



From banjos to kayaks: Amazon reveals the unusual wedding gifts registered by Brits compared to US newlyweds

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Surprising gifts registered by Brits include camping lanterns, a telescope and a two-person hammock

Top American wedding gift requests include security cameras, grocery bag dispensers and robot vacuum cleaners

Research marks the launch of Amazon.co.uk's new-look Wedding List service which offers access to over 250 million products all featuring an 'Add to Wedding List' button

LONDON – 17 May 2018 As Royal Wedding fever sweeps the nation, Amazon has revealed some of the most individual gift list choices registered by Brits on the Amazon.co.uk Wedding List service since 2016, and compared these to their US counterparts.

While traditional top products gifted over the last two years include more typical grills, cookware and digital wine coolers, Amazon.co.uk Wedding List data has revealed that almost a third (32%) of presents registered on its service in 2016 and 2017 were non-homeware related. Some of the more unexpected top gift list products ordered from Wedding Lists on Amazon.co.uk include [two-person kayaks](#), [Cadbury Freddo bars](#) and [camping lanterns](#), showcasing the breadth of choice Amazon customers have when it comes to wedding gifts. Oasis' vinyl record [\(What's the Story\) Morning Glory?](#) appears to be the soundtrack for British-based newlyweds as it is revealed to be the top purchased music product on Amazon.co.uk Wedding Lists since 2016.

Across the Atlantic, more unusual top products purchased from Amazon Wedding Lists include [grocery bag dispensers](#), [security cameras](#), [robot vacuum cleaners](#) and party games [Cards Against Humanity](#) and [What Do You Meme?](#). Outdoor products seem to be a common theme amongst US customers with other popular gifts registered by newlyweds including a [four-person tent](#), a [two-person sleeping bag](#), a [fire pit](#) and even a [collapsible folding outdoor utility wagon](#) for use at festivals or picnics.

Amazon has revealed January to be the most popular time of year to create a wedding list according to UK Wedding List data, consistent since 2012, suggesting couples are kicking off the year with important 'wed-min'.

Ten of the more unusual but popular gift choices added to Wedding Lists on Amazon.co.uk in the last two years are:

- [A banjo](#)
- [Bewitched: The Complete Box Set](#)
- [Cadbury Freddo bars](#)
- [Clip-on braces](#)
- [Exploding Kittens: A Card Game](#)
- [Two-person kayak](#)
- [A telescope](#)
- [Two-person hammock](#)
- [Camping lamp](#)
- [Fish pellets](#)

The analysis of the top purchased products from US and UK Amazon Wedding Lists is released alongside new independent research revealing that people on both sides of the pond leave it to the last minute when it comes to buying wedding gifts. The survey of over 2,000 UK and US adults revealed that 28 per cent of Brits, and 38 per cent of Americans, admit to buying wedding presents online either the day before or on the way to the wedding itself.

Over half (53 per cent) of British and two thirds (66 per cent) of American guests prefer to buy from a registered gift list over browsing at random. The personal touch is key however, as over half (57 per cent) of Brits and over two thirds (67 per cent) of Americans believe that the biggest priority when choosing a wedding gift is that it says something unique about the couple.

As part of the independent research, newlyweds were also asked about their most treasured wedding gifts. Home items such as [LEGO shaped storage boxes](#), a [washing machine](#) and a [slow cooker](#) were identified by Brits as their favourite gifts, while other best-loved presents included [speakers](#), [matching bracelets](#) and [ski equipment](#). For American newlyweds, while the majority favoured home and kitchen items from their wedding registry, other unique treasured presents included a [flute](#) and a [treadmill](#).

The data analysis coincides with the launch of Amazon.co.uk's new-look Wedding List service, offering couples access to over 250 million products, ensuring they can fully personalise their list. The new-look service includes a feature which allows newlyweds to download a list of purchased items to help track gifts and thank friends and family, as well as an 'Add to Wedding List' button now on all Amazon products.

"Couples can shop a vast selection of products through Amazon's Wedding List service, giving them the freedom to register for the gifts that suit them instead of what's traditionally expected," said Lizz Wainwright, Wedding List Manager, Amazon.co.uk. "The unusual and individual gifts we've seen registered over the years shows just how unique the nation's tastes are and we're delighted to be able to offer a truly personal gifting experience."

For more information about Amazon's Wedding List Service, visit:
www.amazon.co.uk/wedding

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About the research

1,006 UK and 1,047 US adults were surveyed independently by Ginger Comms in May 2018.

Product information taken from Amazon UK and US Wedding Lists registered between January 2016 and December 2017. Products have been chosen from the top 100 selling items in each product category bought from Amazon Wedding Lists in the UK and the top 500 bestselling items bought from Amazon Wedding Lists in the USA and UK.

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