



J.K. Rowling, Ed Sheeran and the Tamagotchi lead 20 years of online shopping: Amazon looks back at the nation's most loved products to mark 20th anniversary of Amazon.co.uk

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Ed Sheeran's X, Harry Potter and the Philosopher's Stone and The Da Vinci Code have been voted the best album, film and book respectively of the last 20 years

Online shopping helps UK consumers save on average £368 every year – over £23,000 in an average lifetime

Amazon also reveals bestselling products in the UK since its website launched in 1998, including FIFA video games, books by E L James, kitchen gadgets and Star Wars movies

28 October 2018 – [Ed Sheeran's X](#), [Harry Potter and the Philosopher's Stone](#) and [The Da Vinci Code](#) have been voted the best album, film and book respectively of the last 20 years, according to a poll of the nation commissioned by Amazon UK to mark its 20th anniversary.

Recent pop hits topped the charts with Ed Sheeran's album *X* just beating Adele's *21* to the top spot as the nation's favourite album of the past 20 years (with 25 percent and 24 percent of respondents respectively voting the albums as their favourites), with Amy Winehouse coming in third with her seminal album *Back to Black* (23 percent).

Dan Brown's book *The Da Vinci Code* had the nation enthralled when it was first released in 2003 and the title has now been voted the most influential book of the last 20 years (with 22.2 percent of respondents voting it as their favourite), narrowly beating *Harry Potter and the Deathly Hallows* (22.1 percent) – the final installment in J.K. Rowling's seven book opus. *Fifty Shades of Grey* by E L James also made the top 20 best books (17 percent), as did Stieg Larsson's *The Girl with the Dragon Tattoo* (16 percent) and *The Girl on The Train* by Paula Hawkins (16 percent).

When it comes to the nation's favourite film, blockbuster *Harry Potter and the Philosopher's Stone* beat all other Harry Potter movies to the top spot (23 percent of respondents voted it as their favourite), with five films from the series making it to the top twenty best loved list. *Mamma Mia* starring Meryl Streep and Amanda Seyfried was also a firm favourite (22 percent), as was Tom Hanks' 1998 wartime epic *Saving Private Ryan* (22 percent).

The [Tamagotchi](#) digital pet became a national obsession when it hit the UK in 1998 and now, twenty years later, nostalgic Brits have voted it the most influential toy of the last two decades (27 percent). Pokémon came second in the must-have toys list (24 percent), followed by Furby (22 percent) and Monopoly Millionaire (17 percent). The more recent craze for fidget spinners saw the toys voted seventh (12 percent) in the top 20 list, just pipped by LEGO Harry Potter sets and Transformers (both 16 percent).

When it comes to the top trends of the last 20 years, the [skinny jean](#) emerged as the most adopted fashion item with 40 percent of the votes, with jeggings in second (30 percent) and a noughties favourite, the onesie (24 percent) coming in third.

Proving we're a nation that wants to be connected, smartphones were voted the most influential technological advancement over the last 20 years, followed by Wi-Fi, broadband and then social networking sites. Film and TV streaming services such as Prime Video, banking apps and tablets also made the top 10.

When asked as part of the survey, Brits also claimed that online shopping saves them an average of four hours and 42 minutes of their time every week and it also boosts budgets, with average savings of £368 every year – equating to more than 21 months and £23,000 saved over an average lifetime.

As well as savings, Brits noted that online shopping has helped them find products they couldn't get hold of elsewhere. Stand out treasured finds on Amazon.co.uk in the last two decades included an [LED Christmas doormat](#), a [bee house](#) and a [pineapple cutter](#).

20 years of Amazon.co.uk bestsellers

To mark its 20th anniversary, Amazon.co.uk also revealed some of the most popular products over the last two decades. These bestsellers paint a picture of what customers have read, listened to, watched, played and used in their homes over the past 20 years.

1998 bestsellers

- The nation read: [Amsterdam](#), Ian McEwan

1999 bestsellers

- The nation read: [Harry Potter and the Prisoner of Azkaban](#), J K Rowling
- The nation listened to: [Travis, The Man Who \(CD\)](#)
- The nation watched: [Erin Brockovich \(DVD\)](#) and [Buffy The Vampire Slayer - The Movie \(VHS\)](#)
- The nation played: [X-Tension \(X Mission Pack\)](#)

2000 bestsellers

- The nation read: [Harry Potter and the Goblet of Fire, J K Rowling](#)
- The nation listened to: [The Beatles: 1 \(CD\)](#)
- The nation watched: [Gladiator \(DVD\)](#) and [Chicken Run \(VHS\)](#)
- The nation played: [Who Wants to Be A Millionaire? \(PC video game\)](#)

2001 bestsellers

- The nation read: [Happy Days with the Naked Chef, Jamie Oliver](#)
- The nation listened to: [Robbie Williams, Swing When You're Winning \(CD\)](#)
- The nation watched: [Bridget Jones's Diary \(DVD & VHS\)](#)
- The nation played: [Harry Potter and the Philosopher's Stone \(PC video game\)](#)

2002 bestsellers

- The nation read: [What Not to Wear, Susannah Constantine and Trinny Woodall](#)
- The nation listened to: [Robbie Williams, Escapology \(CD\)](#)
- The nation watched: [The Lord of the Rings: The Fellowship of the Ring \(DVD\)](#) and [Harry Potter and the Philosopher's Stone \(VHS\)](#)
- The nation played: [Grand Theft Auto: Vice City \(PS2\)](#)

2003 bestsellers

- The nation read: [Harry Potter and the Order of the Phoenix, J K Rowling](#)
- The nation listened to: [Dido, Life for Rent \(CD\)](#)
- The nation watched: [Pirates of the Caribbean: The Curse of the Black Pearl \(DVD\)](#) and [Harry Potter and the Chamber Of Secrets \(VHS\)](#)
- The nation played: [FIFA Football 2004 \(PS2\)](#)
- In the nation's home: [George Foreman Family Grill](#)

2004 bestsellers

- The nation read: [You Are What You Eat: The Plan that Will Change Your Life, Gillian McKeith](#)
- The nation listened to: [Keane, Hopes and Fears \(CD\)](#)
- The nation watched: [Star Wars Trilogy \(Episodes IV-VI\) \(DVD\)](#) and [Calendar Girls \(VHS\)](#)
- The nation played: [Grand Theft Auto: San Andreas \(PS2\)](#)
- In the nation's home: [Panasonic Breadmaker](#)

2005 bestsellers

- The nation read: [Harry Potter and the Half Blood Prince, J K Rowling](#)
- The nation listened to: [Coldplay, X&Y \(CD\)](#)
- The nation watched: [Star Wars Episode III: Revenge of the Sith \(2 Disc DVD Edition\)](#) and [Ladies in Lavender \(VHS\)](#)
- The nation played: [Football Manager 2006 \(Mac/PC\)](#)
- In the nation's home: [Jamie Oliver Flavour Shaker](#)

2006 bestsellers

- The nation read: [The Dangerous Book for Boys, Conn Iggulden and Hal Iggulden](#)
- The nation listened to: [Snow Patrol, Eyes Open \(CD\)](#)
- The nation watched: [Pirates Of The Caribbean: Dead Man's Chest \(DVD\)](#) and [Wallace and Gromit: the Curse of the Were-Rabbit \(VHS\)](#)
- The nation played: [Dr Kawashima's Brain Training: How Old Is Your Brain \(Nintendo DS\)](#)
- In the nation's home: [Deal or No Deal game](#)

2007 bestsellers

- The nation read: [Harry Potter and the Deathly Hallows, J K Rowling](#)
- The nation listened to: [Amy Winehouse, Back to Black \(CD\)](#)
- The nation watched: [Harry Potter and the Order of the Phoenix \(DVD\)](#)
- The nation played: [Nintendo Wii Console \(with Wii Sports\)](#)
- In the nation's home: [One Touch Automatic Can Opener](#)

2008 bestsellers

- The nation read: [The Tales of Beedle the Bard, J K Rowling](#)
- The nation listened to: [Take That, The Circus \(MP3\)](#) and [Duffy, Rockferry \(CD\)](#)
- The nation watched: [Mamma Mia! \(DVD\)](#)
- The nation played: [Nintendo Wii Console \(with Wii Sports\)](#)
- In the nation's home: [ghd Hair Straightener](#)

2009 bestsellers

- The nation read: [The Lost Symbol, Dan Brown](#)
- The nation listened to: [Rage Against the Machine, Killing in the Name \(MP3\)](#) and [Susan Boyle, I Dreamed a Dream \(CD\)](#)
- The nation watched: [Michael McIntyre: Hello Wembley \(DVD\)](#)
- The nation played: [Call of Duty: Modern Warfare 2](#)
- In the nation's home: [BT 150 Digital Baby Monitor](#)

2010 bestsellers

- The nation read: [The Girl with the Dragon Tattoo \(Kindle\)](#) and [Jamie's 30 Minute Meals, Jamie Oliver \(Print\)](#)
- The nation listened to: [Owl City, Fireflies \(MP3\)](#) and [Take That, Progress \(CD\)](#)
- The nation watched: [Toy Story 3 \(DVD\)](#)
- The nation played: [Call of Duty: Black Ops](#)
- In the nation's home: [Brita Maxtra Water Filter Cartridges](#)

2011 bestsellers

- The nation read: [The Girl with the Dragon Tattoo \(Kindle\)](#) [One Day, David Nicholls \(Print\)](#)
- The nation listened to: [Adele, 21 \(MP3 and CD\)](#)
- The nation watched: [Harry Potter And The Deathly Hallows Part 2 \(DVD\)](#)
- The nation played: [Call of Duty: Modern Warfare 3](#)
- In the nation's home: [Zumba Fitness DVD Exercise Kit includes toning sticks](#)

2012 bestsellers

- The nation read: [Fifty Shades of Grey, E L James \(Kindle and Print\)](#)
- The nation listened to: [Gotye, Somebody That I Used To Know \(MP3\)](#) and [Now That's What I Call Music! 83 \(CD\)](#)
- The nation watched: [Ted \(DVD\)](#)
- The nation played: [Halo 4 \(Xbox 360\)](#)
- In the nation's home: [Kärcher WV 50 Window Cleaning Vacuum](#)

2013 bestsellers

- The nation read: [Gone Girl, Gillian Flynn \(Kindle and Print\)](#)
- The nation listened to: [Jake Bugg, Jake Bugg](#)
- The nation watched: [Despicable Me 2 \(DVD\)](#)
- The nation played: [Grand Theft Auto V \(PS3\)](#)
- In the nation's home: [Kindle Paperwhite](#)

2014 bestsellers

- The nation read: The nation read: [12 Years a Slave, Solomon Northup \(Kindle\)](#)
- The nation listened to: Sam Smith, [In the Lonely Hour](#)
- The nation watched: [Frozen \(DVD\)](#)
- The nation played: [FIFA 15 \(Xbox 360, PS4\)](#)
- In the nation's home: [Loom Bands](#) and [Cards Against Humanity](#)

2015 bestsellers

- The nation read: [The Girl on the Train, Paula Hawkins \(Kindle\)](#)
- The nation listened to: Adele, [25](#)
- The nation streamed: Mark Ronson, [Uptown Funk](#) ft. Bruno Mars (Prime Music)
- The nation watched: [Inside Out \(DVD\)](#)
- The nation watched on Prime Video: [Outlander \(TV Show\)](#), [Divergent \(Film\)](#)
- The nation played: [FIFA 16 \(PS4\)](#)
- In the nation's home: [Amazon Fire TV Stick](#), [Animal Kingdom - A Colouring Book Adventure](#), [Deliciously Ella, Ella Woodward](#), [Spiralizers](#)

2016 bestsellers

- The nation read: [Harry Potter & The Cursed Child, Part 1 & 2, J.K. Rowling](#)
- The nation listened to: [Michael Ball and Alfie Boe, Together](#)
- The nation streamed: [Michael Buble, Christmas \(album\)](#), [Clean Bandit, Rockabye \(single\)](#) (Prime Music)
- The nation watched: [Star Wars: The Force Awakens](#) (DVD)
- The nation watched on Prime Video: [The Man in the High Castle \(Drama\)](#), [Transparent \(Comedy\)](#), [The Grand Tour \(Factual Entertainment\)](#), [Wishenpoof! \(Kids\)](#)
- The nation played: [FIFA 17](#) (PS4)
- In the nation's home: [Amazon Echo Dot](#), [Lean in 15, Joe Wicks](#), [Instax Mini 9 Camera](#)

2017 bestsellers

- The nation read: [Homo Sapiens, Yuval Noah Harari](#) (Paperback)
- The nation listened to: [Ed Sheeran, ÷ \(Deluxe\)](#)
- The nation streamed: [Daddy Yankee and Luis Fonsi ft. Justin Bieber](#), Despacito (Prime Music)
- The nation watched: [Fantastic Beasts and Where To Find Them](#)
- The nation watched on Prime Video: [American Gods \(Drama\)](#), [Lucifer \(Comedy\)](#), [Just Add Magic \(Kids\)](#), [The Grand Tour \(Factual Entertainment\)](#)
- The nation played: [FIFA 18](#) (PS4, Xbox One)
- In the nation's home: [Nintendo Switch](#), [5 Ingredients, Jamie Oliver](#)

2018 bestsellers (year to date)

- The nation read: [Eleanor Oliphant is Completely Fine, Gail Honeyman](#)
- The nation listened to: [The Greatest Showman Soundtrack](#)
- The nation watched: [The Greatest Showman](#)
- The nation played: [FIFA 19](#)
- In the nation's home: [Dobble Card Game](#), [Electric Air Pump for Paddling Pools](#), [Temporary Family Swimming Pool](#)

Prime's greatest hits

Amazon Prime launched in the UK in November 2007 and has evolved to include more benefits and offer better value than ever. Built on the foundations of unlimited fast delivery, membership now also includes unlimited access to award-winning movies and TV episodes with Prime Video, access to more than two million songs with Prime Music, unlimited access to a rotating selection of books, magazines and comics with Prime Reading, unlimited photo storage along with many other member perks such as early access to selected lightning deals and Twitch Prime.

The below are some of the most popular products ordered with Prime delivery since the launch of Prime in 2007:

- Fire TV Stick
- Bio Oil Specialist Skincare Oil
- Cards Against Humanity
- ghd IV Styler
- Tassimo Costa Americano coffee pods
- Amazon Echo Dot
- Oral-B CrossAction Electric Toothbrush Replacement Heads
- Lean in 15 – The Shift Plan: 15 Minute Meals and Workouts to Keep You Lean and Healthy by Joe Wicks
- Amazon Echo
- Tommee Tippee Sengenec Compatible Cassette, a nappy disposal system

"Since we opened our virtual doors for the first time as an online bookseller in 1998, Amazon.co.uk has expanded year on year and now offers customers access to more than 250 million products," said Doug Gurr, Country Manager Amazon.co.uk. "Looking back at the bestsellers and most loved products provides a nostalgic year-by-year snapshot of what has grabbed the nation's attention. As we move forward, we'll continue to innovate for our customers so that they can quickly and seamlessly discover and enjoy anything they might want to buy online."

To help customers keep an eye out for the next big thing as well as helping them decide what to buy, [bestseller lists](#) for all products are updated hourly on Amazon.co.uk and there are thousands of reviews available from fellow customers.

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For information and product images, please contact Hunt & Gather:

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Notes to editors

The survey was commissioned by Amazon.co.uk, and conducted by Ginger Comms with 1,500 adults in the UK.

Top 20 best loved of the last twenty years lists:

20 BEST LOVED ALBUMS OF LAST 20 YEARS

1. Ed Sheeran – X
2. Adele – 21
3. Amy Winehouse – Back to Black
4. Adele – 25
5. Ed Sheeran - +
6. Adele – 19
7. Green Day – American Idiot
8. Eminem – Marshall Mathers LP
9. Lady Gaga – the Fame
10. The Greatest Showman Soundtrack
11. Linkin Park – Hybrid Theory
12. Coldplay – X & Y
13. Evanescence – Fallen
14. Snow Patrol – Eyes Open
15. Rhianna – Good Girl Gone Bad
16. Britney Spears – Oops I Did It Again
17. Take That – The Circus
18. Coldplay – A Rush of Blood to the Head
19. David Bowie – The Next Day
20. Robbie Williams – Escapology

THE 20 BEST LOVED MOVIES OF THE LAST 20 YEARS

1. Harry Potter and the Philosopher's Stone
2. Harry Potter and the Deathly Hallows Part 2
3. Mamma Mia
4. Harry Potter and the Order of the Phoenix
5. Harry Potter and the Chamber of Secrets
6. Saving Private Ryan
7. Harry Potter and the Half Blood Prince
8. Bridget Jones's Diary
9. Toy Story 2
10. The Lord of the Rings, The Fellowship of the Ring
11. Pirates of the Caribbean (The Curse of the Black Pearl)
12. Toy Story 3
13. The Greatest Showman
14. Despicable Me
15. The Sixth Sense
16. Frozen
17. Pirates of the Caribbean (Dead Man's Chest)
18. The King's Speech
19. Skyfall
20. Gladiator

THE 20 BEST LOVED BOOKS OF THE LAST 20 YEARS

1. The Da Vinci Code – Dan Brown
2. Harry Potter and the Deathly Hallows – J.K. Rowling
3. Harry Potter and the Goblet of Fire – J.K. Rowling
4. Harry Potter and the Order of the Phoenix – J.K. Rowling
5. Harry Potter and the Half Blood Prince – J.K. Rowling
6. Harry Potter and the Prisoner of Azkaban – J.K. Rowling
7. Harry Potter and the Chamber of Secrets – J.K. Rowling
8. 50 Shades of Grey – EL James
9. Harry Potter and the Cursed Child – J.K. Rowling
10. The Girl with the Dragon Tattoo – Stieg Larson
11. The girl on the Train – Paula Hawkins
12. 50 Shades Darker – E L James
13. The Hunger Games – Suzanne Collins

14. 50 Shades Freed – E L James
15. Twilight – Stephanie Meyer
16. Gone Girl - Gillian Flynn
17. Life of Pi – Yann Martel
18. Bridget Jones and the Edge of Reason – Helen Fielding
19. Time Traveller's Wife – Audrey Nifenegger
20. The Girl who Played with Fire – Stieg Larson

20 BEST LOVED TOYS OF LAST 20 YEARS

1. Tamagotchi
2. Pokémon
3. Furby
4. Monopoly Millionaire
5. LEGO Harry Potter Set
6. Transformers
7. Fidget Spinners
8. Bratz Dolls
9. LeapPad Learning Tablet
10. Dr Who Sonic Screw Driver
11. Thunderbirds Tracy Island
12. Elsa Doll (Frozen)
13. Hatchimals
14. Razor Scooter
15. Teksta Robot Dog
16. Moshi Monsters
17. Fingerling
18. Bey Blades
19. Tomy Pop Up Pirates
20. Bob the Builder Doll

20 years of bestsellers information based on sales of products from Amazon from 1998 to 2018 to date.

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