

SUMMER



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

TRENDS REPORT

JULY 2016

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Introduction



Cast of Transparent

Welcome to our Summer 2016 Trends Report, our bi-annual look at the shopping and entertainment trends across the UK, based on what people are buying, reading, watching and listening to on Amazon.co.uk and our mobile apps.

At Amazon, our vision and mission is to be Earth's most customer-centric company, where people can find, discover and buy everything they want online. It's that focus that led us to bring AmazonFresh to the UK in June.

With AmazonFresh, we bring together the low prices, vast selection, fast delivery options and customer experience that Amazon customers know and love. Prime members in eligible areas can now order their full weekly grocery shop from a range of over 130,000 competitively priced products including Britain's best-loved brands and offerings from local food producers and shops based in world-famous locations including Borough and Notting Hill.

Customers benefit from fast and flexible delivery, including one-hour slots from 7am to 11pm, seven days a week, with same-day delivery available from 5pm for orders placed by 1pm. It's still early days for AmazonFresh, and we will take our time to improve our service based on feedback from customers and be considered in how we roll out further in the UK.

In addition to AmazonFresh, we're constantly looking to bring more to Prime members, like TV, movies and music. We were honoured to win our first BAFTA with *Transparent* being named Best International TV programme. This spring we also brought new hit shows to the UK including *Casual*

and *UnREAL*, and announced the name of Jeremy Clarkson, Richard Hammond and James May's new show, *The Grand Tour*.

We now offer more than 150 million products, and this report provides a helpful guide to this year's hottest sellers so far. We've seen growing popularity in everything from kitchen gadgets like home-smoking ovens and foodie books, to garden gear like solitary bee hives and pollinating bee logs.

We've continued to extend our Prime Now one-hour delivery service of 15,000+ items more widely across the UK. We've even delivered a Moleskine notebook to a customer in Manchester within 20 minutes of the order being placed.

In April we announced the Kindle Oasis, our thinnest and lightest e-reader ever, and introduced new colours and more storage for our popular Fire tablets. Inside this report we also share our most popular print and independently published eBooks so far this year, which may just give you an idea for what to read on your summer holiday.

Looking ahead to the rest of 2016, we'll continue investing in our business throughout the UK. We've announced plans to open two new fulfilment centres, and are creating thousands of jobs across our head office in London, three UK-based research & development centres, customer service centre and our fulfilment operations.

Please enjoy the report, and on behalf of everyone at Amazon, have a great summer.

Doug Gurr
UK Country Manager

RETAIL TRENDS OF 2016 SO FAR

We look at what has sold well on Amazon.co.uk so far in 2016.

Jan

SMOKING HOT IN JANUARY

With the New Year came a new must-have gadget for the kitchen ... a home smoker. Sales of **home smokers** increased by **200%** year-on-year as families across the UK attempted to recreate the rich smokey flavours, popularised by on-trend restaurants, in their own homes. Customer reviews showed us that people were creating everything from smoked ham to almonds, and garlic to game, on their home smokers. The beauty of the latest stove-top models meant people didn't need to brave the January chill, enjoying their home smoked feasts indoors.



HOME SMOKER SALES

YEAR-ON-YEAR INCREASE

200%

Feb


ROMANCE BLOOMS IN NORWICH

On **Valentine's Day** Norwich was declared the UK's capital of love after its residents purchased more Valentine's Day products, per capita, than anywhere else in the country.

Bestselling products included heart-shaped jewellery, bouquets of red roses and music by Barry White, as well as romantic novels and even black satin sheets.

Manchester is the second most romantic city based on Valentine's Day sales, closely followed by Brighton, Bristol and Edinburgh.

UK'S MOST ROMANTIC CITY



NORWICH

Mar

BATMAN WINS BATTLE OF SUPERHEROES

To celebrate the March release of **Batman v Superman: Dawn of Justice** we looked at who comic fans were backing, and the results were clear - Bruce Wayne's alter ego reigns supreme with sales of **Batman action figures** **66%** stronger than sales of **Superman action figures** on Amazon.co.uk.

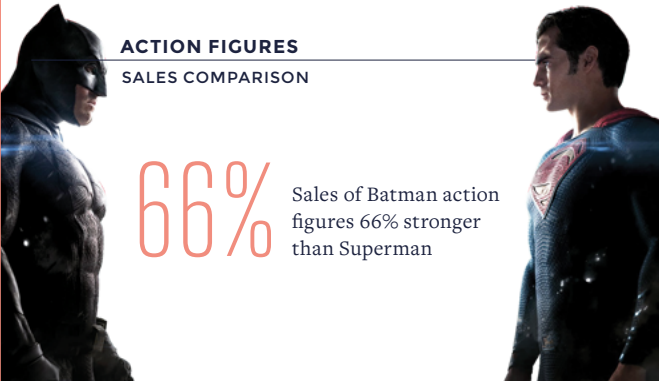
Batman's biggest superhero fans can be found in Nottingham, with residents buying more action figures than any other city per capita.

ACTION FIGURES

SALES COMPARISON

66%

Sales of Batman action figures 66% stronger than Superman



Apr

UK HAIR TRENDS

In April, the long held maxim that blondes have more fun was turned on its head as we revealed that sales of **brown hair dye** had **doubled year-on-year**, overtaking sales of blonde hair dye, as customers emulated the classic darker shades of celebrities like Victoria Beckham, Alexa Chung and Cheryl Cole. As spring approached, straight hair was out, and big bouncy tresses were in, with sales of round hairbrushes up by more than **1,600%**.



ROUND HAIR BRUSHES

SALES INCREASE

1600%

May

BRITAIN ABUZZ WITH BEEKEEPING

Spring finally sprung in May and we saw customers pull together in an effort to boost Britain's dwindling bee population as sales of bee-related products soared by **50%** year-on-year.

Following in the eco-conscious footsteps of celebrity **bee enthusiasts** like Joanna Lumley, Richard Branson and Bill Turnbull, Amazon customers were kitting their gardens out with solitary bee hives and pollinating bee logs, something which got the thumbs up from the British Beekeepers Association.



BEEKEEPING PRODUCTS

SALES GROWTH

50%

Some of the most popular beekeeping items purchased by customers on Amazon.co.uk included solitary bee hives, wooden and plexiglass bee tubes, and pollinating bee logs. Based on sales, Brighton was the beekeeping hotspot of the UK, followed by York, Stockton-On-Tees, St. Helens and Luton.

Jun

POM-POMS ARE THE SUMMER MUST-HAVE

Heralded by fashion editors as one of the hottest accessories of 2016, **pom-poms** have made a comeback amongst craft enthusiasts up and down the country with Amazon.co.uk seeing a **50% surge** in sales of pom-pom makers. Influenced by the catwalk and celebrity fans, including Cara Delevingne, Kendall Jenner, Gwyneth Paltrow, Lily James and Millie Mackintosh, crafty Brits can't get enough of the colourful craze, adorning clothes, accessories and homewares with their homemade pom-poms.




POM-POM MAKERS


SALES GROWTH

50%


FAVOURITE PRODUCTS OF THE YEAR SO FAR




PURE CHIMP
SUPER TEA




FIRE TV STICK




VINTAGE
LIGHTBULB




WUNDERBROW
BROW GEL




LEGO STAR WARS
REY'S SPEEDER




TOM CLANCY'S
THE DIVISION




FIRE TABLET
7" DISPLAY



FRESH AMETHYST
BOUQUET



BLACKSTAR
BY DAVID BOWIE

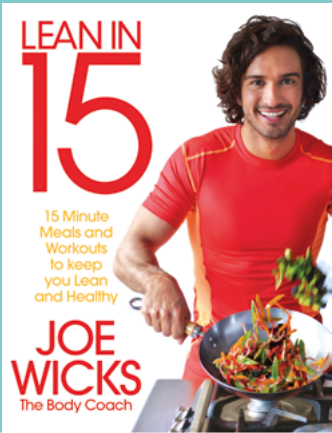


STAR WARS:
THE FORCE AWAKENS

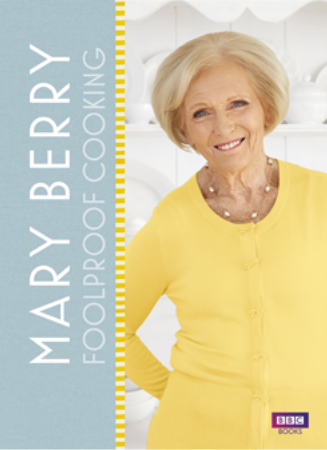
WHAT WE READ

TOP TEN PRINT BOOKS

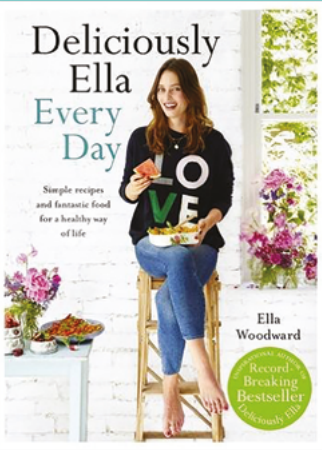
Healthy eating titles ruled the books chart for the first half of 2016, proving that the UK is embracing the trend well beyond the New Year resolutions period. Leading the pack is Joe Wicks, who rose to fame through social media and subsequently recorded the highest ever number of pre-orders on a food and drink title through Amazon.co.uk. He dominated our chart during the first half of the year and pre-orders on his second book were also incredibly strong. It looks like the healthy eating craze is here to stay.



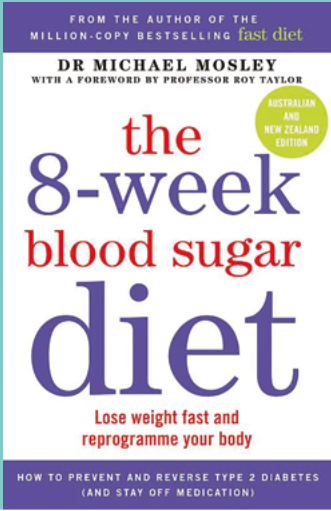
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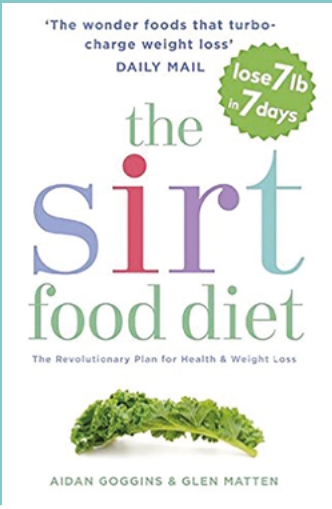
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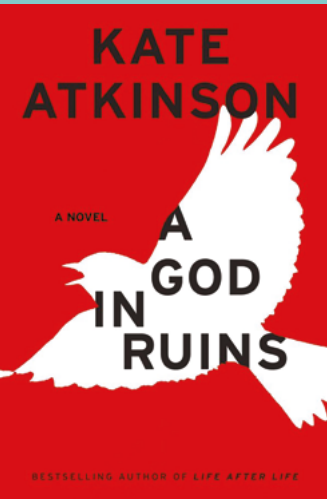
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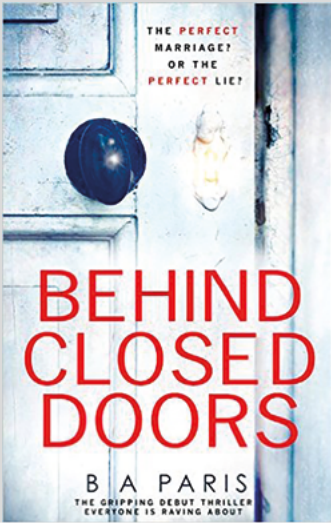
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TOP TEN eBooks

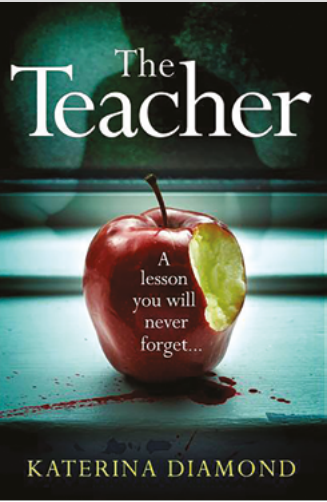
The top 10 in the Amazon.co.uk Kindle Store for the first half of the year is made up of stories that keep us on the edge of our seat, demonstrating the UK's love for a quick-moving plot. Two of the top 10 have been published through Kindle Direct Publishing which enables authors to get their work to Kindle readers all over the world in just a matter of hours – making royalties of up to 70%.



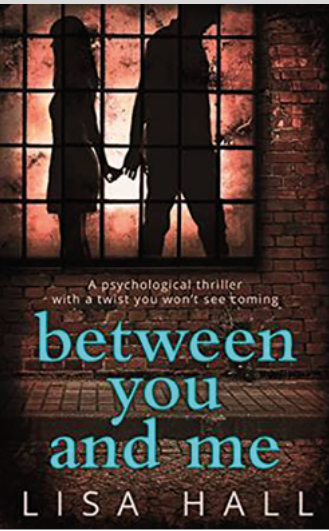
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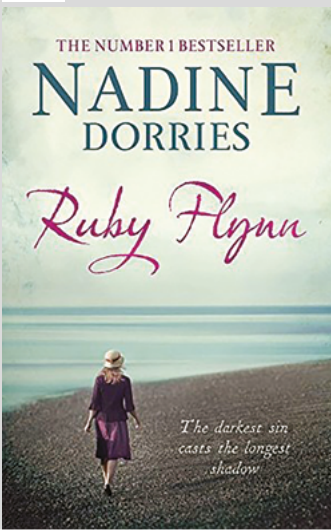
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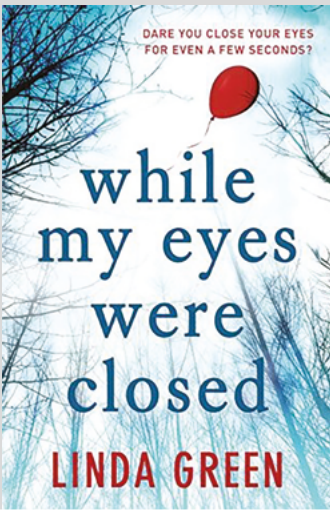
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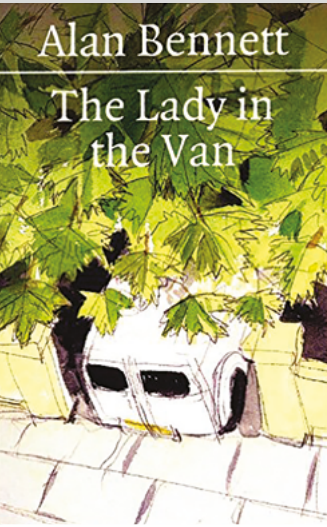
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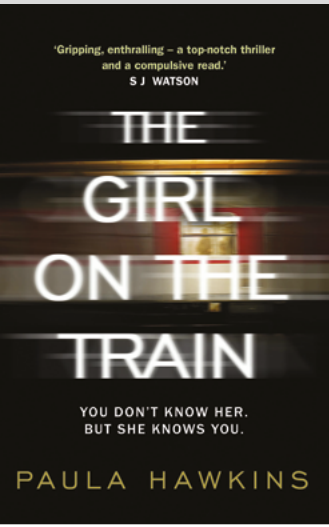
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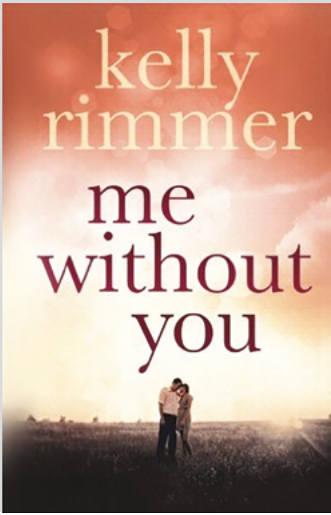
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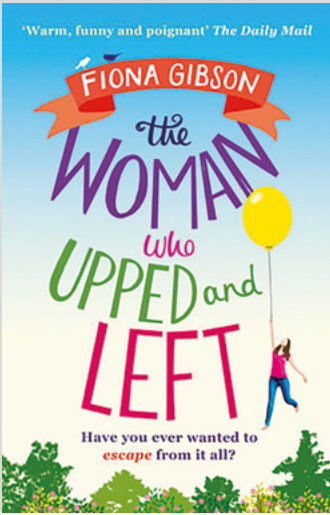
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8



9



10

“Back in 2010 I had completed my first novel and been turned down by every publisher and literary agent. I was at a low ebb and considering jacking it in. Then someone told me about Amazon’s KDP independent-publishing programme. I uploaded my novel and rapidly began to build a global readership who were very vocal and kept asking for more. I have now published seven of my novels through Amazon KDP and I recently hit a million downloads.”

ROBERT BRYNDZA NUMBER 2 IN THE CHART

REGIONAL BESTSELLERS

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 2016.

BESTSELLING REGIONAL PRODUCTS



NORTHERN IRELAND

Thanks to much of the epic backdrop being filmed in the region, Northern Ireland was keen to see local landscapes appear in the George R. R. Martin TV adaptation:

GAME OF THRONES (SERIES 5)



WALES

The craze for colouring books shows no sign of abating in Wales as local illustrator Millie Marotta continues to dominate the bestsellers chart, transporting customers to a world of lush rainforests and tropical wildlife:

MILLIE MAROTTA'S TROPICAL WONDERLAND

Movies and TV shows filmed in Wales, featuring local talent, were lapped up across the country:

STELLA (SERIES 5) & TWIN TOWN



SCOTLAND

Glasgow is crowned the hen party capital of the UK, with hens stocking up on celebratory paraphernalia:

PARTY BUBBLES

LED DISCO BALLS

In contrast, there's a darker side to Scots' tastes this spring, as Scottish thriller writers Stuart MacBride and Peter May hit the bestsellers chart with their latest chilling tales:

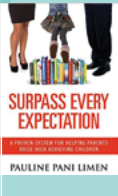
IN THE COLD DARK GROUND

COFFIN ROAD

EDINBURGH



SURPASS EVERY EXPECTATION: A PROVEN SYSTEM FOR HELPING PARENTS RAISE HIGH ACHIEVING CHILDREN



MANCHESTER

ONE VOICE BY ALED JONES



TWIN TOWN



SWANSEA



CARDIFF

MARY BERRY'S FOOLPROOF COOKING



BATH

SUNDERLAND

CHARLOTTE CROSBY'S 3-MINUTE BELLY BLITZ



LEEDS

HAPPY VALLEY



BRIAN CLOUGH: I BELIEVE IN MIRACLES



NOTTINGHAM

LEICESTER

5000-1 THE LEICESTER CITY STORY



LEAN IN 15 BY JOE WICKS



SPECTRE

BLACKSTAR BY DAVID BOWIE



SOUTHAMPTON

BRIGHTON

NORTH

Despite the cold start to the year, adventurers in the north embraced the outdoors, stocking up on camping essentials:

SHOWERS

COMPASSES

SPOKS



Meanwhile, glamourpusses took inspiration from local beauty queens like Cheryl Cole and Michelle Keegan, stocking up on:

TEETH WHITENING PRODUCTS

MAKE-UP BRUSHES

AURORA BAND NIGHT ROLLER



MIDLANDS

Pampered pets in the Midlands will be paw-fectly manicured in time for summer with pet grooming products flying off the virtual shelves:

MANE 'N TAIL PRODUCT FOR HORSES

NUTRITIONAL SUPPLEMENTS FOR DOGS

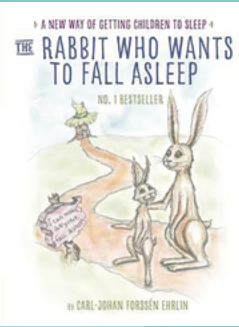
There was a rush on sleeping aids in the Midlands as the clocks went forward this spring. Some of the most popular products purchased were:

THE RABBIT WHO WANTS TO FALL ASLEEP

SLEEP MASKS

GRO ANYWHERE BLACKOUT BLIND

BLACKOUT CURTAIN LINERS FOR ADULTS



SOUTH

Southerners kick-started the year with good intentions, purchasing:

ORGANIC COCONUT OIL

LEAN IN 15 BY JOE WICKS

SPIRALIZERS

DELICIOUSLY ELLA EVERY DAY

There's also been a baby boom down south. Essentials such as nappies and wipes have been hitting the bestsellers chart. However, parents are taking a humorous approach to raising their children, with manuals like:

HOW IT WORKS: THE MUM

THE UNMUMSY MUM

BESTSELLERS IN THE CAPITAL

Some products were particularly popular in certain areas of London. Here we look at what has sold well in the capital on Amazon.co.uk so far in 2016.

Health, fitness and wellbeing were the buzzwords in the capital during the first half of the year. Healthy eating guides and cookbooks proved to be the most popular books across London, followed by guides on how to achieve happiness and de-clutter the hectic lives of city dwellers. Sleep improvement and stress reduction have also been a high priority with sleep masks and essential oils appearing top of people's shopping lists. Here's how purchases varied across the capital.



BESTSELLING PRODUCTS IN LONDON

- LEAN IN 15 BY JOE WICKS, THE BODY COACH
- TOMMEE TIPPEE SANGENIC COMPATIBLE CASSETTE
- FIRE TV STICK
- WATER WIPES SUPER VALUE BOX
- DELICIOUSLY ELLA BY ELLA WOODWARD
- JOHNSON'S BABY EXTRA SENSITIVE BABY WIPES
- PREMIUM SLEEP MASK BY MEMORY SOFT
- BLACKSTAR BY DAVID BOWIE
- THE LIFE CHANGING MAGIC OF TIDYING
- FUJIFILM INSTAX MINI CANDY POP FILM

WEST

It's a tale of calmness and serenity in west London, with artist's wooden painting palettes and colouring pencils helping to keep residents content. Rachel Kelly has been particularly popular, as locals filled their bookcases with:

WALKING ON SUNSHINE:
52 SMALL STEPS TO HAPPINESS

Whilst west Londoners might want a quiet life at home, they also love to play, with bestsellers including:

MINION FANCY DRESS GOGGLES
SELFIE STICKS
FUJIFILM MINI INSTAX FILM PACKS
FLORAL HEADBANDS



SOUTH

Diet and digestion are a key focus for south London residents, with Ella Woodward's latest lifestyle book selling like healthy hotcakes:

DELICIOUSLY ELLA EVERY DAY:
SIMPLE RECIPES AND FANTASTIC
FOOD FOR A HEALTHY WAY OF LIFE

There's also been a surge in sales of healthy juices and fresh stock this spring, including bestsellers like:

ALOE VERA JUICE
ORGANIC CHICKEN & BEEF BONE BROTH



NORTH

Health and fitness was the number one priority for Londoners living north of the river, with bestsellers including:

FITBIT HR HEALTH
NUTRI NINJA BLENDERS
ACTIVITY TRACKERS
VEGETABLE BLENDERS
LEAN IN 15 BY JOE WICKS

BRAGG ORGANIC CIDER VINEGAR

Local residents also got behind celebrity diet crazes. Following reports that Katy Perry drinks apple cider vinegar to boost her energy levels, sales of Bragg Organic Cider Vinegar rocketed.



EAST

East London hipsters may finally be growing up, as sales of baby products topped the bestsellers chart for the area. Some of the most popular products purchased included:

CHEMICAL FREE WATER WIPES
HIPPI ORGANIC BABY FOOD
SANGENIC NAPPY BIN LINERS

Whether it's new arrivals or the stresses of London life, east Londoners are struggling with sleepless nights, snapping up sleeping aids such as:

PREMIUM SLEEP MASKS



DAVID BOWIE'S
BLACKSTAR

Fans celebrated the life of David Bowie across the UK, but nowhere more so than in his birthplace of Brixton, south London.

Music, Movies and TV Trends

From The Beatles to the BAFTAS, here is what is keeping the UK entertained

Prime Music celebrates its first anniversary in the UK this month. Customers are enjoying more than a million tracks and hundreds of Prime Playlists and Prime Stations at no extra cost to their Amazon Prime membership.

“Prime Music members are certainly happy streamers, with ‘50 Great Happy Songs’ and ‘50 Great Feel-Good Classics’ being just a couple of the uplifting Prime Playlists that feature in the top ten charts customers have been enjoying this year,” said Paul Firth, Head of Amazon Digital Music in the UK.

In December, The Beatles became the latest major artists to join the Prime Music catalogue of tracks and albums available to stream and download for offline listening. The band are one of the top streamed artists in 2016, in a top 10 dominated by internationally renowned British artists including Coldplay, Ed Sheeran, One Direction, Little Mix and David Bowie.

“British artists continue to dominate the charts both at home and abroad,” added Paul Firth. “That’s why it was important that Prime Music was a service built from the ground up, with British music expert programmers building playlists and stations for Amazon.co.uk customers. The fact that the ‘Best of Prime Music’ playlist and station feature in the top 10 most streamed in both categories is testament to our approach of building this service specifically for music fans.”

Prime Video has had another award-winning start to the year. Following Golden Globe wins for Amazon Studios original comedy *Mozart In The Jungle* and Prime Video exclusive show *MR. ROBOT*, Amazon Prime became the first streaming service to win a BAFTA TV Award, winning the Best International show at the prestigious British TV awards in May for the critically acclaimed Amazon Studios original comedy *Transparent*.

UK customers and critics alike are enjoying recent Prime Video exclusive summer show launches including the highly anticipated and darkly comedic drama *Preacher*, the second season of US hit show *MR. ROBOT* and a host of must-see TV shows like US dating comedy *Casual* and critically-acclaimed drama *UnREAL*. Original content remains a focus, and the making of the Clarkson, Hammond & May show continues at a pace; Jeremy, Richard and James even announced that they finally have a name for the show. *The Grand Tour* is on track to launch exclusively for Amazon Prime members this autumn.

About Amazon Prime

Prime membership grew 51% last year – including 47% growth in the U.S. and even faster internationally – and there are now millions of members in the UK and tens of millions of members worldwide.

Prime members across the UK now enjoy not just unlimited One-Day delivery on millions of

products, but also access to great benefits including:

- Thousands of popular movies and TV episodes through Prime Video, which is the only place to stream award winning and critically acclaimed Amazon Original shows like the 2016 BAFTA TV Award winning hit comedy *Transparent* and the upcoming Jeremy Clarkson, Richard Hammond & James May show *The Grand Tour*, and Amazon Prime exclusive shows like *MR. ROBOT*, *Outlander* and *Vikings*
- Access to one million songs from chart artists like Lukas Graham, One Direction, Ed Sheeran, Ariana Grande, Coldplay, Little Mix, Zayn, Birdy and Years & Years – all to stream and download through Prime Music which also includes hundreds of Prime Playlists and Prime Stations
- Unlimited photo storage in Amazon Drive
- 30-minute early access to Lightning Deals on Amazon.co.uk
- Access to one million Kindle books to borrow

PRIME MUSIC STATIONS
TOP 10

1. TOP POP

2. ALL 80S

3. CLASSIC ROCK

4. BEST OF PRIME MUSIC

5. ALL 90S

6. ALL 00S

7. EASY POP

8. DANCE POP

9. TOP INDIE

10. ALL ROCK

PRIME MUSIC ARTISTS
TOP 10

1. COLDPLAY

2. THE BEATLES

3. ED SHEERAN

4. ONE DIRECTION

5. LITTLE MIX

6. DAVID BOWIE

7. SIA

8. TAYLOR SWIFT

9. DAVID GUETTA

10. PANIC! AT THE DISCO

PRIME MUSIC PLAYLISTS
TOP 10

1. BEST OF PRIME MUSIC

2. 50 GREAT JUKEBOX HITS

3. 50 GREAT HAPPY SONGS

4. RELAXING ACOUSTIC POP

5. 50 GREAT MODERN POP SONGS

6. 50 GREAT 80S CLASSICS

7. 50 GREAT UK CHART NUMBER ONES

8. 50 GREAT FEEL-GOOD CLASSICS

9. 50 GREAT BRIT AWARDS WINNERS

10. FILM SCORES FOR STUDYING

UK ARTISTS DOMINATE
BRITISH TALENT MAKES UP 60% OF TOP 10 ARTISTS

60%



PRIME NOW TRENDS

Primenow

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

ACCESS TO PRIME NOW IN UK

MORE THAN
1 IN 3 PEOPLE

CHOICE

During the first half of the year Prime Now offered thousands of items, including essentials such as nappies, coffee, chocolate and fresh milk, as well as other popular items like games consoles, toys, gifts and sports equipment—all via a simple and easy-to-use mobile app.

PRIME NOW PRODUCTS

POPULAR PRODUCTS THIS YEAR INCLUDE:



BESTSELLING CHILLED AND FROZEN ITEMS

MILK
ORANGE JUICE
PIZZA
CHEESE
OVEN CHIPS



BESTSELLING STAPLES

STILL WATER
SPARKLING WATER
TOILET PAPER
HAND WASH
BLEACH



BESTSELLING VIDEO GAMES

THE DIVISION (PS4)
MINECRAFT (XBOX)
CALL OF DUTY: BLACK OPS III (PS4)
DARK SOULS III (PS4)
GRAND THEFT AUTO (PS4)



NEWCASTLE

Reflecting the chillier climate of the north-east, customers in Newcastle were more likely to buy woolly gloves with their Prime Now order in the first half of 2016.



LEEDS

In Yorkshire, the TV Fire Stick was more popular in Leeds than anywhere else in the UK, with Amazon customers able to enjoy BAFTA award-winning *Transparent* on Amazon Prime Video. Yorkshire Tea was the preferred hot drink for Leeds shoppers, with McVities Milk Chocolate Hobnob biscuits proving the favourite biscuit in the county.



LONDON

Londoners were the thirstiest customers, ordering the most coconut water and bottled water in the UK. West Londoners were the most likely to choose milk as part of their ultra-fast delivery, while over in east London, whiskers remain a key trend as beard trimmers continue to be a big seller in comparison to the rest of the UK.



SURREY

Healthy eating was a focus in Surrey and surrounding areas, where cucumbers, tomatoes and broccoli were the bestselling chilled items. Oreo Double Stuff Chocolate Sandwich Biscuits were the most regularly ordered biscuit.



INVESTING IN THE UK

CONTINUING TO CREATE JOBS

ACROSS THE UK

1000'S OF NEW PERMANENT JOBS

INVESTED IN THE UK ECONOMY

SINCE 2010

£4.6BILLION

DEVELOPMENT CENTRES

3 CAMBRIDGE,
EDINBURGH & LONDON

NEW FULFILMENT CENTRES

AUTUMN 2016

2 MANCHESTER
LEICESTERSHIRE

INNOVATION

PRIME VIDEO

We have software engineers, developers, designers and technology specialists working behind the scenes out of our development centre in London to constantly innovate on behalf of customers so that Amazon Original and Exclusive TV and film content is presented at a consistently high quality across all apps and devices, on smart TVs, games consoles, mobile phones, tablets and online. Latest innovations include 'ASAP' which speeds up the time between hitting 'play' on our bespoke media player, and the content playing.



ROBOTICS

We have a rich history of developing and introducing cutting-edge technology into our fulfilment centres to assist our associates in their roles and deliver for our customers. The newest example of our commitment to invention in logistics, on behalf of our employees and our customers, is the introduction of Amazon Robotics at our two newest fulfilment centres in the first half of 2016. The robots slide under a tower of shelves where products are stowed, lift it and move it through the fulfilment centre. Robots help speed order processing time and reduce walking by associates, by moving the shelves to employees and reducing the time taken to stow items for sale or pick them for new customer orders.



Enabling Digital Enterprise

Helping SMEs grow at a rate that matches their ambition and potential

The UK boasts some of the world’s most exciting e-commerce businesses, and tens of thousands of these choose to sell on Amazon Marketplace. Third party sellers who run their companies on Amazon Marketplace support 74,000 jobs across the UK.

We help to level the playing field when it comes to starting a business. An individual selling out of their home has the same opportunity to reach hundreds of millions of Amazon customers across the world as the well-established retailers, many of whom also choose to sell on Amazon Marketplace.

We offer 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 on Amazon Marketplace. It also means we are always able to offer our customers the newest, most exciting and innovative products at great prices.

Helping sellers grow their businesses
We are always looking at ways to help Marketplace sellers grow their businesses. Amazon Lending is a service that helps UK-based Amazon Marketplace sellers do that.

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

“Amazon Lending has given me quick access to working capital – which is of real value to SMEs. 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 have invested all the funds from Amazon, which were available in my account in just a few hours, towards the development of new products.”

Helping sellers grow abroad
Increasingly Amazon Marketplace sellers are looking to access customers outside of their home country. To help support this growth and ambition, in April 2016 Amazon launched a new pan-European Fulfilment programme to help sellers boost exports and successfully grow their business abroad.

Marketplace sellers now simply send their inventory to their local fulfilment centre and Amazon will take care of the rest, distributing their products across Europe to ensure fast delivery to customers, no matter where they are.

TOTAL UNIT SALES



AMAZON LENDING

TO MICRO, SMALL AND MEDIUM BUSINESSES GLOBALLY

£1.5 BILLION

AMAZON.CO.UK

PRODUCT SELECTION OF OVER

150 MILLION

This is only possible because of the incredible variety of products sold by third party sellers on Amazon Marketplace.

UK JOBS

SUPPORTED BY THIRD PARTY SELLERS ON AMAZON MARKETPLACE

74,000

EXPORT SALES FROM UK-BASED MARKETPLACE SELLERS

TOTAL VALUE

£1.4 BILLION

UK SELLERS EARNING OVER £1MILLION

YEAR INCREASE

20%

UK MARKETPLACE SALES TO THE EU

UNIT GROWTH FROM 2015

2016 33%
2015

FULFILMENT BY AMAZON DELIVERIES

> Fulfilment by Amazon delivered more than 1bn items to customers worldwide last year.

1 BILLION

UK PRO-SELLERS TRADING ABROAD

YEAR-ON-YEAR GROWTH

50%

AMAZON.CO.UK EXPANSION

WEBSITE REACH

11 WEBSITES IN 7 LANGUAGES

