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

TRENDS REPORT

DECEMBER 2016

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Introduction



Welcome to the full Amazon.co.uk Trends Report, in which we look back at 2016 and see what Amazon customers across the UK have bought, read, listened to and watched.

At Amazon, we focus on delivering a fantastic customer experience and work hard to invent and develop exciting new products and services for our customers. 2016 has been no exception with the introduction in October of the Amazon Echo and Echo Dot to the UK, smart speakers powered by the Alexa voice recognition service.

In November, we launched Amazon Music Unlimited, offering Prime customers access to a catalogue of over 40 million songs. The on-demand music service redefines music streaming with intuitive new Alexa voice controls that turn your Echo speaker into the ultimate personalised jukebox.

In addition, we've added other content and services to Amazon Prime making it better value than ever. One of the most talked about TV shows of the year, The Grand Tour, revved onto Prime Video in November smashing previous records to become the biggest show premiere ever on Prime Video. We hope our customers enjoy the upcoming two-part Grand Tour special, filmed in Namibia, which will be available to stream on the 30th and 31st December.

Over the past year, our Prime customers in selected London postcodes have also benefited from new additions to their membership. First came AmazonFresh, followed by the introduction of Amazon Dash and Amazon Restaurants. We then launched one-hour delivery via the Prime Now app from select local shops, including Morrisons groceries, luxury health and beauty products from John Bell & Croyden, and Spirited Wines.

Our vast selection is something we've always worked hard to offer customers, and this report looks at which of the many millions of products we sell have seen a surge in popularity in 2016. From fashion and beauty buys like athleisure and sheet face masks, to fanciful home and pet trends like mermaid blankets, unicorn inflatables and wizard themed dog costumes, it gives a

fascinating insight into how the events of 2016 have shaped the way we shopped.

In September, we launched Handmade at Amazon, featuring over 30,000 handcrafted products made by over 1,000 artisans from the UK and across Europe. By bringing together many of the best artisans from across Europe we are able to offer our customers unique, handcrafted products, as well as enabling skilled artisans to grow their business, reaching the many millions of customers who shop with us.

We're also doing everything we can to make it as easy for small UK businesses to sell abroad as it is for them to sell to customers at home. We expect our tens of thousands of Amazon Marketplace sellers in the UK to export over £1.8 billion in goods in 2016 – a new record. As part of our drive to grow UK exports, we launched a new service for sellers called pan-EU Fulfilment by Amazon, as well as the Amazon Global Store to make it easier for British brands to access China.

Lastly, we continue to invest in the UK, building on our £4.6 billion investment since 2010. I'm delighted to confirm that we have hired more than 3,500 people up and down the UK this year across our Development Centres, Corporate Offices, Fulfilment Centres, and Customer Service Centre, and will continue this investment in 2017, with plans announced to open a further three fulfilment centres creating thousands more jobs for Britain, as well as a new head office in London.

Through our Amazon in the Community programme, we're also working to give all children an equal chance at succeeding in today's digital society, and as part of this launched the Amazon Women in Innovation Bursary to help young women from less advantaged backgrounds study at leading UK universities.

We hope you enjoy the report, and on behalf of everyone at Amazon, Happy New Year!

Doug Gurr
UK Country Manager

Christmas Bestsellers

The first significant spike in sales of Christmas-related products indicated that our Christmas shopping started in earnest on Wednesday 19th October - 43 days before the first window of the advent calendar was opened, when temperatures dropped down to a chilly seven degrees centigrade and the first snow landed in the Pennines and the Highlands.

Christmas sales then peaked during our extended Black Friday Sale event, which this year ran from 14th-25th November. Customers made record savings, enjoying twice as many deals as the previous year and once again made Black Friday the busiest day of the year for Amazon.



The Elf on the Shelf remains a firm favourite for Christmas 2016

The Nation's Favourite Christmas Presents

REGIONAL FAVOURITES

SWANSEA



CARDIFF



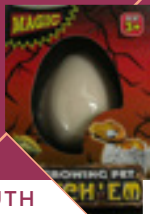
BIRMINGHAM



LONDON



BRIGHTON



PLYMOUTH

SOUTHAMPTON



NORWICH



NOTTINGHAM



LIVERPOOL



MANCHESTER



NEWCASTLE



BELFAST

EDINBURGH



GLASGOW



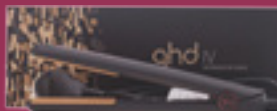
ABERDEEN



FIRE TV STICK



GHD IV STYLER



FIVE ON BREXIT ISLAND



REAL TECHNIQUES CORE COLLECTION KIT



AMAZON ECHO DOT



THE SECRET LIFE OF PETS



HASBRO SPEAK OUT



NUBY OCTOPUS BATH TOY



THE FUNKY VEG KIT



2016 Trends & Bestsellers

A month by month glance at the UK's hottest shopping trends this year

Jan

Detox, Detox, Detox
Healthy eating manuals and fitness DVDs top the charts

No.1 BOOKS & DVDS

New year, new you resolutions influenced shopping habits, with the bestseller lists at the start of the year dominated by healthy eating guides including *Lean in 15* by Joe Wicks and *Deliciously Ella Everyday* by Ella Woodward. The most popular fitness DVDs were *Davina: 5 Week Fit* and Charlotte Crosby's *3 Minute Belly Blitz*.

Feb

Sheet Mask Selfies
Sales of sheet masks up by

+900%

Spotted on everyone from Puff Daddy and Justin Bieber to Lady Gaga and Adele, the Korean beauty craze of sheet masks took male and female grooming by storm in 2016 with Amazon.co.uk seeing sales rocket by more than 900% year-on-year in February.



Mar

Rise of the Spider Catcher
Sales of the humane 'Critter Catcher' soar by

+232%

As temperatures rose and critters invaded our homes the Spider Catcher became a bestseller on Amazon.co.uk with sales up by 232% year-on-year. A video of its inventor using the contraption went viral and was watched over 100 million times worldwide.



May

#GotGotNeed
Panini Official UEFA Euro 2016 sticker sales soar

No.1

Football fans took a trip down memory lane with Panini Official UEFA Euro 2016 stickers jumping to the top of the Toys bestsellers list in the run up to the tournament.

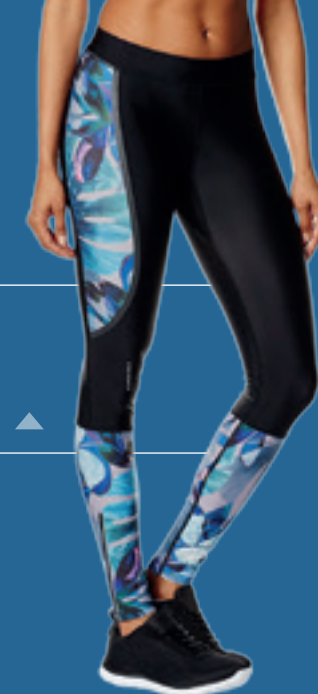


Athleisure Boom
Athletic apparel sales up

+147%

Apr

Merriam-Webster Dictionary added 'athleisure' to its unabridged version, as Amazon.co.uk saw sales of athletic apparel grow by 147% year-on-year. Influenced by celebs Rosie Huntington-Whiteley, Beyoncé and Gigi Hadid, power leggings, training vests and sports logo sweaters flew off our virtual shelves.



Instagrammable Inflatables
Sales buoyed by

+540%

Jun

From Taylor Swift to the Jenner sisters, quirky inflatables dominated pools across the globe. From rainbow coloured unicorns to swan shaped drinks holders, the infinitely Instagrammable inflatable trend couldn't be deflated, with Amazon.co.uk seeing a 540% increase in sales year-on-year as the nation indulged in buoyant summer pool fun.



Jul

**Harry Potter and
The Cursed Child**
Flies straight to

No.1



J.K. Rowling's much anticipated release *Harry Potter and The Cursed Child* was the most preordered book of 2016 with customers sending it straight to the top of the book charts in July. Child speed reading prodigy Toby L'Estrange downloaded the saga to his Kindle immediately after its midnight release on 31st July, completing the book and posting his online review to Amazon.co.uk in just 59 minutes.

Summer for Drinking Pink
Sales of rosé up

+530%

Aug

Rosé wine was the undisputed drink of the summer with sales up 530% year-on-year in August. Four out of the top five bestsellers on Amazon.co.uk were premium French rosés from Provence, including Whispering Angel and Chateau Miraval, famously owned by Brad Pitt & Angelina Jolie.



Nov

Embracing Hygge
Mermaid tail blankets
make a splash

No.1



Brits got cosy and embraced the Danish art of 'Hygge', loosely translated as cosiness, as the nights drew in. *The Little Book of Hygge* by Meik Wiking topped the bestseller list in Home & Garden Books as customers stocked up on candles, fairy lights and blankets. Mermaid tail blankets were a huge hit with customers and became one of the bestsellers in our Home Store becoming this year's 'slanket'.

Dec

**Celebs, Chefs and
King of the Calendars**
The Boss, Jamie Oliver and Sir Cliff

Bruce Springsteen was crowned 'The Boss' as his autobiography *Born to Run* was revealed as the number one bestselling celebrity autobiography of 2016. In the kitchen, it was Jamie Oliver who took the Christmas crown with *Jamie Oliver's Christmas Cookbook*

topping the Christmas cookbook chart, followed by *Mary Berry's Christmas Collection*. And it looks like Sir Cliff Richard OBE will be adorning the walls across homes up and down the UK as his 2017 calendar was the bestselling of the year.

No.1



Sep



TOP 10

Dahl's Most Marvellous Books
Charlie and the Chocolate Factory
tops the bestsellers list

One hundred years on from the birth of the legendary author, Amazon.co.uk revealed Roald Dahl's top ten most popular books in digital and print format. *Charlie and the Chocolate Factory* is his bestselling book, closely followed by *The BFG* and *George's Marvellous Medicine*. Dahl's books saw a spike in sales in September.

**Frighteningly
Good Dog Costumes**
Sales of pet costumes surge

+62%



Oct

Pets put their best paw forward in spooktacular Halloween costumes as Amazon.co.uk saw a 62% surge in sales of pet costumes year-on-year. Lion mane costume sales were up 17,600%, wizard themed costumes up 700% and Bat dog costumes up 450%.

Favourite products of the year on Amazon.co.uk



FIFA 17



FIRE TV STICK



MINECRAFT:
POCKET EDITION



AMAZON
ECHO DOT



BREVILLE BLEND-ACTIVE
PERSONAL BLENDER



HASBRO
SPEAK OUT



FIRE TABLET
7" DISPLAY



MERIDIAN SMOOTH
ALMOND BUTTER



SHILLS PEEL-OFF
BLACK FACE MASK



EDINBURGH GIN RHUBARB &
GINGER LIQUEUR

Trends Across The UK

Here we look at the differing shopping habits of Amazon customers across the country, and some of the favourite products of 2016

NORTHERN IRELAND LOCAL MUSICIANS & AUTHORS

Local heroes hit the bestsellers lists in Northern Ireland. Topping the bestseller chart in its first month of release was:

VAN MORRISON'S
KEEP ME SINGING

Two popular reads in 2016 were penned by local authors, C.S. Lewis and J.N. Stephenson, the latter of which was published through CreateSpace:

THE LION, THE WITCH & THE WARDROBE
& JONNY THE BOY FROM THE ROAD



NORTH WEST GROOMING

Inspired by local football heroes David Beckham and Pep Guardiola, male grooming and beard care took Manchester by storm in 2016 with top sellers including:

BEARD OIL & REMINGTON
BEARD BARBA

Pets have been getting special treatment in Liverpool with luxury dog and cat beds among the city's favourite products. Proving particularly popular:

STRAWBERRY
& SHARK PET BEDS



WALES BUTTERFLIES & ROALD DAHL

In Swansea the local children have been busy cultivating butterflies before releasing them into the wild. A topselling toy was:

INSECT LORE
BUTTERFLY GARDEN

Cardiff residents celebrated legendary storyteller Roald Dahl, born in the city 100 years ago, with his much loved tales topping their bestsellers lists:

FANTASTIC MR FOX
& THE BFG



SOUTH AND WEST GREAT BRITAIN & HARRY POTTER

Residents across the South embraced their patriotic side, celebrating the Queen's 90th birthday, the World Cup and the Olympic Games. Sales soared for items such as:

UNION JACK HATS,
BUNTING & FLAGS

Co-written by Bristol born playwright Jack Thorne, along with J.K. Rowling, the number 1 bestselling book in the city for 2016 was:

HARRY POTTER AND
THE CURSED CHILD



SCOTLAND KANYE & SHAKESPEARE

Following Kanye's visit to the Isle of Skye, where he filmed the video for his single *Waves*, Scotland saw a dramatic rise in sales of:

KANYE FACEMASKS

400 years after the death of Shakespeare, one of the most popular books and DVDs across Scotland was the 'Scottish Play' otherwise known as:

MACBETH



NORTH EAST THE PARTY CAPITAL

Living up to its reputation as the party capital of the UK, musical inflatables were celebration essentials in the North East including:

INFLATABLE MICROPHONES,
SAXOPHONES & GUITARS

Photo booths were all the rage at weddings and parties across the region, with comedy props among the bestselling items, including:

MOUSTACHES, NOVELTY GLASSES
& BOWLER HATS



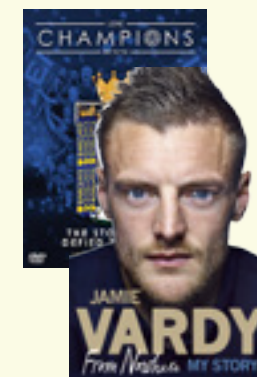
MIDLANDS CADBURY & LEICESTER CITY F.C.

Chocolate remains a firm favourite across the Midlands thanks to the local Bourneville family. Sales of Cadbury were among the highest in the UK with favourites including:

CADBURY SNOW BITES,
TASSIMO, CREME EGGS

Leicester City F.C.'s Premier League triumph saw commemorative books and merchandise top the bestseller charts. These included:

LCFC CHAMPIONS (DVD)
JAMIE VARDY: FROM NOWHERE



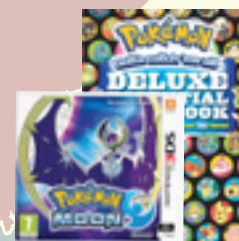
EAST POKÉMON GO

Inspired by the Pokémon Go craze of 2016, Norwich residents went wild for Pokémon related products with sales rocketing during the summer months. This included:

POKÉMON HANDBOOK &
NINTENDO DS GAMES

In Norwich, players out hunting for the virtual monsters were draining their batteries too. This saw a dramatic sales rise in:

ANKER PORTABLE
BATTERY CHARGERS



LONDON SLEEPING & VIDEO GAMES

In London, stressed out City workers struggled to get some shut eye. One of the most popular items, which saw its peak when we switched to British Summer Time in the spring, was:

PREMIUM SLEEP MASKS

Video games continue to be one of the most popular hobbies for Londoners. Among the favourites were:

FIFA 17, UNCHARTERED 4
& NO MAN'S SKY



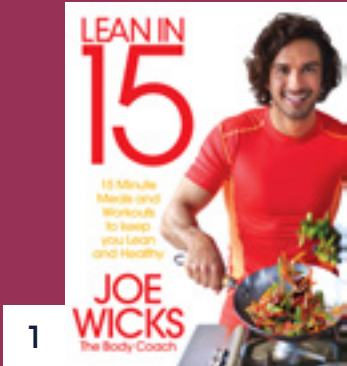
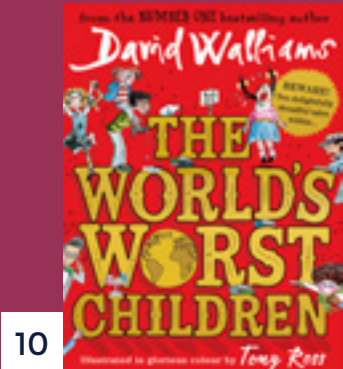
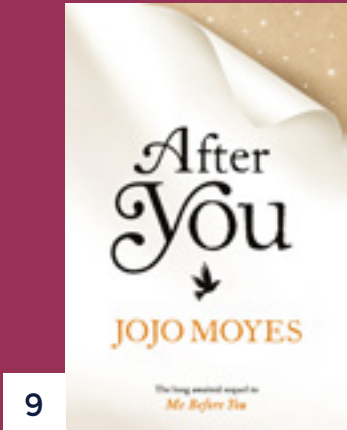
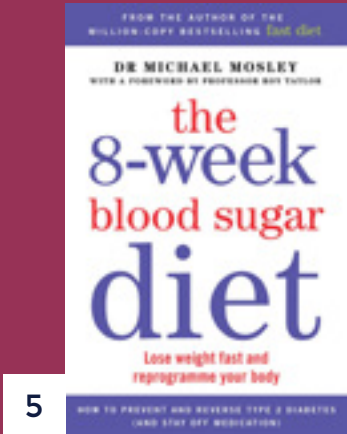
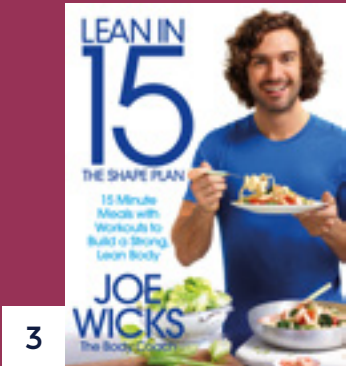
What We Read

Bestselling books of 2016 on Amazon.co.uk

TOP TEN PRINT BOOKS

2016 has been the year of the Body Coach, with Joe Wicks' books coming in as the first and third bestselling of the year. His third book, *Lean in 15: The Sustain Plan* was published in November and out-sold his second book in the comparative time period, so it looks as though Joe Wicks will continue to feature in bestselling lists for some time.

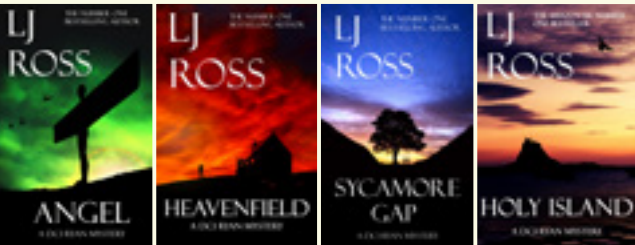
Alongside healthy eating titles, the top ten features a psychological thriller, children's titles, and the UK's favourite wizard. Nineteen years since the release of the first Harry Potter book, J.K. Rowling proves her enduring popularity with her latest release coming in as the second most popular book of the year and the most preordered book of 2016.



Independent writer L.J. Ross is the author of the international #1 bestselling series of DCI Ryan mystery novels. Her debut, *Holy Island*, was released in January 2015 and reached number one in the Amazon Kindle UK bestsellers chart. Since then she has written three more books and all four of her books featured in the top 100 bestsellers on the UK Kindle store in 2016.

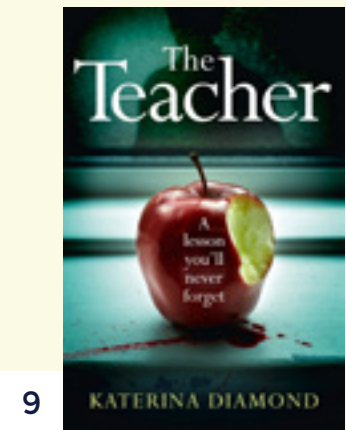
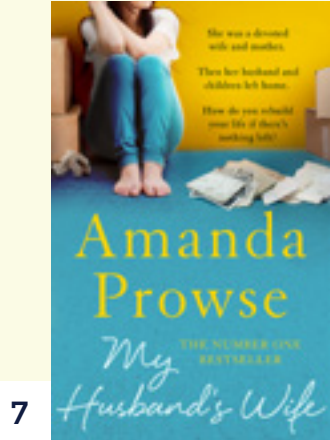
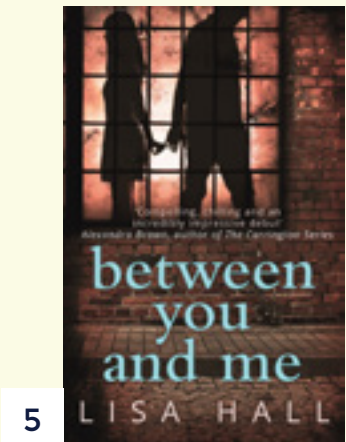
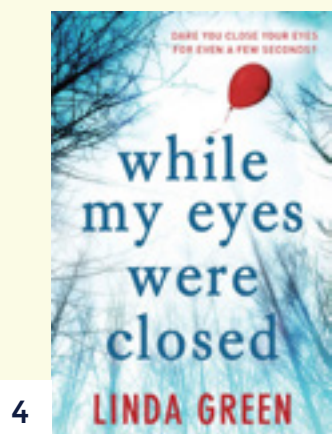
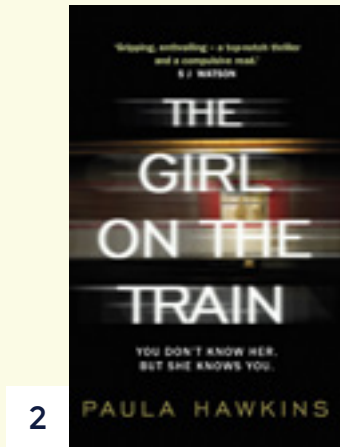
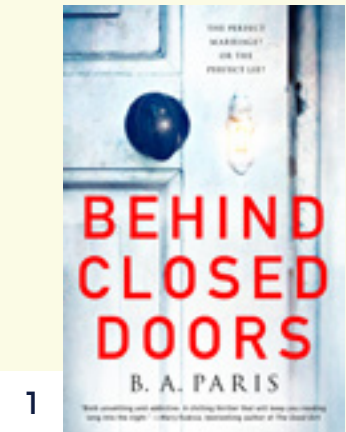
"Having released my first book under two years ago, I am delighted to have all four featuring in the 100 bestselling books of 2016 on the Kindle Store. I have been able to leave my job in the City to focus on what I am passionate about, writing. With Kindle Direct Publishing I am able to publish as soon as my book has been edited and is ready, so my readers can enjoy the next story without having to wait for long periods of time."

L.J.Ross



TOP TEN eBooks

2016 has been the year of psychological thrillers, with the majority of the top ten bestselling books bought on the Amazon.co.uk Kindle Store falling into that category. Two were published through Kindle Direct Publishing which enables authors to get their stories to readers all over the world in just a matter of hours – making royalties of up to 70% in the process.



What We Watched And Listened To

Across movies, TV and music, ‘tis the season to stream for people across Britain

‘Tis The Season To Stream

There’s entertainment available from Amazon for all the family this Christmastime, including the Christmas episode and 2-part Namibian special of Jeremy Clarkson, Richard Hammond & James May’s *The Grand Tour*, as well as critically acclaimed Amazon Original series *Man In The High Castle*, *Transparent*, and *Mozart In The Jungle* on Prime Video. Great Christmas music playlists are also available on Prime Music and Amazon Music Unlimited. It’s been a big year for new show releases on Prime Video, alongside the launch of the full-catalogue music streaming service Amazon Music Unlimited. Here are some of the highlights...

Amazon Prime Video

The Amazon Original Series, *The Grand Tour* with Jeremy Clarkson, Richard Hammond and James May, broke viewership records when it launched on 18th November and was streamed by millions of Prime members in the UK, U.S., Germany, Australia and Japan. The debut episode was the biggest show premiere on Amazon Prime Video, and total Prime membership sign-ups exceeded all previous days, with the exception of Amazon’s renowned Prime Day. The episodes to date have received unprecedented customer and critical acclaim, being one of the top rated TV shows on IMDb with an overall rating of 9.5 and over 10,000 votes. The show has been rated 4.7 out of 5 stars by more than 5,000 UK customers on Amazon and currently has a score of 97% on Rotten Tomatoes. Episodes of *The Grand Tour* are released weekly, every Friday, only on Amazon Prime Video.

2016 has been a breakthrough year for Amazon Prime Video in which it cemented itself as a major force in British television. The record-breaking launch for *The Grand Tour* was preceded by a BAFTA TV Award win for Amazon Original hit comedy *Transparent*, which was the first ever BAFTA win for any streaming service.

This added to over 80 award wins for Amazon Original series across drama, comedy and kids, with close to 200 nominations. *The Grand Tour* was a major moment; not just for Amazon Prime Video but for TV generally. More broadly, many Prime Members have enjoyed a raft of new Amazon Original Series this year, with *The Man in the High Castle*, *Transparent*, *Wishenpoof!* and *The Grand Tour* being our most watched drama, comedy, kid’s and factual programmes of the year. They’ve also enjoyed watching their favourite shows on Amazon Prime Video at their own convenience, whether at home or on the move. The ‘download’ feature – meaning you can download shows to watch wherever you are, without Wi-Fi, on your mobile or tablet - has once again proven popular with customers.

Amazon Music

On 14th November Amazon introduced Amazon Music Unlimited in the UK - an on-demand music service that redefines music streaming by putting a catalogue of over 40 million songs and thousands of hand-curated playlists and personalised stations not just at the tips of your fingers, but also on the tip of your tongue. Amazon Music Unlimited makes discovering new music or listening to favourites easier and more fun than ever before with the recently redesigned Amazon Music app, as well as with innovative new Alexa voice controls for customers streaming on Echo. Christmas is a big time of year for Amazon customers, and that is reflected in their music selection. Since Amazon Music Unlimited launched in November, Michael Bublé has been the most streamed artist with his classic ‘Christmas’ album a customer favourite. In addition to Bublé, top streamed artists on Amazon Music Unlimited include current and classic British artists like Little Mix, Coldplay, Adele, Olly Murs, The Beatles and Queen. The top streamed song on Amazon Music Unlimited is the latest single from British electronic music group Clean Bandit ‘Rockabye’, whilst pop reigns as the most popular genre Echo users are asking Alexa to play.



AMAZON MUSIC UNLIMITED

MOST STREAMED ALBUMS TOP 10 SINCE LAUNCH IN NOV

1. MICHAEL BUBLÉ CHRISTMAS
2. ADELE 25
3. EMELI SANDÉ LONG LIVE THE ANGELS
4. THE WEEKND STARBOY
5. BRUNO MARS 24K MAGIC
6. OLLY MURS 24 HRS
7. ED SHEERAN X
8. COLDPLAY A HEAD FULL OF DREAMS
9. LITTLE MIX GLORY DAYS
10. QUEEN THE PLATINUM COLLECTION

MOST STREAMED SONGS TOP 10 SINCE LAUNCH IN NOV

1. CLEAN BANDIT ROCKABYE
2. LITTLE MIX SHOUT OUT TO MY EX
3. BRUNO MARS 24K MAGIC
4. JUSTIN TIMBERLAKE CAN'T STOP THE FEELING!
5. THE WEEKND STARBOY
6. THE CHAINSMOKERS CLOSE
7. MAROON 5 DON'T WANNA KNOW
8. JAMES ARTHUR SAY YOU WON'T LET GO
9. GREY AND HAILEE STEINFELD STARVING
10. SHAWN MENDES STITCHES



MUSIC ARTISTS MOST REQUESTED THROUGH ALEXA TOP 5 SINCE LAUNCH IN NOV

1. MICHAEL BUBLÉ
2. THE BEATLES
3. ELVIS PRESLEY
4. LITTLE MIX
5. COLDPLAY

MUSIC GENRES MOST REQUESTED THROUGH ALEXA TOP 5 SINCE LAUNCH IN NOV

1. POP
2. ALTERNATIVE
3. ROCK
4. DANCE AND DJ
5. CLASSICAL

MOST STREAMED STATIONS TOP 5 SINCE LAUNCH IN NOV

1. 100 GREATEST FEEL-GOOD CLASSICS
2. ALL HITS
3. POP RIGHT NOW
4. HOT SINGLES
5. 100 GREATEST 80'S CLASSICS

PRIME VIDEO

MOST WATCHED AMAZON ORIGINAL SERIES IN UK

MOST WATCHED DRAMA:
THE MAN IN THE HIGH CASTLE

MOST WATCHED COMEDY:
TRANSPARENT

MOST WATCHED KIDS:
WISHENPOOF!

MOST WATCHED FACTUAL ENTERTAINMENT:
THE GRAND TOUR



Fast Delivery

Customers love fast delivery, and 2016 saw the rapid roll out of our fastest delivery service yet for Prime members. Prime Now is now available to more than 30% of the UK population

BESTSELLING CHARTS

PRIME NOW
ACROSS THE UK



AMAZON RESTAURANTS

TOP CUISINE CHOICES
ACROSS LONDON

OVERALL
FAVOURITES

1. ITALIAN
2. JAPANESE
3. CHINESE

1. AMERICAN
2. LEBANESE
3. KOREAN
4. JAPANESE
5. ITALIAN

WEST

NORTH

1. THAI
2. BURGERS
3. AMERICAN
4. ITALIAN
5. JAPANESE

EAST

1. AMERICAN
2. INDIAN
3. PIZZA
4. JAPANESE
5. ITALIAN

1. CHINESE
2. ITALIAN
3. BBQ
4. LEBANESE
5. POLISH

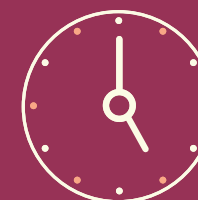
SOUTH

Amazon Restaurants launched in September, offering Prime members in selected London postcodes delivery from hand-picked quality local restaurants via the Prime Now ultra-fast delivery service.



A DAY IN THE LIFE OF PRIME NOW

Prime Now is a mobile app available to Prime members and offers one-hour delivery on more than 15,000 popular items for £6.99, or delivery at no extra charge within a choice of two-hour, same-day delivery slots, seven days a week.



17:00

PRIME NOW

Across the UK, **Saturday at 5pm** is the most popular time of day for **Prime Now** deliveries as customers prepare for their weekend.



08:00



FIRE TV STICKS

In Leeds, **8am** in the morning is the most common time for customers to receive a **Fire TV Stick** as customers prepare for a movie day.

14:00

BANANAS

Customers in **Glasgow** are most likely to receive bananas at **2pm**.



19:00

CRUMPET HOUR

7pm is **crumpet hour** in **Manchester** – the most common time they are delivered.



21:00

KINDER BUENO

In **Birmingham**, customers are most likely to receive **Kinder Bueno** Chocolate Bar at **9pm**.



PRIME NOW GETS EVEN BETTER ONE-HOUR DELIVERY FROM LOCAL LONDON SHOPS

In November, Amazon announced that Prime customers in selected London postcodes are now able to purchase luxury health, wellbeing and beauty products from John Bell & Croyden – pharmacists to Her Majesty The Queen and fine wines and spirits from Spirited Wines and increased selection from supermarket Morrisons.

Since launch, popular health and beauty from John Bell & Croyden include:

TRILOGY ROSEHIP OIL &
REN AND BIODERMA
MOISTURISERS



John Bell & Croyden
WIGMORE ST, LONDON

Popular since launch from specialist wine merchants, Spirited Wines, are:

LES GRUMES BLANCHES & CHATEAU HAUT
RIAN ROUGE 2013 COTES DE BORDEAUX



SPIRITED WINES
purveyors of good times

Morrisons
Since 1899
at Amazon

HARRY POTTER

In July, Amazon announced that Harry Potter fans across the UK will be able to get the highly anticipated script of the play *Harry Potter And The Cursed Child*, by J.K. Rowling, delivered to their door from midnight on Saturday thanks to special delivery windows for Prime members. A customer in Glasgow was the first to receive the new book less than one minute past midnight.



'Morrisons at Amazon' via the Prime Now app is convenient way for customers to access the expanded Morrisons product selection.

Shop The Future

The Smart Home is Here

From high-tech heating that warms your place when you're heading home, security cameras that stream real-time video from inside your house directly to your phone, to the Amazon Echo that plays your favourite playlist, reads you the latest sports scores and orders you an Uber with a simple voice command, the smart home has arrived. Customers are making their homes smarter and their lives easier, by the minute

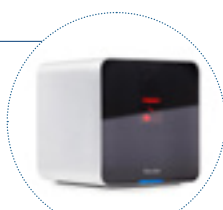
SMART HOME STORE

80%

Year-on-year visits to the Smart Home Store have risen almost 5x and unit sales have risen by more than 80%

PETCUBE

An interactive pet camera that lets you watch, talk to and play with your pets from your smartphone when you're away from home.



PETZI TREAT CAM

Combines app-connected live streaming with the ability to speak to your pet and dish out treats from a distance

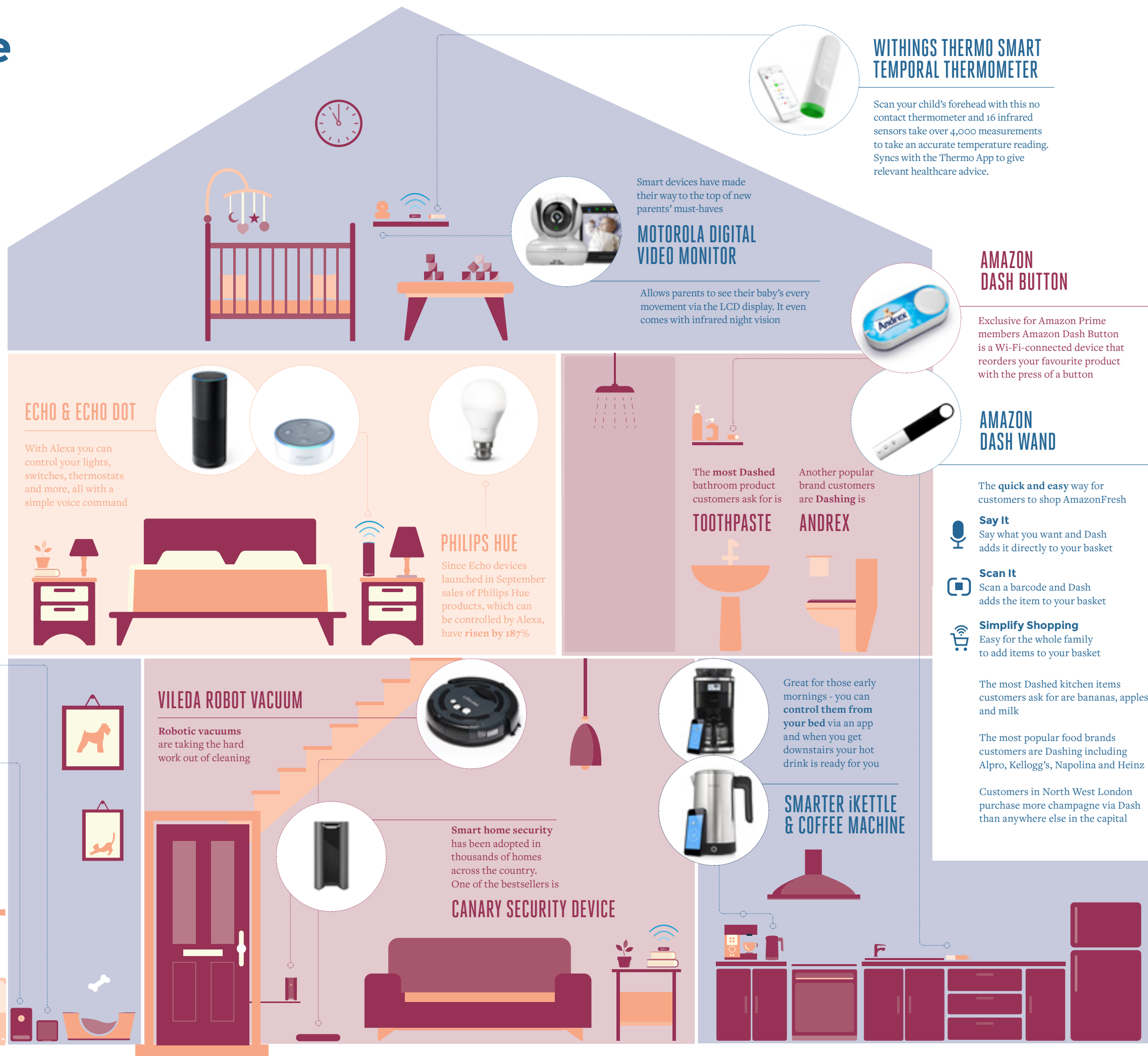


HOZELOCK CLOUD CONTROLLER

The days of scorched lawns and parched plants are numbered – Hozelock Cloud Controller lets you water your plants no matter where you are, using your smartphone



We've seen a surge in sales of robotic lawnmowers
FLYMO LITHIUM-ION



Marketplace Trends

Helping UK businesses grow online whilst increasing selection for customers

The UK is home to some of the world's most exciting e-commerce businesses. Tens of thousands of these choose to sell on Amazon Marketplace, including businesses from across the UK ranging from entrepreneurs working from their homes, to small and medium-sized businesses.

They are all able to sell to Amazon's hundreds of millions of global customers through Amazon Marketplace. In fact, half of all purchases on Amazon's global sites come from Marketplace Sellers. Amazon.co.uk offers customers a choice of over 150 million different items – this is only possible because

of the incredible variety of products sold by third party sellers.

Some of the most popular Marketplace products sold by businesses from across the UK are detailed here.

Marketplace sellers continue to expand their horizons

Over the last year there has been a big rise in the number of UK businesses exporting their products through Amazon Marketplace.

Over 60% of the tens of thousands of UK sellers are now selling to customers across the world.

Together they are expected to achieve export sales of more than **£1.8 billion** in 2016, up **29% year-on-year**.



THE LIGHT FACTORY

David Gutfreud sells a range of light fixtures and therapy lamps

GLASGOW

“The days of only being able to sell products to customers in one town, region or country are long gone”

Simon Johnson,
Director, Seller Services UK



CHARACTER

Stephen and Karen Hewitt's kids clothing range includes everything from Peppa Pig T-shirts to One Direction pyjamas

MANCHESTER

NOTTINGHAM

CAMBRIDGE

OXFORD

ASTON CLINTON

LONDON

BRIGHTON

SWANSEA



GAMELY

Hazel Reynolds launched her business after she created the popular new card game Randomise

Lynn Campbell Rea has built a global business selling luxury candles online

CASA CANDLES



KATE'S SKATES

Chris Palmer sells skateboards, scooters and roller skates

Coco Groves sells classic wooden toys which are all approved by her young son



TOYS OF WOOD OXFORD

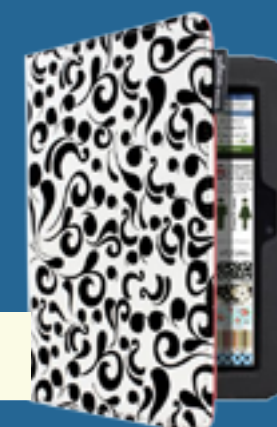


CAMBRIDGE PET STORE

Gareth and Matthew Lucas run an online pet accessories store

LENTE DESIGNS

Helen Rolfe designs a unique range of Kindle and tablet covers



LAVOLIO

Lavinia Davolio gave up her career in the City to launch her luxury confectionery business



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Tel: 0203 680 0888

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