



**THE AMAZON.CO.UK  
WINTER 2015  
REPORT**



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# INTRODUCTION

CHRISTOPHER NORTH, MANAGING DIRECTOR, AMAZON.CO.UK



**Our business has changed almost beyond recognition over our 20-year history, and will change in the future in ways that are difficult to anticipate today. But the foundation of our company continues to be three values that haven't changed since we started, and won't change in the future: customer obsession, long-term thinking, and a passion for invention.**

We're most passionate about opportunities at the intersection of these three values: where we can invent on behalf of customers, anticipating their future needs years in advance. Whether it's launching new services like Amazon Pantry, or developing Fire tablets costing less than £50, or creating the future of delivery with Prime Air, we're relentless in our pursuit of an ever-improving customer experience.

In our oldest businesses, where we offer physical products to customers from Amazon and third-party sellers, we continue to focus on the three things we know our customers value most: low prices, vast selection and fast delivery.

We offer low prices every day for customers but none more so than during Black Friday Deals Week. Our customers love Black Friday and we work hard to ensure that it keeps getting better every year. This year, more customers than

ever took advantage of more than 7,000 deals on offer, leading to our busiest day in history: more than 7.4 million items ordered in a single day.

The selection of products on Amazon.co.uk continues to increase with more than 150 million products now available. This scale of selection simply would not be possible if it was not for the tens of thousands of British businesses who offer their products on Amazon.co.uk via the Amazon Marketplace. We continue to add tools that make selling in the UK, Europe and around the world easy for companies of any size. We also recently launched Amazon Launchpad in the UK, where we're supporting British invention by helping startups market and distribute their products.

The last 12 months have seen our greatest advances in fast delivery to date. Ten years ago, the typical delivery took as long as a week; today, Amazon Prime customers regard One-Day delivery as the norm. We think customers deserve even faster: we're rapidly rolling out Same Day delivery for our Prime customers at no additional charge, as well as Prime Now which provides delivery within a two-hour window at no additional charge or even within the hour for just £6.99.

Offering great prices on millions of products with superfast delivery and

great customer service is only possible thanks to the great team at Amazon. The thousands of Amazon employees who work at our Fulfilment Centres and Delivery Stations across the UK have done an incredible job this festive season.

We're looking forward to introducing more great innovations for our customers in 2016.

On behalf of everyone at Amazon, happy New Year,

Chris

Our customers love Black Friday and we work hard to ensure that it keeps getting better every year

# CHRISTMAS 2015



Amazon.co.uk reveals the nation's most popular Christmas presents of 2015.



## Women's Fashion

Amazon's Autumn / Winter 2015 womenswear collection was launched by British actress and model, Suki Waterhouse, who worked closely with Amazon's fashion team to select her favourite pieces for the season and took part in the campaign shoot at Amazon's photography studio in Hoxton.

The collection featured a range of Suki's favourite brands, all available from Amazon, and sales soared – with bestsellers including the black Gestuz jumpsuit and French Connection floral playsuit.

Other popular items for AW15 included:

- Party dresses – beaded styles from Adriana Pappell and Selected Femme
- Bags – Carvela hard case clutch in gold
- Shoes – Stan Smith Adidas trainers, Superga trainers with platform soles
- Coats – shearling, ponchos, capes
- Jewellery - Solange Azagury-Partridge 'Hotlips' rings in red and black cherry

Brands that joined Amazon Fashion for AW15 included MANGO, Ghost, ALDI shoes, Pamela Love, Leivankas, and Pippa Small.



## Beauty & Men's Grooming

A classic gift for both men and women, it's no surprise to see fragrance amongst the most popular presents. This year, it's his and hers fragrances in the bestseller lists including Paco Rabanne Lady Million Eau de Parfum Spray for Women alongside Paco Rabanne 1 Million Eau de Toilette for

Men as well as Calvin Klein CKIN2U for Her Eau de Toilette and Calvin Klein CKIN2U for Him Eau de Toilette. Grooming gadgets and products including the Remington Barba Beard Trimmer and Huntsmen Beard Oil show that for British men, the beard is still the ultimate accessory, whereas women are transforming their look with premium styling gifts including the ghd IV Styler and ghd Air Hair Dryer.



## Grocery

This year, we've been giving our family and friends a taste of their childhoods – retro sweet boxes featuring sherbert fountains, fruit salads, parma violets and more are at the top of the bestsellers list. For a helping hand on these dark mornings, the nation has also stocked up on coffee capsules with TASSIMO Costa Americano, TASSIMO Costa Latte and Nescafe Dolce Gusto Cappuccino particular favourites. Whisky is also proving to be a popular gift, from Johnnie Walker Black Label Blended Scotch Whisky with over 100 five star customer reviews to newly launched Haig Club, a 2015 Silver Medal Winner in the International Wine & Spirits Competition.



## Pet Supplies

Dogs remain man's best friend in the UK, with over half of the top 100 bestselling pet gifts being bought for canine companions. Festive treats that got tails wagging this year included top sellers Good Boy Mini Doggy Mince Pies, Good Boy Pigs in Blankets, and Good Boy Dog Advent Calendars, as well as quilted coats, and shampoos. Cat owners looked after their feline friends with water fountains and radiator beds. Even the smallest pets haven't been left out, with hamsters receiving cardboard castles.



## Home & Appliances

After the season of indulgence, the nation is gearing up for a healthy start to the New Year. Kitchen Christmas bestsellers include the gadget of 2015, the spiralizer, ideal for creating courgetti and sweet potato rice as well as blenders for shakes and smoothies, and popcorn makers for quick and easy snacks. The long chilly nights have also inspired gifts of electric blankets, Morphy Richards Soup Makers and Crock-Pot Slow Cookers. And we were decking our halls with Christmas bunting, snowflake window stickers and indoor fairy lights.



## Electronics

Capturing the celebrations in an instant, the Fujifilm Instax Mini 8 Camera is a Christmas 2015 bestseller, producing printed photos in minutes. Also a favourite gift this year, the GoPro HERO camera range and assorted accessories have also been found under many a Christmas tree, perfect for the winter ski trip. Top level audio equipment has also proved popular including Audio-Technica Professional Headphones, Bose SoundLink Mini Bluetooth Speakers and Sennheiser Special Edition Headphones.



## Toy & Games

This Christmas, families up and down the country are getting together over a game or two. The bestselling toys include much-loved favourites TOMY Pop-Up Pirate, Monopoly, Twister, Trivial Pursuit, Scrabble and Operation. New entries for 2015 include games of suspense and hilarity – Pie Face and Splat – where players run the risk of a face of whipped cream. The popularity of Disney's *Frozen* continues with character dolls, LEGO Elsa's Sparkling Ice Castle and colouring books in many children's stockings.

# BESTSELLERS AT CHRISTMAS

25 BY ADELE

1



2



FIRE TABLET, 7", WI-FI, 8GB

3



FIRE TV STICK



4

FALLOUT 4



5

CALL OF DUTY: BLACK OPS III

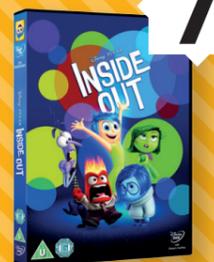
IF I CAN DREAM: ELVIS PRESLEY WITH THE ROYAL PHILHARMONIC ORCHESTRA BY ELVIS PRESLEY



6

INSIDE OUT

7



8

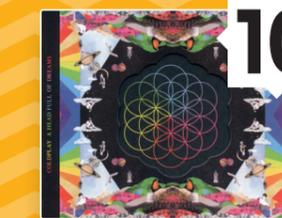
MINIONS



STAR WARS: BATTLEFRONT



9



A HEAD FULL OF DREAMS BY COLDPLAY



THE TOP TEN BESTSELLING PRODUCTS FOR CHRISTMAS 2015 (BASED ON UNIT SALES FROM 1ST NOVEMBER TO 13TH DECEMBER 2015)

# CHRISTMAS ACROSS THE UK



It has been a tale of hometown heroes when it comes to Christmas bestsellers in cities across the UK. Pride

in local sportspeople, musicians, chefs and comedians has resulted in surges in sales of their books, DVDs and music in the run up to Christmas.

## North

- Given their reputation for good humour, it should come as no surprise that northerners have been going into comedy overdrive this Christmas
- Football books and annuals also top the charts. Sir Alex Ferguson's retirement and Steven Gerrard's move to LA Galaxy have done nothing to dampen fans' interest in the tales from these key figures of the beautiful game
- Parents in the north bought tried-and-tested kids toys including Lego train sets and Rubik's Cube

- Local hits** – *My Story* by Steven Gerrard; *Peter Kay's Car Share – Series 1*; *Leeds Rhinos: The Treble*

## South

- Food, glorious food is on the mind of southerners, with cookbooks ranked as some of the most popular Christmas gifts. National treasure Mary Berry has shown that pies and pastries remain a favourite, with sales of her book cooking up a storm
- As an antidote to the winter excesses, southerners are also bagging copies of trendy healthy eating guides such as *Deliciously Ella* by London blogger Ella Woodward
- The cookbooks certainly aren't gathering dust. Keen amateur chefs put theory into practice with kitchen devices like the Morphy Richards Soup Maker and Nutribullet

- Local hits** – *Deliciously Ella* by Ella Woodward; *NOPI: The Cookbook* by Yotam Ottolenghi and Ramael Scully; *Monopoly - Brighton Edition*

## Midlands

- The runaway Christmas hit in the Midlands has been *I Believe In Miracles: The Remarkable Story of Brian Clough's European Cup-Winning Team* showing that the support for Nottingham Forest F.C. has not waned since those glory days
- Families in the Midlands will be taking a traditional approach to festive entertainment, with a vast range of board games featuring strongly in the bestsellers list including classics *Operation* and *Monopoly*
- The activity doesn't stop there, with health fanatics purchasing the latest technology like the Fitbit Activity Wristband

- Local hits** – *I Believe In Miracles: The Remarkable Story of Brian Clough's European Cup-Winning Team*; *Alone In The Universe* by Jeff Lynne's ELO

## Wales

- Welsh readers have been getting the inside scoop on rugby union legend, Adam Jones. Although not a part of the 2015 RWC squad, the Abercraf lad has done enough to land in the bestsellers list
- Evergreen crooner Tom Jones is another home-grown hero making the charts, with *Over the Top and Back: The Autobiography* and *Long Lost Suitcase*
- Beauty products are popular Christmas presents in Wales with lucky locals treated to ghd stylers and Bomb Cosmetics gift sets

- Local hits** – *Over the Top and Back: The Autobiography* by Tom Jones;

*Bomb: My Autobiography* by Adam Jones; *Merlyn Welsh Cream Liqueur*

## Northern Ireland

- A.P. McCoy, has captured the imagination of fellow countrymen and women with his acclaimed documentary *Being A.P.* The film charts his failures and triumphs and reinforces Ireland's passion for racing
- Popular Irish singer Daniel O'Donnell enters the bestsellers list with *The Hank Williams Songbook*
- The gentlemen of Northern Ireland are groomed to perfection having received Wahl Hair, Beard, Moustache Trimmers and Remington Barba Beard Trimmers this Christmas

- Local hits** – *Being A.P.*; *The Hank Williams Songbook* by Daniel O'Donnell; *Mrs. Brown's Boys Live: How Now Mrs. Brown Cow*

## Scotland

- Renowned for hosting the comedy festival, The Edinburgh Fringe, it is unsurprising to see Scottish customers filling their stockings with DVDs of home-grown humourist Kevin Bridges' latest show *A Whole Different Story*
- Scots have been sampling local versions of classic drinks, with Edinburgh Gin Rhubarb and Ginger Liqueur and Edinburgh Raspberry Gin Liqueur alongside more traditional Johnnie Walker Scotch Whisky and Haig Club Scotch Whisky
- Scots have the sweetest tooth in the country, giving friends and family Retro Sweets Treasure Boxes and Thorntons chocolates

- Local hits** – *Kevin Bridges Live: A Whole Different Story*; *Edinburgh Raspberry Gin Liqueur*

# REGIONAL BESTSELLERS

BASED ON UNIT SALES FROM  
1ST NOVEMBER TO 13TH  
DECEMBER 2015



# CHRISTMAS IN THE CAPITAL

SO WHAT CHRISTMAS PRESENTS DID THE PEOPLE OF LONDON BUY ON AMAZON.CO.UK THIS YEAR?

## West

- West Londoners have indulged their love of getting active with bestselling gifts including *Norwegian Wood: Chopping, Stacking and Drying Wood the Scandinavian Way* by Lars Mytting and Fitbit Charge Heart Rate and Activity Wristbands
- This healthy approach is also reflected in their eating habits with popular cookbooks in the west of the capital including *Lean in 15* by Joe Wicks, *The Art of Eating Well* by London-based sisters Jasmine and Melissa Hemsley and *Simply Nigella: Feel Good Food* by local resident, Nigella Lawson
- West Londoners also look after their looks. They're reading *Reverse the Signs of Ageing* by Dr Nigma Talib whilst using Udderly Smooth Moisturising Cream, Aveeno Moisturising Lotion and Urbane Man Beard Oil



## South

- Pets haven't been forgotten in South London – bestselling gifts for our four-legged friends include Lily's Kitchen Homestyle Chicken and Turkey Casserole for dogs, tug rope toys for dogs and LED dog collars
- Fans of entertaining, South Londoners have been buying champagne flutes, Bollinger Special Cuvee Champagne NV and Louis Roederer Brut Premier Non-Vintage Champagne as well as cocktail umbrellas, novelty straws and bottle coolers
- The youngest members of the family celebrated Christmas with Baby Mickey Play and Learn, bath toys, Sophie the Giraffe and Fisher-Price Rainforest Jumperoo



Fitbit Charge HR Heart Rate and Activity Wristband



Fisher-Price Rainforest Jumperoo



Lily's Kitchen Homestyle Chicken and Turkey Casserole



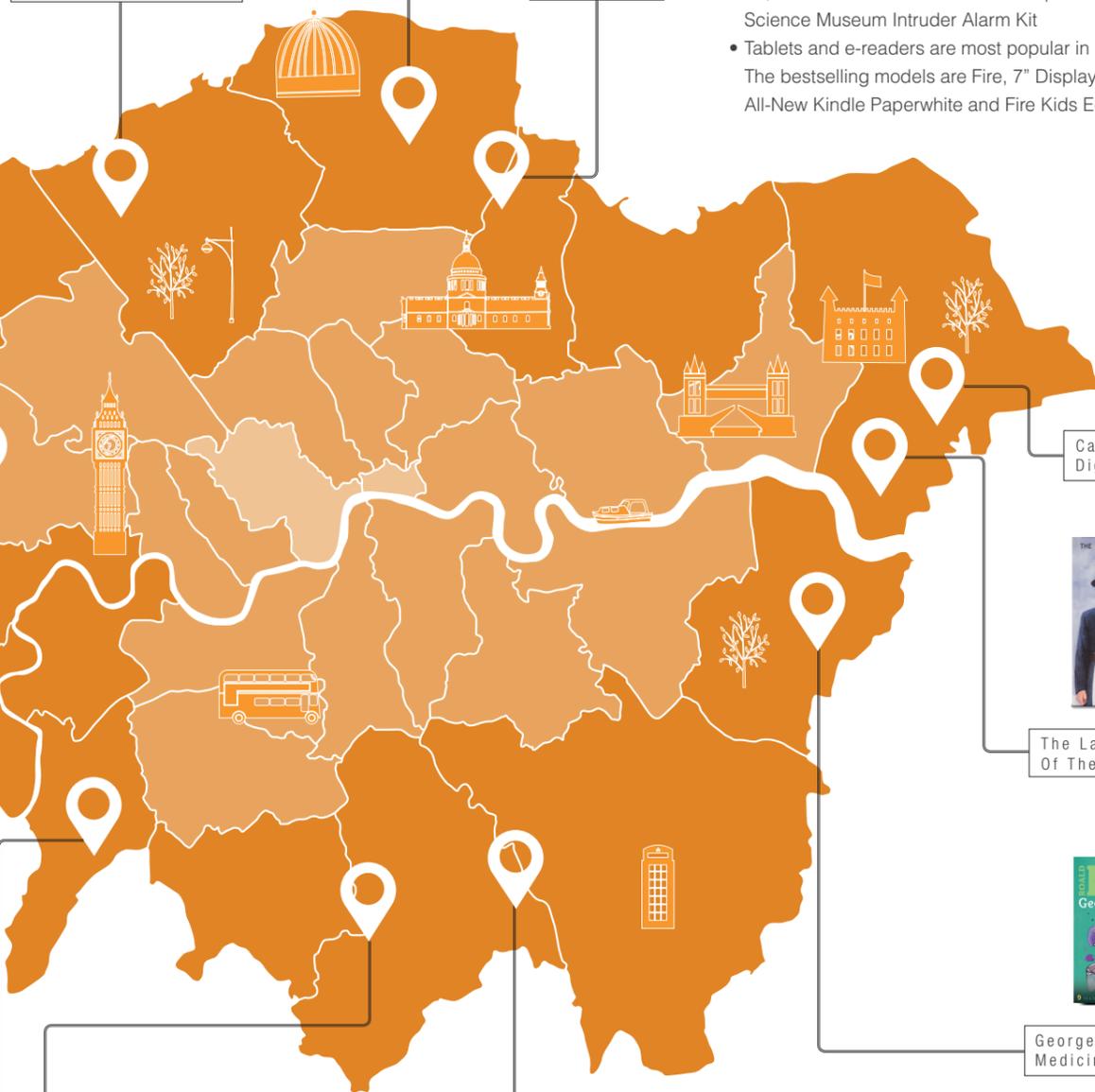
Weird Science Lab The Slime Experiment



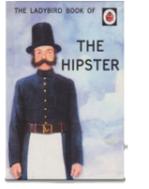
Fire Kids Edition



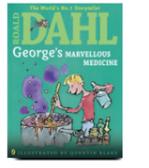
GoPro HERO Camera



Casio F-91W Digital Watch



The Ladybird Book of The Hipster



George's Marvellous Medicine

## East

- The halls of East London are decked with holly garlands, artificial trees and fairy lights whilst residents dressed up in reindeer and elf hats and enjoyed Cadbury selection boxes
- Children in East London are big Roald Dahl fans, reading titles *George's Marvellous Medicine*, *Boy* and Roald Dahl's *Marvellous Joke Book for Christmas* on Christmas afternoon
- Christmas stockings for adults were full of Casio F-91W Digital Watches, *Amy*, *The Ladybird Book of the Hipster* by Jason Hazeley and Joel Morris and novelty Christmas socks



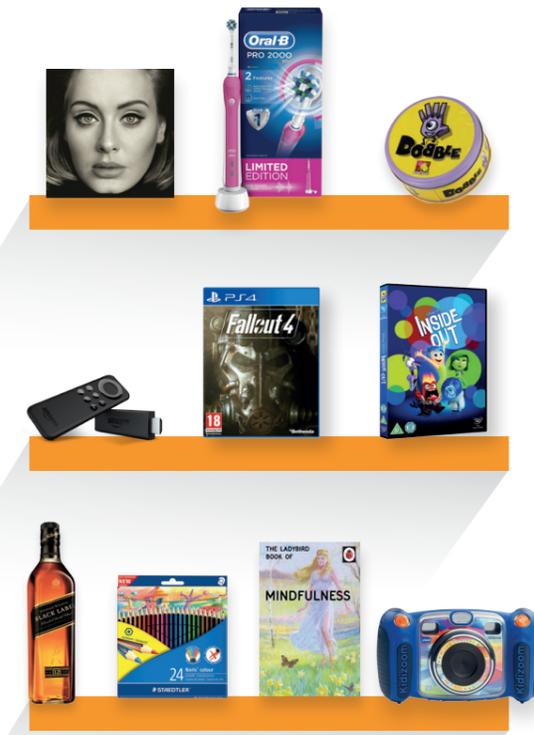
## North

- Cameras have been popular gifts in North London, including the Fujifilm Instax Mini 8 Instant Camera, GoPro HERO Camera, Garmin Action Camera and the ubiquitous selfie stick
- The nation's future scientists can be found in North London with children experimenting with Christmas presents including John Adams Hot Wires Electronics Kit, Weird Science Lab The Slime Experiment and the Science Museum Intruder Alarm Kit
- Tablets and e-readers are most popular in North London. The bestselling models are Fire, 7" Display, Wi-Fi, 8 GB, All-New Kindle Paperwhite and Fire Kids Edition

# LONDONERS' FAVOURITE GIFTS - SOME OF THE BEST-SELLERS IN THE CAPITAL

BASED ON UNIT SALES FROM 1ST NOVEMBER TO 13TH DECEMBER 2015

- 25 BY ADELE
- BRAUN ORAL-B PRO 2000 ELECTRIC TOOTHBRUSH
- DOBBLE CARD GAME
- FALLOUT 4
- FIRE TV STICK
- INSIDE OUT
- JOHNNIE WALKER BLACK LABEL
- STAEDTLER NORIS COLOURING PENCILS
- THE LADYBIRD BOOK OF MINDFULNESS BY JASON HAZELEY AND JOEL MORRIS
- VTECH KIDIZOOM DUO



# THE BESTSELLING PRODUCTS OF 2015



## Beauty & Men's Grooming

A natural but sculpted look was most sought after in 2015 with customers picking up beauty products to achieve the contouring trend including the Real Techniques Core Collection Kit, Real Techniques Miracle Complexion Sponge, W7 In the Buff Eye Colour Palette and Arpan 15 Colour Concealer Palette. The trend for statement brows and long, lush lashes continues with growth serums from RapidBrow and RapidLash amongst the bestsellers as well as brow stencils and Eylure brow tint. For men, hair is the long and short of 2015 from hair removal products such as Veet for Men Hair Removal Gel Cream and Philips Body Hair Trimmer to haircare products Fudge Matte Paste, Kent Brushes Handmade Comb and Alpecin Caffeine Shampoo.



## Home

In 2015, Brits took up traditional home skills such as baking and haberdashery. Perhaps influenced by the hugely popular *The Great British Bake Off*, bestselling kitchen kit included Salter electronic scales, Kitchen Craft measuring spoon sets, dough cutters, cake moulds and cooks' blow torches. In addition, the country got crafty with crochet hooks, wool, thread and sewing machines. With summer 2015 being the coldest and wettest in three years, customers brought the outdoors in, choosing home accessories in natural wood with leaf prints in green, brown and orange shades as well as florals.



## Baby



Failsafe baby products never go out of fashion – recurring bestsellers include essentials such as the Tommee Tippee Sengenic Compatible Cassette, Tommee Tippee Closer to Nature Healthcare Kit and Safety 1st Gate as well as much-loved toys TOMY Play to Learn Hide 'n' Squeak Eggs, Fisher-Price Rainforest Jumperoo, Fisher-Price Chatter Telephone and Fisher-Price Baby's First Blocks. Tired mums and dads have also relied on the Gro-Clock Sleep Trainer, Gro Anywhere Blackout Blind and Summer Infant Slumber Buddies Eddie the Elephant this year.



## Sports & Outdoors

The must-have sports product in 2015 was the fitness tracker with bestselling models from brands including Fitbit, Polar and Omron. Tennis fever once again gripped the nation with Britain's Davis Cup victory prompting a surge in sales of tennis-related products including tennis balls and tennis socks. Despite the home nations failing to secure the Rugby World Cup title, the country embraced their role as hosts, purchasing the Gilbert Official RWC 2015 Replica Ball as a souvenir of the tournament.



## TV & Film

At home fitness DVDs have been incredibly popular this year with *Charlotte's 3 Minute Belly Blitz* the outstanding success story, followed by *Davina - Fit in 15* and *Jillian Michaels - 30 Day Shred*. This year, kids of all ages have enjoyed *Paddington*, *Minions* and *Inside Out* whilst the blockbuster titles that kept the adults entertained included *Fifty Shades of Grey: The Unseen Edition*, *Game of Thrones - Season 4* and *The Imitation Game*.



## Video Games

The bestselling video games of 2015 were popular franchises. *FIFA 16* tops the chart with over 300 five star customer reviews pushing *FIFA 15* down to fifth place. In second place, *Call of Duty: Black Ops III* sees players thrown into a future where biotechnology has enabled a new breed of soldier. *Fallout 4*, in third place, positions the player as the sole survivor of a world destroyed by nuclear war whereas *Grand Theft Auto V* returns gamers to a more familiar Southern California.



## Busiest days and times

Black Friday 2015 (27th November) was Amazon.co.uk's biggest sales day ever. Record customer demand led to more than 7.4 million items ordered in 24 hours, at a rate of around 86 items per second, with orders peaking at 11am. This surpassed last year's Black Friday (28th November, 2014) when more than 5.5 million items were ordered. Black Friday 2015 was also the busiest day for shopping on Amazon.co.uk on mobile devices.

## Busiest days of the year:

- 1) Friday 27th November – Black Friday
- 2) Monday 30th November – Cyber Monday
- 3) Sunday 29th November
- 4) Saturday 7th December
- 5) Friday 6th December

## Busiest times of the year:

- 1) 8.50pm on Monday 30th November
- 2) 9.36pm on Monday 30th November
- 3) 9.32pm on Monday 30th November
- 4) 11.00am on Friday 27th November
- 5) 9.21pm on Monday 30th November

## THE TOP

# 10

## BESTSELLING PRODUCTS OF 2015

(BASED ON UNIT SALES FROM 1ST JANUARY TO 13TH DECEMBER 2015)



1



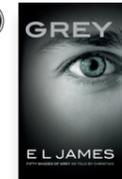
THE GIRL ON THE TRAIN BY PAULA HAWKINS

2



FIRE TV STICK

3



GREY: FIFTY SHADES OF GREY AS TOLD BY CHRISTIAN BY E L JAMES

4



25 BY ADELE

5



SILENT SCREAM: A D.I. KIM STONE NOVEL BY ANGELA MARSONS

6



FIRE TABLET, 7", WI-FI, 8GB

7



I LET YOU GO BY CLARE MACKINTOSH

8



ELIZABETH IS MISSING BY EMMA HEALEY

9



THE LIE BY C. L. TAYLOR

10



FIFA 16



# AMAZON PRIME

## Prime Same Day Delivery

In November we launched Prime Same Day, offering Prime members in Greater London and parts of

Hertfordshire and Berkshire free same-day delivery on one million items. Since then, Prime Same Day has extended to residential addresses in Birmingham, Bristol, Dudley, Edinburgh, Glasgow, Milton Keynes, Northampton, Walsall and Wolverhampton. We will continue to expand Prime Same Day to other areas of the UK in 2016.

## Prime Now

Since the launch of the ultra-fast delivery service in London in June, Prime Now has since rolled out to Birmingham in August, Newcastle and the North East in November and Manchester and the surrounding areas in December. To date, the most popular purchase across all Prime Now cities is the Fire TV Stick – closely followed by bottled water, Pepsi Max and Terry's Chocolate Orange. The Prime Now selection includes a range of chilled and frozen items such as pizzas, fish fingers and cheese – since launch, the bestselling items in this range include fresh semi-skimmed milk and Ben & Jerry's Karamel Sutra Core Ice Cream.

## Amazon Pantry

In November we launched Amazon Pantry, a new nationwide service exclusive to Amazon Prime members, offering more than 4,000 low-priced everyday essentials in everyday sizes, including food and drink, household supplies, baby and child care, pet, and health and beauty products. Customers can fill up as much or as little of an Amazon Pantry box as they wish for One-Day Delivery with a £2.99 fee for the first box and 99p for each additional box

in the same order. Leading brands such as Heinz, Kellogg's, Walkers, Ariel, Fairy, Pantene, Colgate and Purina are currently available through Amazon Pantry, with thousands more to be added in the coming months.

## Prime Video

The highly anticipated Amazon Original Series *The Man in the High Castle* launched exclusively for Prime members in November and became the most popular show in Prime Video history. In December we announced that the show, developed by Frank Spotnitz and based on the bestselling Philip K. Dick novel, has been renewed for a second season.

## Prime Music

Prime Music launched in July, and the hundreds of playlists available in the service have been a hit with UK Prime members. We built the playlists from the ground up, specifically for British music fans. Our most popular playlist is "Best of Prime Music" a playlist designed to showcase the best of the service. Customers have taken advantage of playlists designed for relaxation – where four sleeping playlists are in the Top 20 most-played. And customers are also listening to playlists designed for other activities especially reading (Classical For Reading), dancing (Summer Dance Hits) and... loving (50 Great Love Songs). We offer playlists for study, and Prime Music is available to students as part of our Amazon Student membership programme. We've seen that Thursday is the day when most customers are using this playlist, they're listening to it on Saturday the least!

## Prime Early Access

This year we also added a benefit that sees Amazon Prime members get 30-minutes early access to Lightning



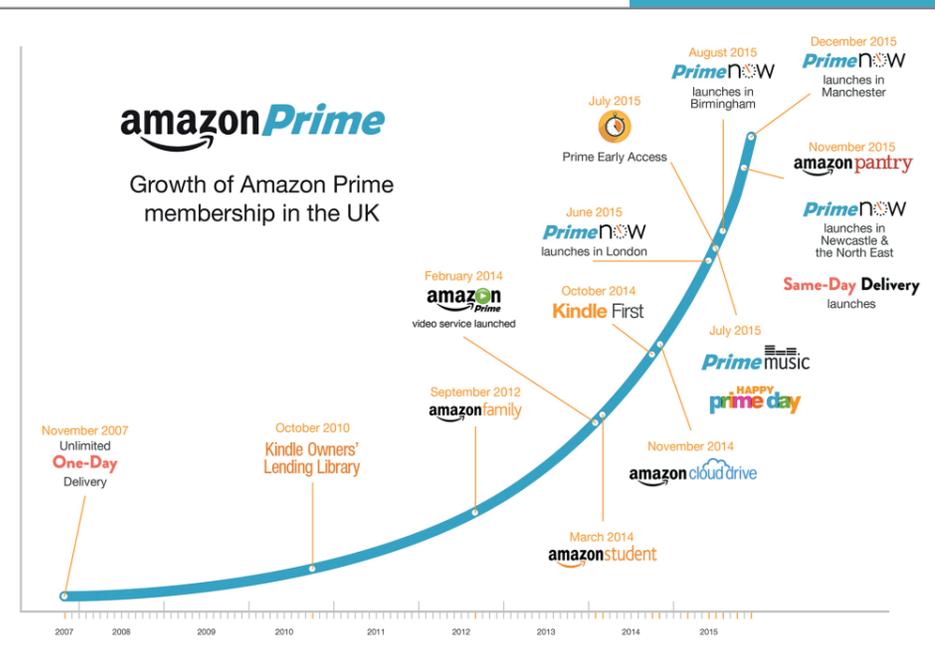
Amazon Prime offers great value to customers – for just £79-a-year members receive One-Day Delivery millions of products, 15,000 movies and TV episodes to stream through Prime Video, one million songs to stream or download through Prime Music, unlimited photo storage in Amazon Cloud Drive and one million Kindle books available to borrow.

Deals on Amazon.co.uk. Prime members took advantage of early access to deals during Black Friday Deals Week, and with more than 7,000 deals available, Amazon.co.uk customers saved millions of pounds.



Olly Murs added even more excitement to Cyber Monday by personally delivering his album to a customer in Putney in under an hour with Prime Now.

[Click here for video](#)



## PRIME SAME DAY

THE FIRST PRIME SAME DAY DELIVERY WAS A DR WHO COLOURING BOOK – DELIVERED AT 6.01PM IN EAST LONDON



**MOST POPULAR SAME DAY ITEMS INCLUDE:**

DISNEY FROZEN SPARKLE ELSA DOLL AND FIRE TV STICK

## AMAZON PANTRY

SOME OF THE MOST POPULAR PRODUCTS BEING PURCHASED SINCE LAUNCH:



PRINGLES, EVIAN MINERAL WATER, PG TIPS TEA BAGS, CELEBRATIONS CHOCOLATES AND ANDREX TOILET TISSUES



## PRIME NOW

ONE OF OUR FASTEST DELIVERIES:

CALL OF DUTY BLACK OPS III (PS4) WAS DELIVERED IN 15 MINUTES TO A CUSTOMER IN CASTLE VALE, BIRMINGHAM.

**BESTSELLING CHRISTMAS PRODUCTS ON PRIME NOW IN THE RUN UP TO CHRISTMAS:**

1. FAIRY LIGHTS
2. MINCE PIES
3. CHRISTMAS JUMPERS
4. GIFT BAGS
5. CADBURY'S CHRISTMAS SELECTION BOX



## PRIME MUSIC

TOP STREAMED TRACKS ON PRIME MUSIC

1. UPTOWN FUNK – MARK RONSON FEAT. BRUNO MARS
2. GET LUCKY – DAFT PUNK FEAT. PHARREL WILLIAMS
3. ADVENTURE OF A LIFETIME – COLDPLAY
4. HAPPY – PHARRELL WILLIAMS
5. OUTSIDE – CALVIN HARRIS FEAT. ELLIE GOULDING



# DELIVERING FOR CUSTOMERS

AMAZON HAS INVESTED MORE THAN £2BN IN ITS UK INFRASTRUCTURE IN THE LAST FIVE YEARS



There are now ten large fulfilment centres in the UK – two of which opened this festive period – as well 24

smaller delivery stations which are integral to offering fast delivery in major cities and towns.

The Amazon team in these centres now totals more than 8,000 permanent employees. Every one of these team members played an important role in delivering for customers this Christmas during what was a record period for the UK business.



Amazon Lockers make the business of collecting packages simple

An increasing number of UK businesses are helping their employees receive online orders by installing Amazon Lockers in their offices. Over the past year, some of the companies that have installed Lockers include Royal Bank of

Scotland, Aviva, Vodafone and British Gas. These Amazon Lockers have proved popular with employees with thousands of orders already delivered to them.

Kevin Hanley, RBS Director of Design, said: "The Amazon Lockers at our offices in Edinburgh and London have been really helpful for employees, allowing them to have orders delivered to work so they can pick them up at a time that suits them. The Lockers have been a great help in the post room as well, reducing the number of parcels that they need to sort through."

Warninglid named rural capital of online shopping

Warninglid, a regular high performer in the Best Kept Village competition, is the community with less than 250 residents that orders the most Amazon.co.uk items per person. We delivered several thousand items to Warninglid with each resident receiving more than double the UK average.

Ed Hadfield, Warninglid Residents' Association Chairman, said: "Ordering items from Amazon is popular in Warninglid because we are quite isolated and there is very little public transport. I personally order quite a lot from Amazon – you can order and get what you want in 24 hours."



Ordering items from Amazon is popular in Warninglid because we are quite isolated and there is very little public transport.

## WORKING IN AMAZON OPERATIONS IN NUMBERS

10

FULFILMENT CENTRES ACROSS THE UK



24

DELIVERY STATIONS ACROSS THE UK



ALL PERMANENT ASSOCIATES START ON £7.20 PER HOUR OR ABOVE

PAY INCREASES BY AT LEAST 11 PER CENT IN FIRST TWO YEARS OF EMPLOYMENT



ALL PERMANENT ASSOCIATES RECEIVE STOCK GRANTS EQUAL TO £1,000 OR MORE PER YEAR



2

NEW CENTRES OPENED IN 2015 – DUNSTABLE AND DONCASTER



MORE THAN 90 INDEPENDENT DELIVERY COMPANIES WITH MORE THAN 7,000 DRIVERS DELIVER PARCELS THROUGH AMAZON LOGISTICS



MORE THAN 13,000 PICKUP LOCATIONS ACROSS THE UK



### WRAPPING IT UP...

500



GIFT WRAPPING SPECIALISTS WORKING AT AMAZON.CO.UK THIS CHRISTMAS

MORE THAN 12,000 ROLLS OF RIBBON USED – ENOUGH TO STRETCH FROM STORNOWAY TO SOUTHAMPTON

OVER 300 MILES OF WRAPPING PAPER USED



# AMAZON MARKETPLACE

MARKETPLACE SELLERS ENJOY A RECORD-BREAKING CHRISTMAS AT AMAZON



**UK-based Marketplace sellers enjoyed their best ever Christmas. They sold more than 80 million units on Amazon sites around**

**the world and generated revenues of over £1 billion. Sellers were offering more products and more deals as well as exporting to more countries than in any previous Christmas. Many also used Fulfilment by Amazon (FBA) which sees their products included as part of Prime and Free Delivery programmes.**

UK-based sellers - ranging from entrepreneurs working from their garage to larger businesses - continue to expand their use of Amazon's 11 websites in seven languages and network of more than 100 fulfilment centres to reach 294 million customers in every corner of the globe. As a result, UK-based Marketplace sellers are set to hit nearly £1.4 billion in total export sales and surpass 100 million in exported units in 2015. This is in addition to the billions of pounds in revenue generated by the sales of hundreds of millions of units in the UK.

Secretary of State for the Department of Business, Sajid Javid, commented: "We should be very proud of the British companies manufacturing and selling British products all over the world; they all play an important part in driving our economy forward. Companies like Amazon, who are providing the tools to make all of this possible, play a valuable role in propelling the country towards our exports goals and helping both large and small British businesses thrive."

Simon Johnson, Director Seller Services UK, said, "Christmas 2015 has been a landmark festive season for Marketplace sellers. At one time, most sellers focused purely on UK customers, now high numbers are showcasing their products to customers all over Europe and the world. The result is rapid growth for businesses of all sizes. It's a trend that we very much expect to continue into 2016 and beyond. Particularly pleasing was the success of Black Friday which Marketplace sellers took part in for the first time. Over the course of 24 hours, millions of products were ordered from UK sellers which represented, in many cases, a record day's sales as part of a record Christmas period."

### Black Friday Deals Week

Amazon Marketplace sellers enjoyed record sales as they participated in Black Friday Deals Week for the first time. On Black Friday itself (27th November), Marketplace sellers sold more than 2.7 million items. Many of these sellers used FBA, a service where Amazon stores, picks, packs and delivers items. The number of units dispatched on Black Friday through FBA was up by more than 70% year on year.

## BLACK FRIDAY

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## SPOTLIGHT ON MARKETPLACE SELLER: IQUALTECH

iQualTech in Tooting sells high-quality audio and leisure equipment including headphones, speakers and accessories for mobile phones and tablets.

"Black Friday was an incredible success for us as we were able to use the Amazon Marketplace to reach more customers than ever before," said Zamir Cajee, Managing Director of

iQualTech. "We've worked really hard to offer some great deals for customers and saw an increase of 223% on Black Friday last year which was already a record. This gave us a real lift as we headed into the busy Christmas period."

[Watch a video about iQualTech and their success on Amazon.co.uk here](#)



MARKETPLACE IN NUMBERS

UK-BASED MARKETPLACE SELLERS ARE SET TO HIT NEARLY

NEARLY  
**£1.43BNI**

IN EXPORT REVENUE AND SURPASS  
100 MILLION UNITS EXPORTED IN 2015



SINCE LAST CHRISTMAS SEASON, THE NUMBER OF UK-BASED SELLERS EXPORTING PRODUCTS TO CUSTOMERS OUTSIDE OF BRITAIN HAS INCREASED



THE NUMBER OF UNITS DISPATCHED ON BLACK FRIDAY THROUGH FBA WAS UP BY MORE THAN 70% YEAR ON YEAR

**BLACK FRIDAY**



THE NUMBER OF UK PRO-SELLERS ON AMAZON MARKETPLACE IS UP

43% SINCE  
Q4 2014



AROUND 40% OF ALL UNITS STOCKED IN AMAZON'S UK FULFILMENT CENTRES ARE FBA PRODUCTS FROM MARKETPLACE SELLERS



AMAZON LAUNCHPAD

Helping UK Startups to Bring Innovative Products to Market

In November, Amazon.co.uk introduced Amazon Launchpad, a new programme that brings innovative products from British startups to millions of Amazon customers.

Amazon is inviting startups to join Amazon Launchpad with the chosen companies given support to launch, market and distribute their products to Amazon customers. Startups in the Amazon Launchpad programme benefit from custom product pages, marketing support and fast delivery via Prime.

UK startups in the new Launchpad Store at launch included the Kano children's computer

kit, the Wileyfox 4G Smartphone and Smarter's wifi-enabled iKettle.

"Since we began selling on Amazon Launchpad we've enjoyed a fantastic level of support to help launch our computer and coding kit for children," said Thomas Enraght-Moony, COO, Kano, a startup based in Whitechapel. "We've been able to introduce the Kano to millions of shoppers with a level of promotion and excitement that we didn't think was possible. The buzz that it has generated has given us a real boost, and the feedback we have had from customers has been overwhelmingly positive."



"Since we began selling on Amazon Launchpad we've enjoyed a fantastic level of support to help launch our computer and coding kit for children"



IN BRITAIN ALONE, THE NUMBER OF SELLERS GENERATING OVER

**£1M**

IN ANNUAL SALES INCREASED 28% IN THE LAST YEAR



# AMAZON WEB SERVICES

## AMAZON WEB SERVICES' NEW UK REGION

Amazon Web Services (AWS) will be opening a new region in the UK soon. That means that AWS is going to operate

a cluster of data centres in the UK so that customers can store their content locally and run their applications with quick, low latency access.

AWS has always believed that customers need to have complete control of their content – both where it is stored and where it is processed. Our customers choose which location to store their data, and it doesn't move unless they decide to move it. So, for those customers who want to be able to store their data in the UK, they will soon be able to do it.

Today, we have 11 AWS regions located throughout the world. A region is a place where we have multiple data centres – we call these clusters of data centres Availability Zones. AWS looks at regions differently than other infrastructure providers. We don't launch a region with one data centre and say, "here's a region." We've learnt over the last nine and a half years that any customer that's serious about their applications wants to deploy them across multiple data centres for fault tolerance and high reliability.

The reason we are coming to the UK is also because we have many AWS customers here. We have startups

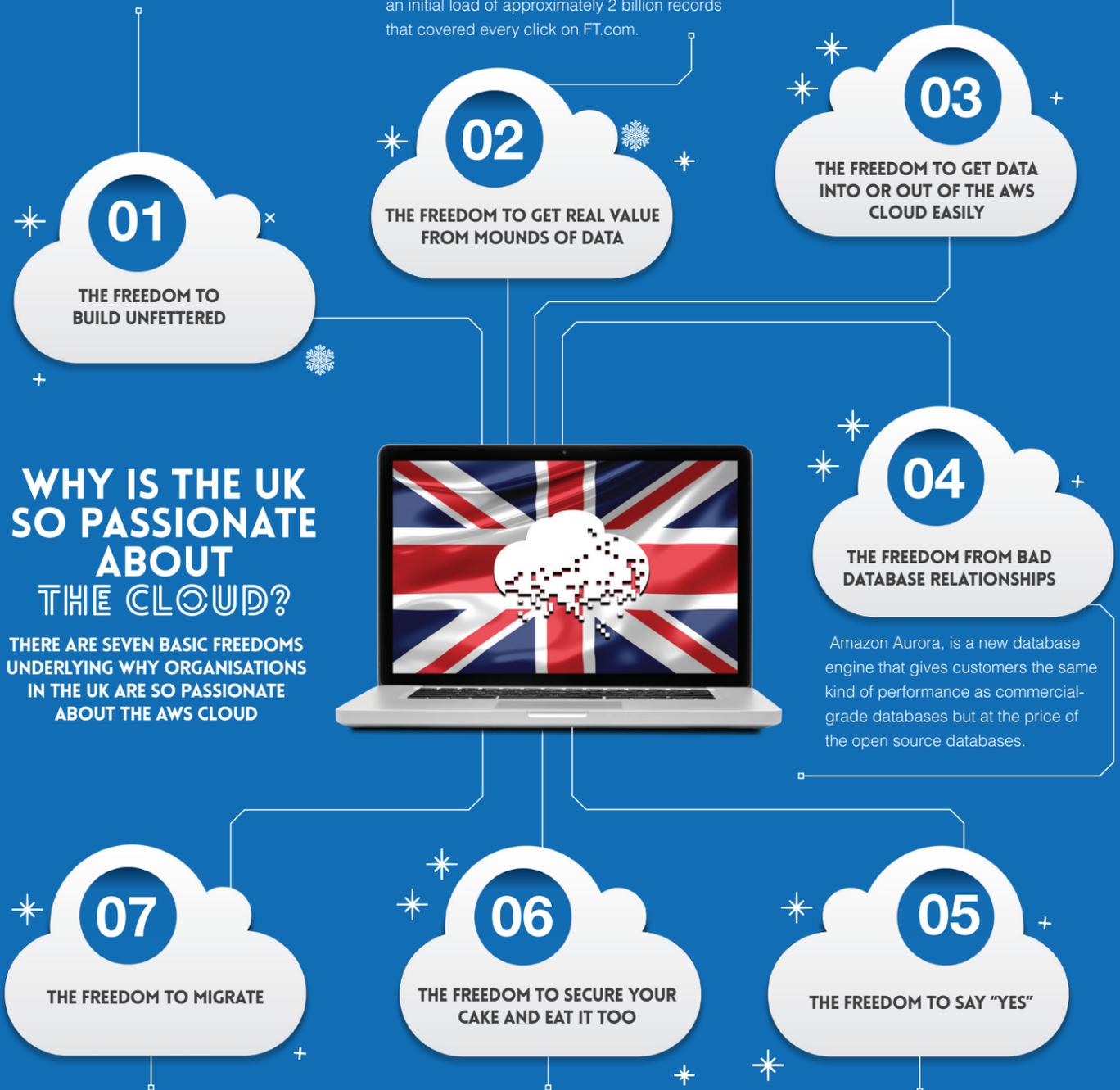
like Shazam, Hailo, Omnifone, Yplan, SwiftKey, Aire and GoSquared; media and entertainment companies like BBC, Channel 4, ITV, News UK, The FT, Trinity Mirror and The Guardian; enterprises like Unilever, ATOC and National Rail Enquiries and public sector and not for profit organisations such as UCAS, Makewaves and JustGiving.

The new AWS region, coupled with existing European regions in Dublin and Frankfurt, will provide customers with quick, low-latency access to websites, mobile applications, games, Software as a Service (SaaS) applications, and more.

It is really difficult in this day and age to compete if you're not able to be agile and move fast. The cloud has made that so. Take AirBnB, for example, which is transforming the hospitality industry by challenging the incumbent hotel chains; Just Eat which has changed the way takeaways are ordered; and London based start-up, Osper which are reinventing the world of money management for under 18's.

Before the cloud, companies didn't keep all the data they wanted to keep because it was too cost prohibitive. With the cloud, it has never been easier and less expensive to collect, store, analyse, and share data than it is today. This is why we see so many companies who are doing large-scale analytics on top of AWS today. The FT uploaded two years' worth of FT.com behavioral data and added a reporting tool, for an initial load of approximately 2 billion records that covered every click on FT.com.

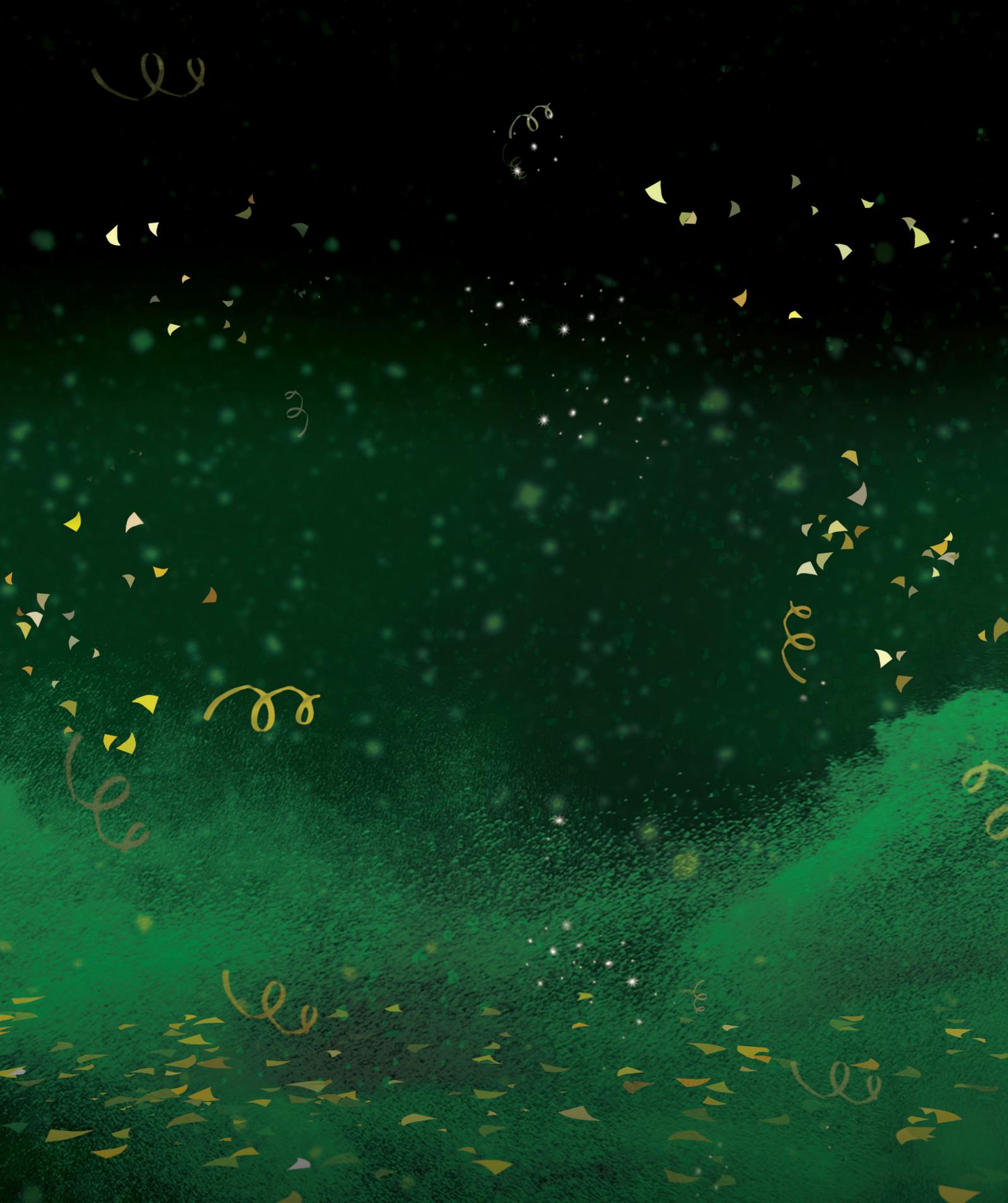
AWS provides many tools that customers can employ to migrate data onto or off of AWS, such as AWS Direct Connect, AWS Storage Gateway, and AWS Import/Export.



New AWS services and tools radically change the cost structure and the speed with which companies can move databases from the old world to this new cloud world.

AWS has built a number of services and security capabilities and achieved certifications that give customers the confidence to run their most important applications on AWS.

As companies get larger, they often get more conservative. Sometimes that's because they're risk-averse. More often it's because they don't have the infrastructure and the agility to say "Yes."



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