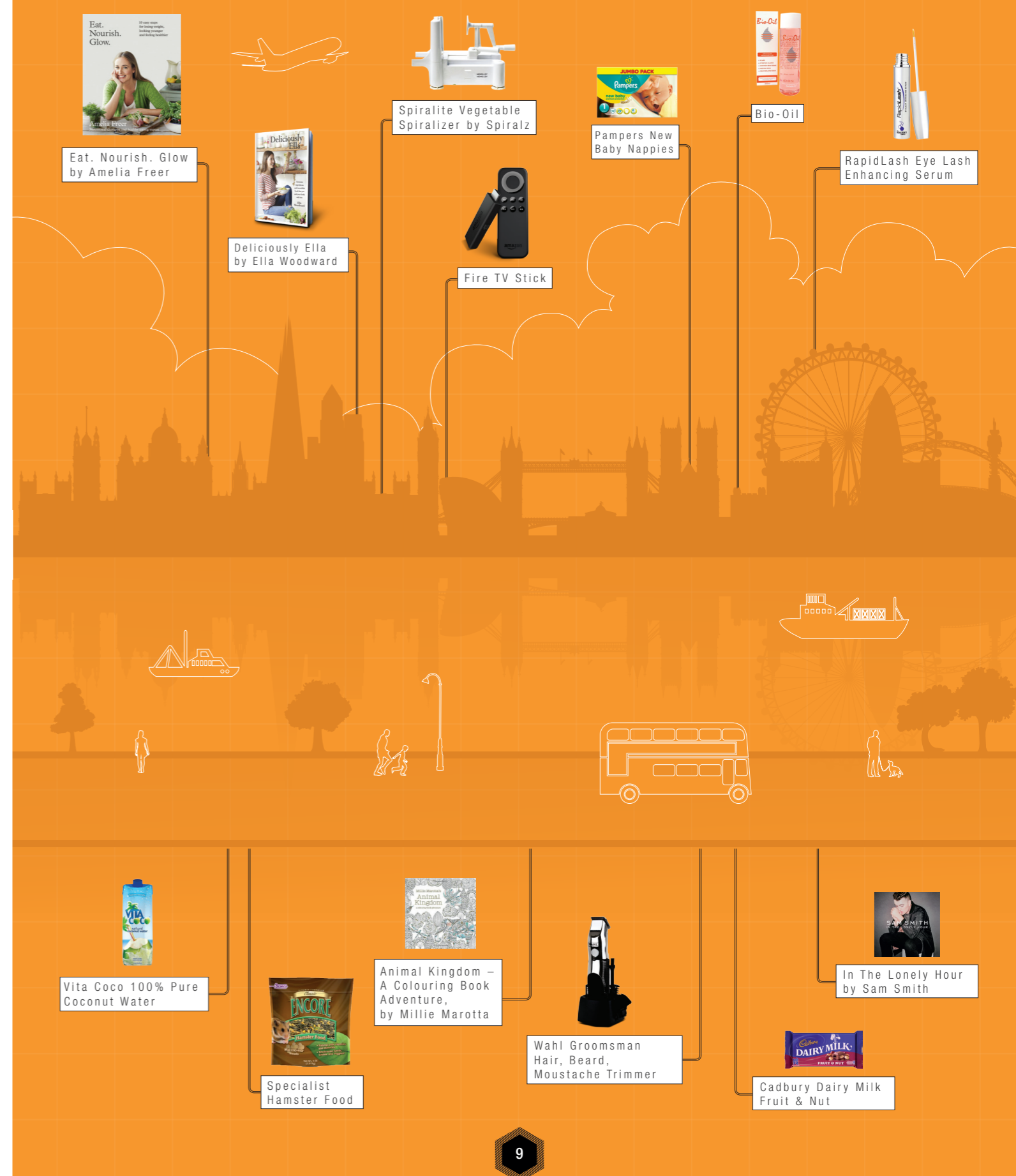
- Beards are holding strong in the area with the Remington Barba Beard Trimmer, Wahl Groomsman Rechargeable Beard & Moustache Trimmer and Beard Conditioning Oil by Percy Nobleman all bestsellers
- South London residents have the sweetest tooth in the capital. More Cadbury Dairy Milk Fruit & Nut, Chupa Chups Lollipops and Fluff Raspberry Marshmallow were bought south of the river than in any other part of London
- Hamsters are the most popular pets with specialist food and bedding performing well



## West London

- Healthy eating is all the range in West London – *Deliciously Ella* by Ella Woodward is a top bestseller throughout the area as is *Eat. Nourish. Glow* by Amelia Freer, *The Art of Eating Well* by Jasmine Hemsley and Melissa Hemsley and the Breville Blend-Active Personal Blender
- West Londoners also have a taste for the finer things in life, snapping up Moët & Chandon Brut Imperial, Bollinger Special Cuvee Champagne NV, Vittel Still Mineral Water and Vita Coco 100% Pure Coconut Water
- The Kindle Paperwhite is West London's commute essential and they have been busy reading *The Girl on the Train* by Paula Hawkins, *Elizabeth is Missing* by Emma Healey and *The Miniaturist* by Jessie Burton
- Happy campers can be found escaping the W postcodes for fields this summer kitted out with pop-up two-man tents, Yellowstone sleeping bags and ground mats

# LONDONERS' FAVOURITES – BESTSELLERS IN THE CAPITAL



# LOOKING BACK ON 2015 SO FAR

## Pampered Pets

It's far from a dog's life for British pets. Sales of products for the nation's animals increased significantly at the beginning of the year – more than 50% up year on year. Bestsellers included foodie treats, pet costumes and grooming products. The most pampered pets on a per capita basis were found in Norwich, Colchester, Cambridge, Reading and Southampton.



## Deliciously Ella

Breaking the record for the most pre-orders ever for a food and drink title, *Deliciously Ella* by Ella Woodward was the bestselling book on Amazon.co.uk earlier this year. Brits took on Woodward's recipes in droves, with key ingredients psyllium husk powder, acai berry powder and hemp powder increasing by more than 1,300%, 260% and 80% respectively year on year.

In addition, spiralizers, a key part of Woodward's kitchen kit, saw a 1,400% year-on-year jump in sales, with customers using their on-trend gadgets to create veggie alternatives to traditional carbs.

MAR

## Great British Sewing Bee

Sales of traditional sewing kit such as embroidery hoops, sewing machines and dressmaker pins increased by more than 265%, 130% and 110% respectively on Amazon.co.uk during the latest series of BBC Two's *The Great British Sewing Bee*. Sales of haberdashery essentials such as pin cushions and thimbles soared by 190% and 150% respectively with sales of sewing patterns and fabrics also doubling with ambitious customers tackling both fashion and furniture transformations. Just as *The Great British Bake Off* always reignites the nation's love for baking, *The Great British Sewing Bee* inspired a modern-day resurgence for 'make do and mend'.

APR

## Urban Gardening

Indoor gardening blossomed in April. City dwellers were growing fruit and vegetables on window ledges, balconies and even from the ceiling inside their homes. As a result, sales of indoor allotment sets and ceiling-hanging pots grew by more than 950% and 370% respectively year on year on Amazon.co.uk.

Central and East London, with the most limited access to private garden space but inspired by burgeoning food markets and innovative new restaurants, topped the urban gardening list nationally. Residents in the SE1 postcode, covering Bermondsey, Borough and Southwark, are the most green-fingered.

MAY

## Grey Hair Trend

Grey hair dye became a massive, if somewhat surprising, trend among both sexes in May. Following celebrities including Rihanna, Kylie Jenner and Lady Gaga sporting so-called 'granny' hair, Amazon.co.uk saw an 83% increase in sales of grey hair dye. The two bestselling dyes, Renbow Hair Color Cream in Silver and Stargazer Silverlook Hair Dye were up by more than 200% and 80% respectively.

Not to be outdone, 'silver foxes' George Clooney, *The Great British Bake Off* judge Paul Hollywood and also Robbie Williams also contributed to sales rises of male-specific grey hair dye.

JUNI

## Self-Tan Map

Self-tan sales picked up significantly in June. Looking at sales regionally, it seems the residents of Belfast are the biggest tan fans in the UK, while Brummies prefer a pale and understated look with the cities buying the most and the least fake tan respectively on Amazon.co.uk. Following Belfast at the top of the bronzing charts on a per capita basis were Peterborough, Hemel Hempstead, Bristol and Glasgow.

Sales of Hawaiian Tropic Tanning Oil in Rich and Crazy Angel Salon Tanning Spray in Extra Dark were up 1,050% and 1,000% respectively year on year.

JUL

## Luxury Festival-Going

As the UK festival season gets into full swing, today's music lovers are loading up on luxury home comforts, sending sales of queen-sized airbeds up in excess of 600% year-on-year on Amazon.co.uk. For the modern festival-goer, convenience no longer trumps comfort with campers also splashing out on camping pillows, with sales up over 1,000% year-on-year.

# AMAZON PRIME



**Last Christmas Amazon saw 10 million new members worldwide trying Amazon Prime for the first time. Amazon**

**has seen global membership of Prime grow by more than 50% in the last year and we have millions of Prime members in the UK. We think one reason membership is growing is because we keep adding benefits and making the service even better.**

Prime members not only receive unlimited One-Day Delivery on millions of items but also access to unlimited streaming of more than 15,000 popular movies and TV episodes through Prime Instant Video, access to one million songs to stream and download through Prime Music, unlimited photo storage in Amazon Cloud Drive, and 800,000 Kindle titles to borrow from the Kindle Owners' Lending Library. We keep investing in these benefits for our members – in 2014 alone we paid billions of pounds for Prime delivery worldwide, and invested hundreds of millions of pounds in Prime Instant Video to ensure our customers get the best original and exclusive TV shows and movies available.

Find out more at  
[www.amazon.co.uk/prime](http://www.amazon.co.uk/prime)

## Prime Music

Prime Music is the newest benefit for Prime members, offering Amazon Prime members in the UK over one million

songs to stream and download free. Prime Music includes tens of thousands of albums from chart artists like One Direction, Royal Blood, George Ezra, Paolo Nutini and Ella Henderson, plus classic artists like Bob Dylan, Madonna and David Bowie. And this is just the beginning – more music is being added all the time.

The service launched on 28th July 2015 and on the first day the most streamed tracks included Mark Ronson's *Uptown Funk*, Meghan Trainor's *All About That Bass* and Daft Punk's *Get Lucky*. Customers also took advantage of more than 500 playlists hand-built

by Amazon's UK music experts – the most streamed playlists on launch day included Best of Prime Music, 50 Great 80s Classics and Classical for Reading.

Find out more at  
[www.amazon.co.uk/primemusic](http://www.amazon.co.uk/primemusic)

## Prime Now

Prime Now offers one-hour delivery on thousands of items for Prime members. Now, Prime members can get products like games consoles, coffee, sports equipment, toys, batteries and nappies delivered right to their door in an hour or less. The service launched in June

in selected London postcodes and in Birmingham in August and is expected to reach all of London and additional UK cities by the end of the year. All Prime members can download the Prime Now app, available on iOS and Android devices, and will be notified when the service is available in their area. Prime Now customers can choose delivery within one hour of ordering for £6.99, or free delivery within a choice of two-hour, same-day delivery slots between 8am and midnight, seven days a week.

Prime Now is powered by Amazon's growing fulfilment centres and

logistics network that utilises high-end technology to speed up order delivery times for customers. Prime Now customers are receiving ultra-fast delivery on a huge range of items from everyday essentials including bottled water and soft drinks to entertainment items like Fire TV Stick, Kindle e-readers and the latest computer games such as Batman: Arkham Knight. As Prime Now launched in London in June, during particularly warm weather, many orders were for fans, sun cream, sunglasses, recipe books and paddling pools.

*Continued on page 14*

*In January, Amazon Studios' original series **Transparent** won two Golden Globes, with Prime Instant Video becoming the first streaming service in history to win the prestigious 'Best TV Show' award at the ceremony*

YEAR PRIME LAUNCHED IN THE UK:

# 2007

NUMBER OF ITEMS ELIGIBLE FOR ONE-DAY DELIVERY:

# MILLIONS



FASTEST DELIVERY OPTION FOR CUSTOMERS IN LONDON AND BIRMINGHAM: ONE-HOUR DELIVERY AVAILABLE ON THOUSANDS OF ITEMS



NUMBER OF MOVIES AND TV EPISODES AVAILABLE FOR UNLIMITED STREAMING



NUMBER OF PHOTOS PRIME MEMBERS CAN STORE IN THE AMAZON CLOUD: UNLIMITED



800,000  
NUMBER OF KINDLE BOOKS

AVAILABLE TO BORROW IN THE KINDLE OWNERS' LENDING LIBRARY

DIVERGENT



Most watched film on Prime Instant Video in 2015

OUTLANDER  
SEASON 1



Most watched TV show on Prime Instant Video in 2015

STRANGER CHILD



Most borrowed book from the Kindle Owners' Lending Library in 2015

# ONE MILLION

SONGS TO STREAM OR DOWNLOAD THROUGH PRIME MUSIC

# 34.4 MILLION

ITEMS ORDERED ACROSS PRIME-ELIGIBLE COUNTRIES ON PRIME DAY

TOP 3  
PRODUCTS  
BOUGHT  
BY PRIME  
CUSTOMERS  
IN 2015  
SO FAR:

1



Fire TV Stick

2



Deliciously Ella  
by Ella Woodward

3



Charlotte Crosby's 3  
Minute Belly Blitz (DVD)

With two Golden Globes under our belt already this year for Amazon Original Series *Transparent*, we want to cement our position as the home for the best TV in the business

During Prime Day (15th July 2015), total Prime Now sales almost trebled from the previous day. The fastest London Prime Now delivery to date is a NETGEAR Wi-Fi Range Extender ordered at 10.32am, shipped from Amazon's Bow delivery station and delivered at 10.44am to a postcode in Canary Wharf.

Find out more at  
[www.amazon.co.uk/primenow](http://www.amazon.co.uk/primenow)

## Prime Instant Video



Prime Instant Video has had a phenomenal start to the year.

In January, Amazon Studios' original series *Transparent* won two Golden Globes, with Prime Instant Video becoming the first streaming service in history to win the prestigious 'Best TV Show' award at the ceremony. This was quickly followed by Woody Allen confirming he will make his first TV show exclusively for Amazon, saying, "I don't know how I got into this. I have no ideas and I'm not sure where to begin. My guess is that Roy Price [Amazon Studios Director] will regret this."

We then confirmed that we've commissioned second seasons of

Amazon Studios' original series *Mozart in the Jungle*, the multi-award-winning *Transparent* and Prime Instant Video's most streamed original series *Bosch*. We've also greenlit full seasons of the Cris Cole dark comedy drama *Mad Dogs*, the Ridley Scott alternative history drama based on Philip K. Dick's award-winning book *The Man in the High Castle*, a docu-series based on America's most award-winning magazine, *The New Yorker Presents*, and children's shows *Just Add Magic* and *The Stinky & Dirty Show*. "These new series, including our first docu-series, are some of our most ambitious to date and I'm looking forward to their premieres in the future," said Roy Price, Vice President of Amazon Studios.

Since launch in 2014, Amazon has added even more great content to the service which will deliver essential viewing experiences for families.

When *Ripper Street* Series 3 launched exclusively on Amazon Prime Instant Video last November it was streamed more than any other TV show, attracting larger viewing audiences than some of the biggest US shows on the service including *Constantine*, *The Walking Dead* and Amazon exclusive hit show *Vikings*. It was also the most watched first show of new customers joining the service. We have made a further significant investment in original and exclusive TV by confirming we will make two more series of *Ripper Street* for UK Prime customers. The show is filming now at the production base near Dublin and further details on the launch dates for both new series will be announced later this year. "With two Golden Globes under our belt already this year for Amazon Original Series *Transparent*, we want to cement our position as the home for the best TV in the business," said Jay Marine, Vice President Amazon Instant Video EU. "When it comes to great British drama it really doesn't get better than *Ripper Street*, which has already been a huge hit with

customers and critics alike."

*Outlander*, based on the best-selling books by Diana Gabaldon and filmed in Scotland, has proved to be a massive hit with Prime customers. The show set a binge-watching record in its opening weekend in April, and has gone on to become the most watched TV series in 2015. Amazon is also the destination for great movies, with Prime Instant Video members having access to hundreds of popular movies such as the Leonardo DiCaprio and Carey Mulligan extravaganza *The Great Gatsby*, Bradley Cooper and Jennifer Lawrence in the American-French drama *Serena* and Kevin Costner epic *Man of Steel*, all available for unlimited streaming right now.

If all this wasn't enough, we announced in July that we've teamed up with Jeremy Clarkson, Richard Hammond and James May to make a brand new car show exclusively for Prime members. The show will launch in 2016, and customers can sign up at [www.amazon.co.uk/GuessWhosBack](http://www.amazon.co.uk/GuessWhosBack) to be the first to hear news about the new series.

Find out more at  
[www.amazon.co.uk/primevideo](http://www.amazon.co.uk/primevideo)

## Prime Day

Amazon sold more units on the first ever Prime Day, 15th July 2015, than the biggest Black Friday ever and had more new members try Prime worldwide than any single day in Amazon history. Customers ordered 34.4 million items across Prime-eligible countries on this new global shopping day, breaking all Black Friday records with 398 items ordered per second. Prime Day was also a great savings day – members globally saved millions on deals. Customers ordered hundreds of thousands of Amazon devices – making it the largest device sales day ever worldwide.



# AMAZON MARKETPLACE



**The UK boasts some of the world's most exciting entrepreneurial businesses and tens of thousands of these businesses are selling on Amazon Marketplace.**

Increasingly, these sellers are reaching customers living outside their home countries – both across borders within Europe and around the world. Able to sell on any of Amazon's websites, to any customer, anywhere in Europe, UK businesses are seeing rapid increases in sales. Plus, many of these businesses are using Fulfilment by Amazon, which means that they simply send their inventory to one of our fulfilment centres across Europe and Amazon will take care of the rest, ensuring fast delivery to customers, no matter where they are.

## Our sellers said:



**Callum Bush, founder of MediaDevil, said,** "Selling on Amazon Marketplace has allowed us to put MediaDevil's mobile device accessories in front of millions of

customers internationally. I launched on Amazon.co.uk in 2009, operating out of my bedroom. MediaDevil is now an award-winning global brand, with more than one million products sold – selling not only on the UK Amazon Marketplace but also in Canada, France, Germany, Italy, Spain and the US. We meet overseas demand by using Fulfilment by Amazon to dispatch orders, and have expanded the business to open offices in London, Las Vegas and Milan. This has allowed us to expand our product range and at the same time support local producers. Our Magicpotion gadget screen cleaning spray was formulated and is made in the UK and the handcrafted leather cases in our Artisan Collection are made in Europe by skilled craftsmen. We intend to launch further UK-made products this year."

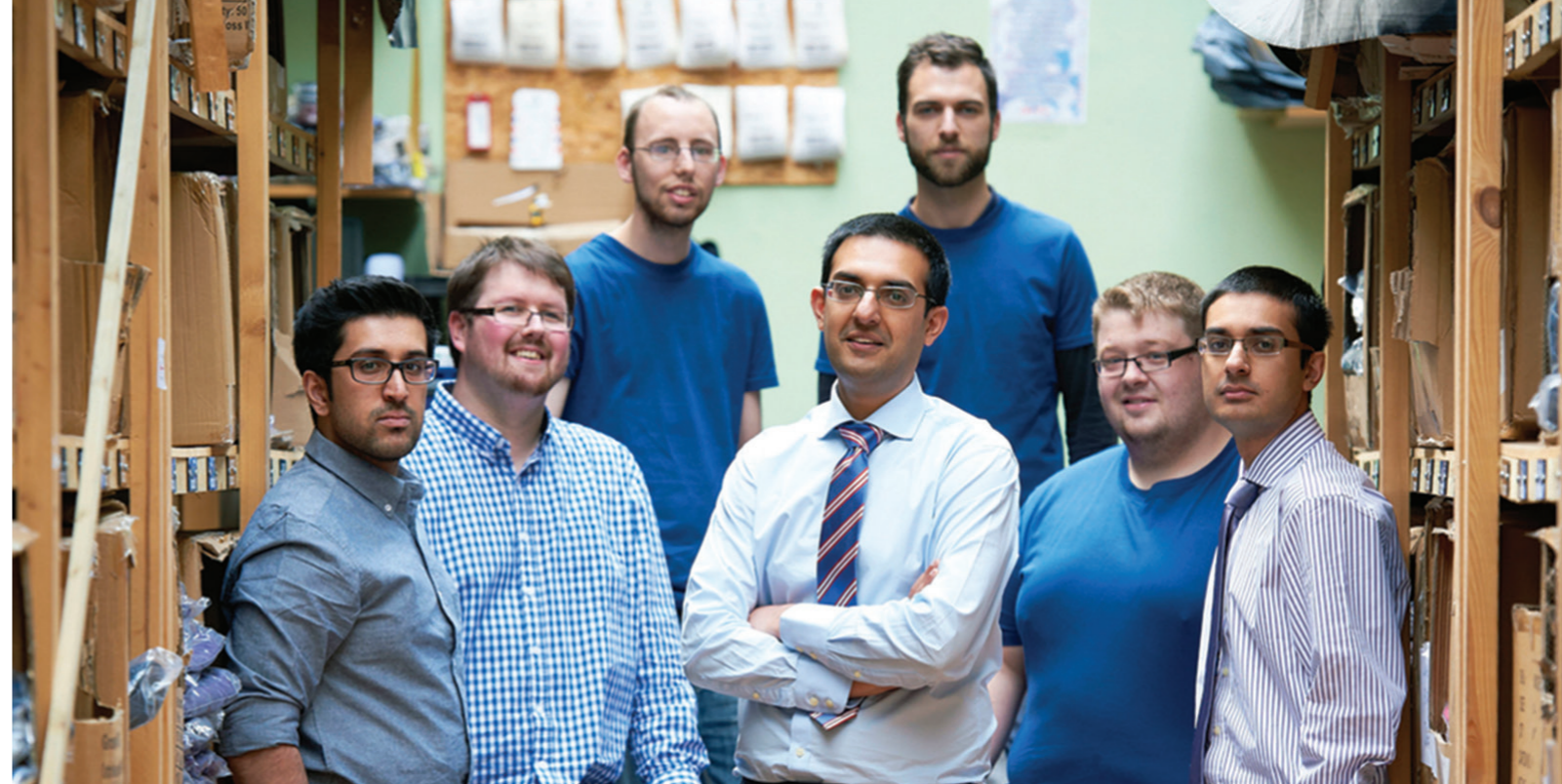


**Ravi Daryanani, founder of TTFone, said,** "We manufacture and sell easy-to-use mobile phones, which we started selling on Amazon Marketplace in 2006. We turned over £20,000 in the first year. Between March 2014 and March 2015, sales have rocketed to £2.1 million.

Amazon gives our products instant exposure to a customer base that we couldn't have achieved on our own website. We are now a global company, with customers from France, Italy and Spain. We send our products to Amazon to manage, pick and pack on our behalf. Our strategy is to use the Amazon website to read reviews to research where we can improve, then go back to the drawing board and create products that we feel Amazon customers would like to buy."



**Nova Smith, founder of IT Tablet PC, said,** "Eighteen months ago I began selling tablets on Amazon.co.uk and the demand was so great that I started to use Fulfilment by Amazon. Now Amazon ships my products across Europe and later this year I will be launching on the US site, Amazon.com. Selling on Amazon Marketplace has allowed me to play my primary role – as mum to four children – as well as running a successful business which has turned over £3 million in the past year."



## A helping hand to sellers with Amazon Lending

Amazon Lending is a service that helps UK-based Amazon Marketplace sellers to grow their business on Amazon. Feedback from Amazon sellers suggests that as small businesses develop, lack of funding can be a challenge that hinders growth and impacts SMEs' ability to expand at a rate that matches their ambition and potential. Amazon Lending is designed to help solve this challenge.

Thousands of qualifying seller are being invited to apply for loans ranging from £1,000 to hundreds of thousands of pounds.

One of the first sellers to receive a loan was Ali Anwar. He is the Huddersfield-based founder of Charles Wilson Clothing, a menswear brand, which started selling on Amazon in 2013.

The business was conceived in 2008, when Ali and his friends had become frustrated at the price of quality shirts and associated accessories. Ali was convinced that such high costs were unnecessary and that designing and manufacturing apparel to sell online via his own website would make it possible to offer top quality menswear

for everyone. Ali soon started selling on Amazon, using Fulfilment by Amazon, reaching millions of customers. In a short time, he was able to expand his two-man team to eight employees. Charles Wilson Clothing is now one of the most successful apparel brands on the UK Amazon Marketplace.

Mr. Anwar said, "Applying for a loan through Amazon was easy and the rates are lower than I have been offered before from small business credit facilities. My bank has not known how to value my business and we have not yet received an offer worth taking in spite of the fact we expect to double our turnover in the next 12 months alone.

"I am using the funds - which were available in my account in just a few hours - to grow my business on Amazon. We are expanding our range of casualwear and accessories, completing our Christmas buy, focusing on our spring summer 2016 line and developing our export capabilities.

Amazon Lending has given quick access to working capital. That is of real value to small businesses, especially in the fashion industry where we buy in bulk, months in advance and have to pay up front. We are excited to see how the additional funding will accelerate our business growth in the lead up

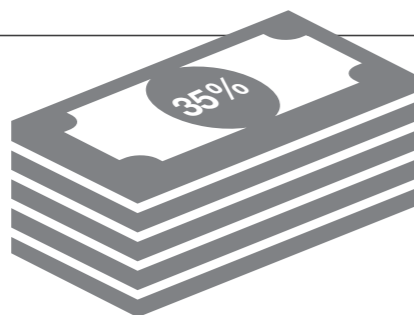
to Christmas. We look forward to an ongoing relationship with Amazon Lending, and next year we are keen to look into manufacturing locally for the first time."

We are excited to see how the additional funding will accelerate our business growth in the lead up to Christmas. We look forward to an ongoing relationship with Amazon Lending



TODAY, CUSTOMERS CAN CHOOSE FROM MORE THAN 120 MILLION DISTINCT PRODUCTS ON AMAZON.CO.UK. THAT VAST CHOICE IS ONLY POSSIBLE BECAUSE OF THE MANY ENTREPRENEURIAL, THIRD-PARTY BUSINESSES THAT OFFER THEIR PRODUCTS ON AMAZON MARKETPLACE

THE NUMBER OF UK SELLERS EARNING REVENUES IN EXCESS OF £1 MILLION INCREASED 35% IN THE PAST 12 MONTHS



UK SELLERS EARNED BILLIONS OF POUNDS OF REVENUE FROM PURCHASES MADE BY UK-BASED AMAZON CUSTOMERS

AROUND  
**400M**

UNITS WERE ORDERED FROM AMAZON MARKETPLACE SELLERS IN THE UK IN THE PAST 12 MONTHS, INCLUDING LOCAL BUSINESSES OF ALL SIZES



IN THE UK, TENS OF THOUSANDS OF PROFESSIONAL SELLERS SELL ON AMAZON MARKETPLACE, ADDING TENS OF MILLIONS OF UNIQUE ITEMS TO AMAZON.CO.UK IN THE PAST YEAR ALONE

## FULFILMENT BY AMAZON

FBA IS AMONG OUR FASTEST-GROWING BUSINESSES. IN THE PAST YEAR WE SAW A 70% INCREASE YEAR ON YEAR IN THE NUMBER OF SELLERS ON AMAZON USING FULFILMENT BY AMAZON

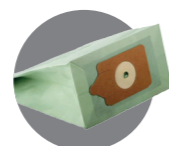


ON AVERAGE, SEVEN OF THE TOP 10 MOST SUCCESSFUL UK AMAZON MARKETPLACE SELLERS IN ANY GIVEN PRODUCT CATEGORY ARE USING FBA

FBA UNITS REPRESENT MORE THAN



OF TOTAL WORLDWIDE AMAZON MARKETPLACE UNITS



SOME OF THE MOST POPULAR PRODUCTS SOLD BY UK MARKETPLACE SELLERS IN THE PAST 12 MONTHS INCLUDE THE BLUE CRYSTAL HEART PENDANT NECKLACE, AN EXERCISE BAR, DISNEY'S FROZEN DVD, HENRY HOOVER BAGS, DISPOSABLE NAPPY BAGS AND NAIL ART TAPE

## WORLDWIDE

TODAY MORE THAN

**44%**

OF WORLDWIDE PURCHASES FROM AMAZON'S SITES ARE MADE FROM THIRD-PARTY SELLERS

IN THE LAST YEAR, CUSTOMERS PURCHASED

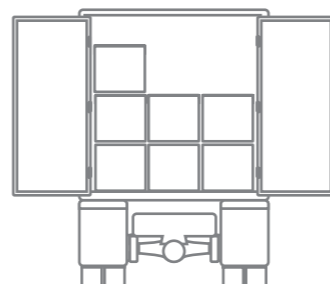
MORE THAN  
**2.3B**

UNITS FROM THIRD-PARTY SELLERS ON AMAZON MARKETPLACE

IN THE LAST 12 MONTHS, BRITISH BUSINESSES EXPORTED MORE THAN

**£1BN**

OF PRODUCTS TO INTERNATIONAL CUSTOMERS



# DELIVERING FOR CUSTOMERS



One of the most significant trends Amazon has seen over recent years has been the increasing demand

from customers for fast delivery. In the past, delivery times of three days were the norm but the vast majority of customers are now looking for a much faster service. It's one of the reasons for the success of Amazon Prime which offers One-Day Delivery on millions of products to millions of customers across the UK.

To ensure that we can offer delivery speeds that match and exceed customer expectations, there has been significant investment in our logistics infrastructure. The result has been the creation of thousands of new permanent roles across our fulfilment centre network and the roll out of many new services, the latest being Prime Now offering one-hour delivery to selected postcodes in London and Birmingham.

We are proud to offer a great workplace for our thousands of employees and earlier this year, began offering guided tours open to the public so that they can see what goes on behind the scenes once a customer places their order. We will continue to expand this programme in the future.



## One Day

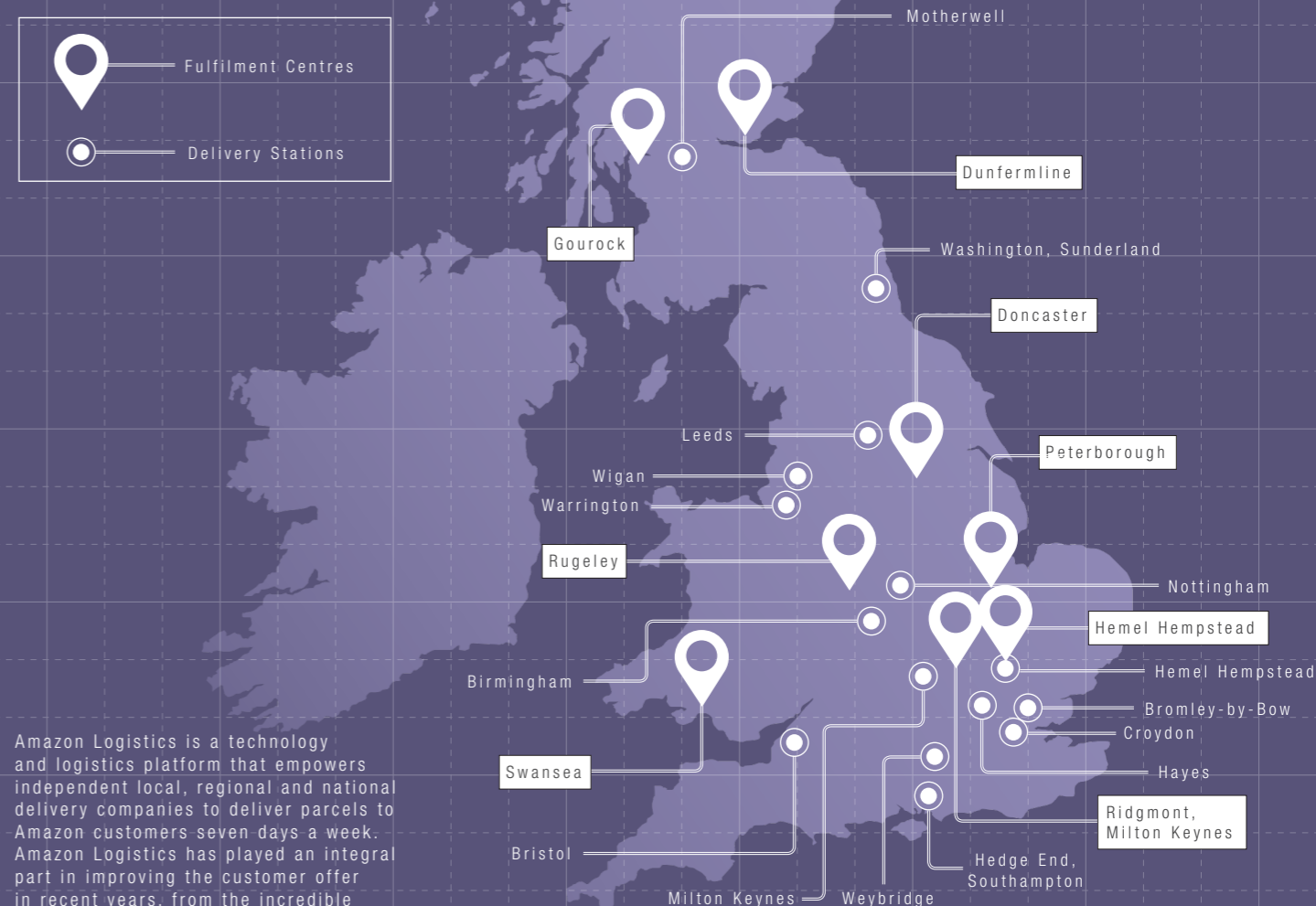
Amazon Prime offers One-Day Delivery on millions of products to millions of customers across the UK.

We are proud to offer a great workplace for our thousands of employees and, earlier this year, began offering guided tours to the public



## AMAZON LOGISTICS

CARRIERS OF ALL SIZES ARE DELIVERING FOR AMAZON ACROSS THE UK



Amazon Logistics is a technology and logistics platform that empowers independent local, regional and national delivery companies to deliver parcels to Amazon customers seven days a week. Amazon Logistics has played an integral part in improving the customer offer in recent years, from the incredible convenience of Prime Now to allowing Prime customers to order on a Saturday for delivery on Sunday. Customers are taking advantage with Sunday deliveries more than quadrupling in the past year.

At the beginning of the year, Amazon Logistics deliveries were being made from 12 delivery stations across the UK. Recently, new sites in Sunderland, Southampton and Weybridge have opened and we expect to add more by the time Christmas comes around.

S.A.B Couriers, based in Watford, Hertfordshire is one of many delivery companies which work with Amazon Logistics. "Expanding our business with Amazon Logistics has been mutually beneficial. We can share our logistics expertise to deliver great customer service and Amazon provides us with state-of-the-art technology, such as handheld devices, software and GPS delivery routes – which benefits our

drivers and increases our revenue," said Maria Bebb, Director of S.A.B Couriers. "We've been working with Amazon Logistics since it launched in 2012 when we employed just three drivers and today we work with more than 40 delivery drivers. Our relationship with Amazon has played a big part in our company's growth and future stability."



# AMAZON WEB SERVICES

**Amazon Web Services (AWS) is the cloud computing part of Amazon and has more than a million active customers in 190 countries. AWS delivers reliable, secure, scalable and cost-efficient cloud computing.**

Instead of buying, owning and maintaining their own data centres and servers, organisations can now acquire technology such as computer power, storage, databases and other services on an as-needed basis from AWS. It is similar to how consumers flip a switch to turn on lights in their home and the power company sends electricity. With cloud computing, AWS manages and maintains the technology infrastructure in a secure environment and organisations access these resources via the Internet. Capacity can grow or shrink instantly and organisations only pay for what they use.

## Cloud is the new normal for the UK

Cloud has become the new normal and is transforming how UK businesses operate. Many of the most exciting well-known start-ups, such as Just Eat, Spotify, Shazam, Zoopla and Hailo, use AWS as well as some of the world's largest companies, such as Shell, Unilever, Financial Times and Shop Direct.

There are several key benefits of cloud computing for businesses in the UK.



Cloud has become the new normal and is transforming how UK businesses operate.

First, there is no upfront capital expenditure, which is a huge advantage for businesses that simply do not want to tie capital to infrastructure. Secondly, there is no long-term commitment required, customers only pay for what they use. This in turn means businesses can scale both up and down easily, enabling them to go global in minutes. When they no longer need the capacity, they can instantly switch it off.

## GoSquared



London-based GoSquared is a good example of how a unique business was born out of the cloud. GoSquared provides customer analytics services for businesses. Since starting out as a group of 14-year-old friends, GoSquared has grown quickly and now serves some of the world's largest companies such as Jaguar Land Rover, ESL Gaming and PostNL. Using AWS, with no long-term commitments and pay-as-you-go hourly pricing, the team at GoSquared was

able to get their business started using their pocket money. By building on AWS services, they have been able to scale their technology to process data in real time for tens of thousands of businesses around the world, while maintaining focus on developing the product. As a result, GoSquared is able to cater for any business of any size, and can rapidly ship new features and improvements to continuously add value for its customers.

## GETTING READY

- AWS customers like Unilever Research are using AWS to develop the next generation of products. Unilever Research and Development runs an eScience programme in the cloud. The programme uses AWS technology to do resource intensive genomic research and compare the genetic diversity of healthy and unhealthy genes to develop new products. For example, comparing a healthy mouth with one with gingivitis – by identifying the shared genes among these two – can be very helpful in developing the next generation of toothpaste.



## DELIVERING NEWS

- The Financial Times now has the ability to run analytics on all its stories, in near real time, personalising the paper and giving readers a more tailored reading experience.
- The BBC uses AWS for the processing and distribution of content for its iPlayer. By using AWS they are able to get content on to the iPlayer platform 20-30 minutes after broadcast as opposed to the nine or 10 hours it took previously.

**WE ARE ALREADY ALL  
UNCONSCIOUSLY USING THE CLOUD.  
FROM THE MOMENT WE WAKE UP TO  
THE TIME WE GO TO SLEEP**



## GETTING YOU TO WORK ON TIME

- Transport for London (TfL) has been able to build a website with a greatly improved user experience across mobile, tablets and desktops that can rapidly scale to 30 times normal traffic in busy periods and is now regularly supporting 81% of Londoners. That is 6,978,150 people, which is larger than the population of some countries, including Denmark (5,668,743) and Finland (5,478,002).
- App-based taxi booking firm Hailo built its business on top of AWS. Across the globe, over 60,000 drivers and more than a million passengers have signed up. There's a Hailo hail every 2 seconds, and to date, over a million passengers have used the service.



## STAYING IN OR GOING OUT

- London's Royal Opera House (ROH) conducts hundreds of performances and reaches thousands every year through its main stage performances. Wishing to simplify its infrastructure ROH migrated to the AWS cloud. Since migrating, ticket purchase wait times have decreased from hours to minutes, creating an accessible online ticket purchase experience that is aligned with ROH's philosophy of creating better access to the arts.
- Just Eat uses AWS for its entire technology infrastructures. It has been able to experiment faster and reduce the time it takes to roll out new features and updates from 3 months to less than a day.



## SWITCHING OFF FOR THE DAY

- Airbnb is a community marketplace that allows property owners and travellers to connect with each other for the purpose of renting unique holiday spaces around the world. More than 500,000 people stay in an Airbnb every night. And the company hopes to have nearly 800,000 staying in one by this summer.
- Philips City Touch provides connected street lighting. Used in 31 countries, Philips City Touch allows entire suburbs and cities to actively control street lighting to manage the after-dark environment in real time. Local councils are able to keep certain streets well lit, accommodate high foot traffic, bring on lighting during adverse weather, when ambient light dims to a dangerous level, or even turn lighting down, for example in an industrial estate, where there are no people.

# FASHION

**In 2015 Amazon.co.uk has continued to increase fashion selection, made ongoing improvements to the look and feel of on-site editorial, and opened Amazon's new multi-million pound fashion photography studio in Shoreditch, London.**

This new studio will create more than half a million images over the next 12 months which will support our growing fashion business across Europe. We also announced British actress and model Suki Waterhouse as the new brand ambassador for Amazon Fashion across Europe.

Since the start of the year we have launched curated collections from more than 50 new brands including New Look, Asics and Benetton. We also created and launched dedicated curated stores for sunglasses ([www.amazon.co.uk/sunglasses](http://www.amazon.co.uk/sunglasses)) women's summer essentials ([www.amazon.co.uk/hersummer](http://www.amazon.co.uk/hersummer)) and men's summer essentials ([www.amazon.co.uk/hissummer](http://www.amazon.co.uk/hissummer)).

All of these launches show our commitment to helping Amazon customers easily browse and find the products they want. Our fashion sales continued to grow and in the second quarter of the year, we sold more than 30 million items of fashion across Europe.



## 30m

We sold more than 30 million items of fashion across Europe in the second quarter of 2015

During the first half of the year we saw increased demand from our fashion customers for products which offered comfort and functionality. Comfort footwear firmly cemented its fan base and the boundary between menswear and womenswear trends continued to blur

Since the start of the year we launched curated collections from more than 50 new brands including New Look, Asics and Benetton.

with women opting for loose-fit denim, boyfriend-fit sweatshirts and flat shoes.

Popular items among customers at Amazon.co.uk since the start of the year include:

### AW14/15 Collection:

- Parka-style coats
- Checked coats
- Vans
- Rose gold watches
- Polo necks

### SS15 Collection:

- Matching sets
- Slogan sweats
- Mirrored lenses
- Rose gold jewellery
- Birkenstocks



# BEAUTY & MEN'S GROOMING



Beauty is one of the fastest growing stores at Amazon.co.uk. We now offer products across seven key areas

– Fragrance, Skin Care, Hair Care, Make-up, Nail Care, Bath & Shower and Luxury Beauty, and in January of this year we celebrated the first anniversaries of our Luxury Beauty and Men's Grooming Stores.

Luxury Beauty goes from strength to strength with almost 3,000 products currently available from more than 75 premium brands including Burberry, Rituals, Jessica and Japonesque.

New brands launched this year include Sepai, Massato, Face Matters, Pebbles Pink, AreaH2O, Archipelago, Lauren B, London Brush Company, Ineke, Dr. Lipp, Billy Jealousy, Eyeko, PMD, Personal Microderm and Paul & Joe.

2015 can be viewed through a number of key trends and products as well as the return of some cult beauty classics.

Coconut oil continues to prove popular within our Beauty, Health and Grocery Stores. This cross-purpose product can be used on hair, on skin and even in cooking. In fact, there has been a wider revival in the use of oils with strong sales of MoroccanOil for hair, Trilogy Certified Organic Rosehip Oil for the face and Beard Conditioning Oil by Percy Nobleman.

2015 can be viewed through a number of key trends and products as well as the return of some cult beauty classics.

Cornsilk Satin Loose Powder has been welcomed back to dressing tables up and down the country as women rediscover its subtle, long-lasting properties.

Contour kits, enabling an enhanced facial structure through the magic of makeup, have been incredibly popular with customers using online videos to learn this advanced technique.

For men, beards are still the look of choice. From beard and moustache combs and beard balms to oils and beard trimmers, hirsuteness shows no sign of abating, even in the summer months.

# BESTSELLERS IN BEAUTY & MEN'S GROOMING

## BEAUTY

- RAPIDLASH EYELASH ENHANCING SERUM
- REAL TECHNIQUES MIRACLE COMPLEXION SPONGE
- OLAY REGENERIST 3 POINT SUPER AGE-DEFYING MOISTURISER
- RAPIDBROW EYEBROW ENHANCING SERUM
- YVES SAINT LAURENT TOUCHE ECLAT RADIANT TOUCH CONCEALER
- W7 EYE COLOUR PALETTE
- W7 PRIME MAGIC FACE PRIMER
- AVON SKIN SO SOFT ORIGINAL DRY OIL BODY SPRAY
- OPI NAIL ENVY NAIL STRENGTHENER
- MOROCCANOIL

## MEN'S GROOMING

- BEARD CONDITIONING OIL BY PERCY NOBLEMAN
- BULLDOG NATURAL SKINCARE ORIGINAL MOISTURISER
- TIGI BED HEAD B FOR MEN MATTE SEPARATION WORKABLE WAX
- FUDGE MATTE HED EXTRA HOLD WAX
- KENT FOLDING FINE COMB FOR MEN
- DVB BECKHAM INTIMATELY FOR MEN EAU DE TOILETTE
- HUGO BOSS BOSS EAU DE TOILETTE
- TAYLOR OF OLD BOND STREET SANDALWOOD SHAVING CREAM BOWL
- BULLDOG ORIGINAL FACE WASH
- KENT HAND MADE BEARD AND MOUSTACHE COMB



# HOME



**In early 2015, customers embraced the spring colours of the new season in the Amazon.co.uk Home**

**Store. Everything from citrus lemons and limes through to candy pinks and bold blues brought a bright new start to the year. Also proving popular was a Scandinavian look, combining natural, stripped-back wood with elegant whites for clean, minimal lines along with metallics, particularly copper, used in lighting, cooking and dining alongside concrete and marble home accessories.**

So far this year, we've introduced customers to brands including Sheridan, Saffron and Saffron, Osram, Fifty One Percent Ltd, Shire Beds, Vogue Beds Group, Cavendish Furniture Limited, Seletti and Neom Organics – all are new for Amazon.co.uk in 2015 with more to come.

In the kitchen, the spiralizer reigns supreme. The New Year always sees a trend for healthy eating and drinking, sending sales of juicers and blenders rising but thanks to books such as *Deliciously Ella* by Ella Woodward and *The Art of Eating Well* by Jasmine Hemsley and Melissa Hemsley, it's the spiralizer that has proved a runaway success. Popular models on Amazon.co.uk include the Zoodle Chef Vegetable Spiralizer, the Lurch Spirali Vegetable Spiralizer and the Hemsley + Hemsley Spiralizer.

The changes in the weather have also impacted sales in 2015 so far. The bout of chilly weather saw soup mugs and flasks sell well alongside slow cookers and electric blankets. The nation also splashed out on new spring cleaning appliances while being stuck indoors.

Thanks to books such as *Deliciously Ella* by Ella Woodward and *The Art of Eating Well* by Jasmine Hemsley and Melissa Hemsley, it's the spiralizer that has proved a runaway success.

With the welcome turn in the weather, it's lunchboxes for salads, blackout blinds and linings to get a good night's sleep and blenders to blitz fruit and vegetables into transportable smoothies that have proved popular.

## BESTSELLERS IN HOME



# BABY AND AMAZON FAMILY

**The Amazon.co.uk Baby Store has had a busy 2015 with new brand arrivals including Maclaren pushchairs,**

**Comotomo baby bottles, Moba bedding, NSAuk sleep products, furniture from Roba, Schardt and Pinolino, BabyStyle travel systems, slings from Hoppediz and Baba Slings, toys from Tegu and Snuggle and SnoozeShade sleep aids.**

This year, we've seen parents embracing the world of 'baby tech'. New innovations include the Brush-Baby Sonic Electric Toothbrush which comes with a two-minute timer ensuring baby's new teeth are looked after, Ewan the Dream Sheep which plays heartbeat and womb noises and Summer Infant Slumber Buddies Eddie The Elephant with lullabies and colours to encourage baby off to the land of nod. Development is also top of mind with the Animal Handbell Developmental Toys proving to be bestsellers alongside the Bamba Baby Signing Kit and Milestone Baby Cards.

The nursery has undergone a makeover for 2015 with stylish designs transforming everyday items such as nappy dispensers, playpens, cots, slings and bath storage. Some of our customers' favourite new launches include the Roba Rock Star Baby Hexagonal Playpen, Schardt Cot in Grey Nordic Driftwood, Neusu Premium Bath Toy Storage Scoop & Organiser and the Roba Nappy Dispenser in Natural Wood.

Night shopping is key for new parents



Products from the Baby Store feature highly among the most popular products purchased between 11pm and 6am on Amazon.co.uk

looking to maximise the wee hours when they are up feeding and looking after their new arrivals. Products from the Baby Store feature highly among the most popular products purchased between 11pm and 6am. Topping the list of items bought between these times are baby essentials – nappy disposal cassettes, nursing pads, nursing support pillows and breast pumps. Sleep-deprived parents unsurprisingly can't get enough of the Gro-Clock Sleep Trainer and Gro Anywhere Blackout Blind as well as Sophie The Giraffe, Lamaze Freddie the Firefly, the Fisher-Price Rainforest Jumperoo and LeapFrog Lettersaurus to keep baby entertained in the daytime.

## Amazon Family

Launched in 2012, Amazon Family is a membership programme for expectant parents and parents of young children to help them get the most out of Amazon.co.uk.

Benefiting from unlimited One-Day Delivery on millions of items, our members also enjoy Amazon.co.uk's lowest prices on nappies – an extra 20% off and free regular deliveries with Subscribe & Save. There are exclusive offers and discounts every month, as well as unlimited streaming of more than 15,000 popular movies and TV episodes through Prime Instant Video, access to one million songs to stream and download through Prime Music, unlimited photo storage in Amazon Cloud Drive, and 800,000 Kindle titles to borrow from the Kindle Owners' Lending Library.

We're committed to helping make life easier for our customers and to this end we spoke to more than 1,000 new and expectant parents to explore the aspects of life that change when a baby arrives. These mums and dads told us that they most miss 'having an adult conversation', followed by 'relaxing with a good book' and 'getting eight hours' sleep'. We also discovered that two in every three expectant parents underestimated just how much life would change when they had a baby and one in four new mums and dads wished they had been told about these little things before becoming parents.

Amazon Family asked parents for their top 'hacks' to share with expectant mums and dads:

### 1. Having an adult conversation

Get onto smartphone messaging apps so you can chat to friends while feeding

### 2. Relaxing with a good book

Keep a stash of books in the bathroom and kitchen – skim a few pages whilst you have a few moments of peace

### 3. Getting eight hours' sleep

Learn to nap and accept that for now, power naps have replaced disco naps

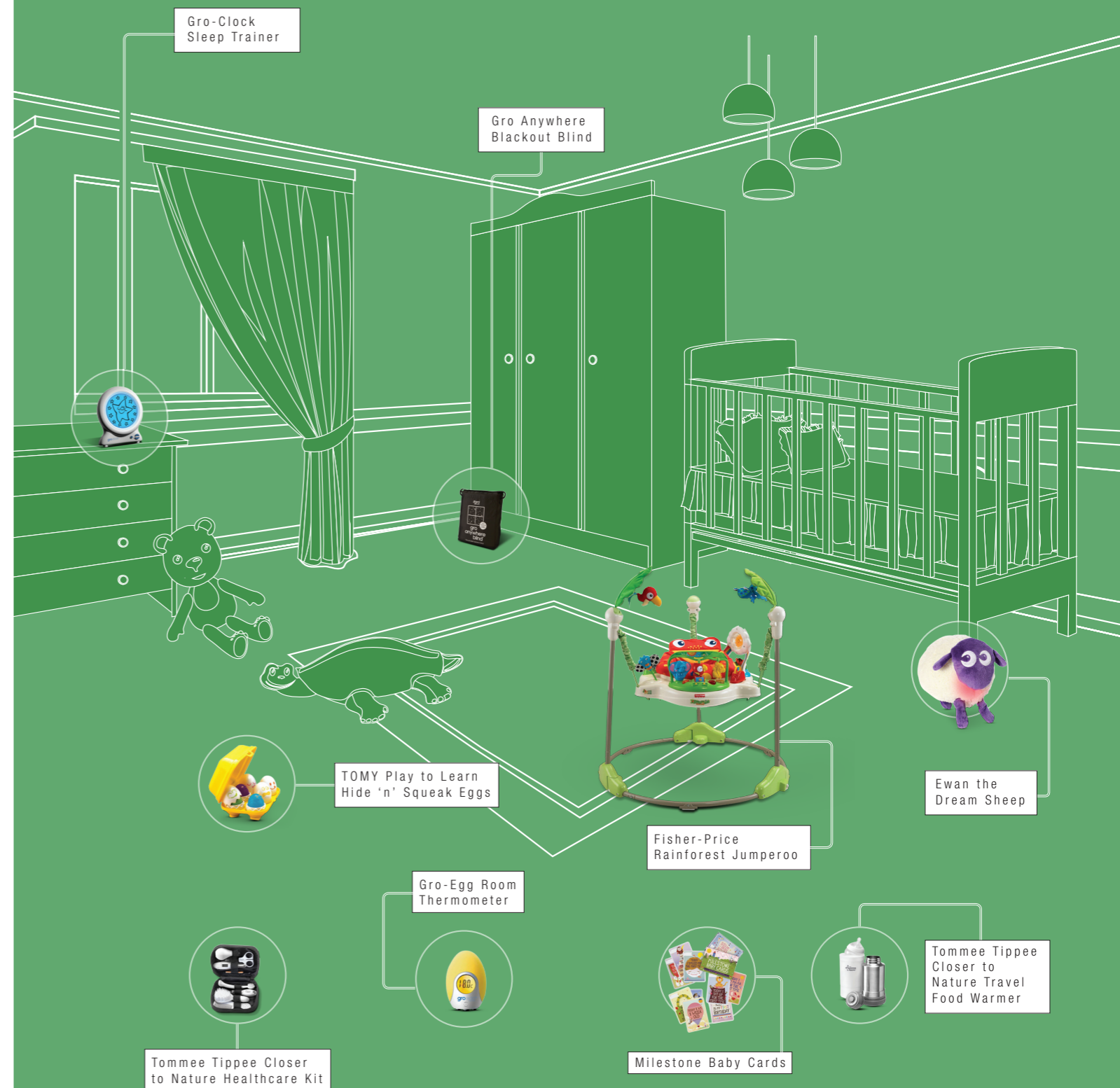
### 4. Brushing hair

Keep a brush or comb in your changing bag so you can take advantage of baby changing room mirrors

### 5. Putting on make-up

Pick up multi-tasking products such as BB cream and lip/cheek tint to save time

## BESTSELLERS IN BABY



# A READER'S DELIGHT

WHAT'S HOT IN THE KINDLE STORE

The Top 20 in the Amazon.co.uk Kindle Store is a who's who of amazing storytelling. Paula Hawkins'

fantastically popular novel *The Girl on the Train* takes pride of place as the top-selling eBook so far this year, followed by a returning Kindle phenomenon – EL James and her *Fifty Shades* series.

After taking the Kindle charts by storm when she self-published *Fifty Shades of Grey* in 2011, James is back with *Grey* – a racy, alternative account of the Fifty Shades story, this time from Christian's side.

Member of Parliament Nadine Dorries makes the Top 10 with *Hide Her Name*, the second title from her *Four Streets Trilogy*, while Rachel Abbott, a hugely successful self-published author, is at number 11 with her fourth title, *Stranger Child*.



## No.1

Paula Hawkins' fantastically popular novel *The Girl on the Train* takes pride of place as the top-selling eBook so far this year.



**Rachel Abbott, million-selling independent author**

The Kindle Store is full of household names and it's also home to a talented and growing group of authors who are publishing themselves. Using Kindle Direct Publishing (KDP), aspiring authors can write that book they've been thinking about and make it available to Kindle readers all over the world in just a matter of hours – and make royalties of up to 70% along the way. That's what Rachel Abbott decided to do when she took early retirement after a successful career running her own interactive media company. Three years later, she's a bestselling author with over one million sales to Kindle readers worldwide.

I'm now writing my fifth novel, have sold well over a million copies of the first four, and have a new full-time career as an author. Nobody, least of all me, could have seen that coming – but I'm loving every minute of it.

"Since the day I published my first book to Kindle, my feet haven't touched the ground," Rachel said. "In 2010 I had retired and I thought the future was going to be one of relaxation – except that I wanted to write a book for my own pleasure. One day I decided to publish it to see what might happen, and that decision was life-changing." Rachel's success is a shining example for any aspiring author with a story to tell. Using KDP as a platform to find and build a relationship with readers, she's built a second career for herself and doesn't intend to retire from writing any time soon. "I'm now writing my fifth novel, have sold well over a million copies of the first four, and have a new full-time career as an author. Nobody, least of all me, could have seen that coming – but I'm loving every minute of it."

# THE TOP TWENTY IN THE KINDLE STORE



# BRITS GET HEALTHY... AND COLOURING

Of all the books available on Amazon.co.uk, the Top 20 in 2015 so far is dominated by two standout genres.

The first is healthy eating, which continues to be a trend led by the

popularity of Ella Woodward and her *Awesome Ingredients*, as Brits become ever more conscious of what they eat. Brits also appear to have adopted colouring as a form of relaxation, with no fewer than four adult colouring books in the Top 20.



## TOP 20 BOOK TITLES SOLD IN 2015 SO FAR

1. DELICIOUSLY ELLA: AWESOME INGREDIENTS, INCREDIBLE FOOD THAT YOU AND YOU AND YOUR BODY WILL LOVE BY ELLA WOODWARD
2. MILLIE MAROTTA'S ANIMAL KINGDOM BY MILLIE MAROTTA
3. GREY: FIFTY SHADES OF GREY AS TOLD BY CHRISTIAN BY EL JAMES
4. THE GIRL ON THE TRAIN BY PAULA HAWKINS
5. EAT. NOURISH. GLOW: 10 EASY STEPS FOR LOSING WEIGHT, LOOKING YOUNGER & FEELING HEALTHIER BY AMELIA FREER
6. DAVINA'S 5 WEEKS TO SUGAR-FREE BY DAVINA MCCALL
7. MARY BERRY'S ABSOLUTE FAVOURITES BY MARY BERRY
8. ELIZABETH IS MISSING BY EMMA HEALEY
9. THE MINIATURIST BY JESSIE BURTON
10. THE ART OF EATING WELL BY JASMINE HEMSLEY AND MELISSA HEMSLEY
11. THE ART THERAPY COLOURING BOOK BY RICHARD MERRITT AND HANNAH DAVIES
12. THE MINDFULNESS COLOURING BOOK: ANTI-STRESS ART THERAPY FOR BUSY PEOPLE BY EMMA FARRARONS
13. SECRET GARDEN: AN INKY TREASURE HUNT AND COLOURING BOOK BY JOHANNA BASFORD
14. MINDFULNESS: A PRACTICAL GUIDE TO FINDING PEACE IN A FRANTIC WORLD BY PROF. MARK WILLIAMS
15. THE OFFICIAL HIGHWAY CODE BY THE DRIVER AND VEHICLE STANDARDS AGENCY
16. GIRL ONLINE BY ZOE SUGG (AKA ZOELLA)
17. THE HAIRY DIETERS: HOW TO LOVE FOOD AND LOSE WEIGHT BY HAIRY BIKERS
18. GONE GIRL BY GILLIAN FLYNN
19. THE FAST DIET: LOSE WEIGHT, STAY HEALTHY, LIVE LONGER BY DR MICHAEL MOSLEY AND MIMI SPENCER
20. GET THE GLOW: DELICIOUS AND EASY RECIPES THAT WILL NOURISH YOU FROM THE INSIDE OUT BY MADELEINE SHAW

## BEST OF THE REST

### WHAT WE LISTENED TO



#### THE BESTSELLING ALBUMS SINCE 1ST JANUARY 2015:

IN THE LONELY HOUR BY SAM SMITH  
X BY ED SHEERAN  
WANTED ON VOYAGE BY GEORGE EZRA  
1989 BY TAYLOR SWIFT  
HOZIER BY HOZIER  
THE MAGIC WHIP BY BLUR  
TITLE BY MEGHAN TRAINOR  
CHAOS AND THE CALM BY JAMES BAY  
1000 FORMS OF FEAR BY SIA  
CHASING YESTERDAY BY NOEL GALLAGHER



### WHAT WE PLAYED



#### THE BESTSELLING VIDEO GAMES (CROSS PLATFORM) SINCE 1ST JANUARY 2015:

GRAND THEFT AUTO V  
CALL OF DUTY: ADVANCED WARFARE  
MINECRAFT  
FIFA 15  
BATMAN: ARKHAM KNIGHT  
DESTINY  
THE WITCHER 3: WILD HUNT  
DYING LIGHT  
FAR CRY 4  
BATTLEFIELD HARDLINE





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