



Amazon.co.uk announces biggest ever Black Friday Sale, with thousands of new deals every day, as UK shoppers set to save tens of millions

November 4, 2019

Amazon's Black Friday Sale will run for eight days from 22nd to 29th November

New deals will be announced every day on thousands of this year's must-have products, from the latest consumer electronics and technology, to toys and sports, fashion and beauty products and more

Hundreds of small businesses are offering thousands of deals

Amazon's Home of Black Friday experience returns and there will be even more great deals, innovations, entertainment, workshops and prize giveaways, open Thursday 28th November to Sunday 1st December

LONDON – 5th November, 2019 – Amazon.co.uk is set to launch its biggest ever Black Friday Sale from 22nd November until Black Friday on the 29th November, saving customers millions of pounds across eight days of deals.

Amazon first introduced Black Friday to the UK in 2010, with the aim of giving customers great savings on the products they want at a time of year they need it most. Since the deals event landed in the UK nine years ago, Amazon customers have saved millions of pounds each year ahead of the festive period and Amazon's tenth Black Friday sale is set to be the biggest yet.

The Amazon.co.uk Black Friday sale will be open from 00:01 on Friday 22nd until 23:59 on Friday 29th November with tens of thousands of deals available to customers. The one-stop deals destination will offer new 'Deals of the Day' every day across the site and will be home to more great offers than ever.

There will also be thousands of 'Lightning Deals' – products available at a discount, in limited quantities, for a short period of time – with new deals becoming available as often as every five minutes.

"We know how important it is to help our customers save money where they can at this time of year, so we're excited to be launching our tenth Black Friday Sale to UK customers in the lead-up to the festive season," said Doug Gurr, VP, UK Country Manager at Amazon.co.uk "With new deals announced every day across eight days, savvy shoppers will be able to discover great deals on a huge range of products and stock up on everything they need to make the most of their celebrations."

In 2018, customers purchased over 2 million items on site, saving nearly £40 million on epic deals on the day alone. Some of the most popular sale items included Echo Dot (3rd Gen), Instant Pot Pressure Cooker, LEGO Marvel Avengers and Waterpik Professional Water Flosser.

Amazon's Home of Black Friday customer experience in London

Amazon's much-anticipated *Home of Black Friday* customer experience is returning for the third year running, to celebrate the UK's biggest annual deals event and the start of the Christmas shopping season. Home to hundreds of great deals, the London destination will deliver guests the best entertainment, innovation and prize giveaways across four days (28th November – 1st December).

As well as checking out the huge range of epic deals on offer throughout Black Friday and Cyber Monday, visitors to the *Home of Black Friday* will have the chance to try out the latest must-have products from beauty to tech and preview the latest screenings from Prime Video.

Complimentary workshops and experiences will range from cocktail masterclasses at the Amazon Bar, beauty makeovers from L'Oréal Paris and Christmas workshops with Amazon Handmade Artisans with more to be announced in the coming weeks.

Just a few of the great brands showcasing deals, experiences, or offering prize giveaways at the pop-up experience include L'Oréal Paris, Maybelline, Hewlett Packard, Microsoft Surface, Shark Ninja, Lavazza, Microsoft Xbox, SA Designer Parfums, Bissell, Yankee Candle, Logitech, Proctor & Gamble, Philips CE and Philips Hue, Botanical Origin, Signify, Jabra, Mattel, Bacardi Brown Foreman, Edrington Beam Suntory, Pernod Ricard, Halewood and Remy Cointreau. All deals and products on display will be available to shop online through the Amazon app using Smile Codes on display.

Amazon's Home of Black Friday will be taking place at The Arches, 26 Leake Street, Waterloo, from Thursday 28th November to Sunday 1st December, and entry is free of charge.

Activities will be open to everyone for free on a first come first served basis. Customers can visit [amazon.co.uk/homeofblackfriday](https://www.amazon.co.uk/homeofblackfriday) to check opening times, experiences and workshops on offer across the four days.

To find out more about Black Friday: www.amazon.co.uk/blackfriday

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Notes to editors

For Prime members

Amazon Prime members, including customers enjoying a 30-day free trial of Amazon Prime, will have an exclusive 30-minute early access period to all Lightning Deals, plus even more value and benefits.

Amazon's ultra-fast delivery service, Prime Now, will also offer special Black Friday deals to more than a third of the UK population, providing tens of thousands of items, across a selection of gifts, gadgets, fashion, Christmas treats and household essentials, which can be delivered in scheduled one and two hour delivery windows or within 60 minutes in selected postcodes. In 2018, the fastest Prime Now delivery on Black Friday took place in Portsmouth where two bottles of wine, wine goblets and Coca-Cola were delivered to the customer in 16 minutes and 29 seconds.

Prime members can also enjoy grocery delivery service Amazon Fresh, giving them access to more savings whether they are shopping for Christmas dinner or buying edible gifts for friends and family. New for this year, Fresh on Demand means Prime members in select postcodes pay just £2.99 per delivery on orders over £40 (free for orders over £120), or they can subscribe to Fresh Add-On of £3.99 per month for unlimited free deliveries.

Ways to Shop

There are now more ways to shop than ever before this Black Friday, including [AR View](#), [Showroom](#) and [Discover](#), offering innovative shopping experiences.

- *AR View* enables customers to see certain products in their home before they buy using augmented reality technology.
- *Showroom*, which offers customers the opportunity to virtually stage Amazon furnishings in 3D in a living room setting.
- *Discover* allows customers to browse items and quickly refine the selection based on their personal preferences.

Mobile shoppers can also find where their parcels are in seconds (on eligible orders) in the Amazon App, use camera search to quickly find the items they want by pointing at an item or barcode, and never miss a deal by setting Watch-a-Deal alerts.

Moreover, shopping across the whole site is even easier with deals organised by the most-shopped-for interests. From TVs, Home Entertainment and Smart Home to Kids Toys, Video Games, Amazon Devices and more – customers can discover deals that they'll love even faster.

Customers can also support their favourite charitable organisation every time they shop with Amazon, at no cost to them, through [AmazonSmile](#). Customers who shop directly at smile.amazon.co.uk will find the Amazon they know and love, with the added bonus that Amazon will donate a portion of eligible purchases to the charity of their choice. Customers can choose from more than 16,000 charitable organisations around the UK

Hundreds of small businesses helping deliver Christmas across the UK

Amazon is well prepared to provide its customers with the best Christmas shopping experience thanks to its continued investment in the UK. Amazon alone has invested £18 billion in the UK since 2010 in its UK-based research and development, fulfilment and logistics infrastructure and in 2019 alone is creating a further 2,000 new permanent jobs, taking its permanent UK workforce to 29,500.

Hundreds of small businesses and artisans selling on Amazon Marketplace, Amazon Handmade and Amazon Launchpad and are offering thousands of deals this Black Friday, providing customers with a wide selection of items from handcrafted gifts to innovative new products.

Launching on Amazon five years ago, the Coconut Merchant sources ethical coconut-based products from farming communities in Sri Lanka, Thailand, Indonesia and the Philippines, selling the products to customers around the world through Amazon Marketplace. This will be the fourth time they will participate in Black Friday.

"Black Friday provides a unique opportunity for us to showcase products to new customers and boost our sales, which ultimately helps us make an even more positive impact on our farmers lives," said Al Shariat, Director of Coconut Merchant. "We've been given huge support from Amazon over the last five years - not just through Black Friday - but also with how to sell around the world and how to test selling on the high street and online with Amazon's Clicks and Mortar programme."

Al Shariat was one of the first small business owners to participate in the launch of [Clicks and Mortar](#). Run in partnership with Enterprise Nation, Direct Line for Business and Square, the year-long pilot programme explores a new model to help online businesses experience the high street while highlighting the benefits of combining in-store and online retail.

Everyday Made Better with Prime

Prime was designed to make your life better every single day and was built on the foundation of unlimited fast delivery. Prime members in the U.K. receive unlimited One-Day Delivery on millions of items across all categories; unlimited Same-Day Delivery on more than a million items in Greater London, Edinburgh, Glasgow, Birmingham, Bristol, Manchester, Leeds, Liverpool and [more](#); and same-day delivery slots with Prime Now at no extra charge between 8am and 10pm across more than 30% of the U.K. population in selected postcodes in Birmingham, Glasgow, Hertfordshire, Manchester, Newcastle, Leeds, Liverpool, London, Portsmouth, Surrey and South Yorkshire. Amazon Day will allow members to receive all of their Amazon fulfilled packages on the day of the week that suits them best. Over 100 million paid members worldwide also enjoy the many benefits of Prime over and above unlimited fast delivery. In the U.K. that includes unlimited access to award-winning movies and TV episodes with Prime Video; unlimited access to over 2 million songs with Prime Music; access to Audible Channels for Prime; unlimited access to thousands of books and magazine with Prime Reading; unlimited photo storage with Amazon Photos; access to free games and loot with Twitch Prime; early access to select Lightning Deals; one free pre-released book a month with Amazon First Reads and more.

Check if you're eligible for a free trial of Amazon Prime at amazon.co.uk/prime. New members can try Prime for 30 days for free. Amazon Prime membership costs £79.00 a year or £7.99 a month.

About Amazon

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