



Strike a 'paws': the search begins to find 2018's Face of Amazon Pets

September 3, 2018

The competition to find the official (furry) face of the Amazon.co.uk Pet Supplies Store launches today

Proud pet owners are invited to enter by posting pictures and videos of their beloved animals on Twitter, Instagram and Facebook using #AmazonPets

The winner will star in a photoshoot with a specialist pet photographer and receive a £1,500 Amazon Gift Card to spend on toys and treats

Sales data from Amazon.co.uk reveals Glasgow, followed by Manchester and Bristol, have the most preened pets, purchasing the most pet grooming products per capita in the UK in the last year

London, UK: 3rd September 2018 – To celebrate the nation's 'purrfect' pets and their proud owners, Amazon has launched a search to find the Face of Amazon Pets 2018 in the UK.

Pet owners nationwide are invited to enter from today – Monday 3rd September – by sharing their best pet picture or video on Instagram, Facebook or Twitter, stating why their pet should win and including the hashtag #AmazonPets. When the competition closes on Sunday 16th September, a panel of high-profile pet-loving judges will choose the winner who will be crowned this year's *Face of Amazon Pets* and become the proud recipient of a 'pet-tastic' photoshoot and a £1,500 Amazon Gift Card.

Amazon.co.uk has teamed up with some of the UK's most influential social media stars of the pet world including Rachel Oates, Pet Photographer and the owner of [Winny the Corgi](#), who will be joining the former *Face of Amazon Pets* winner, [Effie the Bunny](#) and her owner, Annie Swift on the judging panel. A surprise celebrity guest judge with a love of animals will also be joining the panel but for now, the 'cat has got our tongue'!

"With more than 50 million pets in the UK, we're world-renowned as a nation of animal lovers and at Amazon, we want to celebrate all creatures great and small and their devoted owners," said James Bate, Pet Supplies Director, Amazon.co.uk. "That's why the search to find the Face of Amazon Pets is back. Don't hold your horses, we're calling on all pet parents to share snaps of their furry, feathery, and scaly friends and tell us why they should be the country's next top pet model."

Full details of the competition can be found at <http://www.amazon.co.uk/faceofamazonpets>.

Sales data from Amazon reveals today that the competition to become the *Face of Amazon Pets* could get fierce. The pampered pets of Glasgow are ready for their close-up with their owners snapping up the most pet grooming products purchased per capita, with Manchester and then Bristol hot on their tail. The top ten cities in the UK for sales of pet grooming products and some of their favourites are:

	City	Bestselling pet grooming products include:
1	Glasgow	Pogi's Grooming Wipes for Dogs & Cats
2	Manchester	Groom Professional Baby Fresh Pet Cologne
3	Bristol	Mane 'n Tail Shampoo and Conditioner
4	Birmingham	Earthbath Oatmeal and Aloe Pet Shampoo
5	Edinburgh	EURminator De-Shedding Tool
6	Leeds	Ancol Heritage Soft Bristle Brush
7	Nottingham	Wahl Super Groom Pet Clipper
8	Liverpool	Groomers Aquasorb Towel

9	Sheffield	Company of Animals Pet Head Furtastic Crème Rinse
10	Southampton	Company of Animals Pet Head Oatmeal Paw Butter

Assisting pets in the quest to look picture perfect, pet owners across the country are going 'barking mad' for Amazon.co.uk's bestselling pet grooming items including [Pet Cologne](#), up 176% year on year, [Oatmeal Paw Moisturiser](#), up 173% year on year and the [Mane 'n Tail Horse Shampoo and Conditioner Set](#) seeing sales up 278% year on year.

Pets are also increasingly dressed to impress, with the [Amazon.co.uk Pet Supplies Store](#) seeing a 467% year on year increase in sales of the [Stegosaurus dog costume](#), sales of [stripy dog socks](#) up 474% year on year and [puppy puffer jackets](#) up 113% year on year.

The *Face of Amazon Pets* 2018 competition launching on Monday 3rd September 2018 and running until Sunday 16th September 2018 is open to dogs, cats, fish, birds, small animals (such as rabbits, hamsters and guinea pigs), horses and reptiles. The top five videos or images from each animal category with the most views, likes, and comments, along with five wildcard entries per category, will be given as a shortlist to the *Face of Amazon Pets* 2018 judging panel.

One animal will be crowned the *Face of Amazon Pets* and will receive the top prize of a £1,500 Amazon Gift Card and will be invited to a photo and video shoot with their winning pet. The resulting images and video will feature on the Amazon.co.uk Pet Supplies store this autumn. Six *Face of Amazon Pets* runners-up will be awarded a £200 Amazon Gift Card each.

"Our bunny Effie had the best year as the Face of Amazon Pets. She loves hopping around the outdoor run and munching on the nibbles which she picked out as part of her prize bundle," said Effie's owner, Annie Swift from Worcester. "I always knew Effie was special and I was thrilled that others thought so too. I am very proud of her, but now it's time to pass the (carrot!) baton to a new Face of Amazon Pets."

The Amazon.co.uk Pet Supplies Store offers a broad selection of products for dogs, cats, birds, fish & aquatic pets, horses, reptiles and amphibians, insects, small animals and farm animals. From pet food, supplements, treats and health supplies, to toys, accessories, grooming products and the latest in pet technology, there are thousands of products available in the [Pets Supplies Store](#), along with expert guides on how to keep your pets happy and healthy.

For more information on the Face of Amazon Pets 2018 competition, visit www.amazon.co.uk/faceofamazonpets

-Ends-

For further information, interviews, or product imagery, please contact amazonpets@mcsaatchi.com

About Amazon.co.uk

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Notes to Editors

To enter, pet owners must submit images/videos of their dogs, cats, fish, birds, small animals (e.g. rabbits, hamsters), horses and reptiles to the Amazon.co.uk Facebook wall, or via Twitter or Instagram using the hashtag #AmazonPets and say why they think their pet should win.

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For more information on the Face of Amazon Pets competition, visit www.amazon.co.uk/faceofamazonpets

Data

The pet population as of 2018 is estimated to be around 51 million: [Statista 2018](#)

All other data compares YTD 2018 with the same period for 2017 on Amazon.co.uk

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