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Amazon Customers Shop at Record Levels Again This Holiday Season – Cyber Monday 2019 Becomes the Single Biggest Shopping Day in the Company's History

December 3, 2019

Amazon Customers Worldwide Order Hundreds of Millions of Items Between Thanksgiving and Cyber Monday

Record-breaking Black Friday for Amazon this year – the best-ever Black Friday in the company's history

More Items Purchased from Independent Third-Party Sellers— Mostly Small and Medium-Sized Businesses – on Cyber Monday 2019 than Ever Before on a Single Day

Customers Purchased a Record-Breaking Number of Amazon Devices – The Best-Selling Products in Amazon's Stores Globally were Echo Dot and Fire TV Stick 4K with Alexa Voice Remote

SEATTLE--(BUSINESS WIRE)--Dec. 3, 2019-- (NASDAQ:AMZN) – Amazon today announced that Cyber Monday was once again the single biggest shopping day in the company's history, based on the number of items ordered worldwide. Customers all around the world shopped at record levels across a wide selection, with hundreds of millions of products ordered worldwide between Thanksgiving and Cyber Monday, alone. Customers purchased millions more Amazon Devices compared to the same period last year in Amazon's Stores globally and the best-selling items were Echo Dot and Fire TV Stick 4K with Alexa Voice Remote.

"We're focused on making this holiday season more convenient than ever for our customers, especially given how short this holiday shopping season will be," said Jeff Wilke, CEO Worldwide Consumer, Amazon. "We are thrilled that customers continue to come to Amazon in record numbers to discover what they need and want for the holidays. Thank you to our customers and employees all around the world for making this holiday shopping weekend the best yet."

Holiday Weekend Highlights:

- Customers worldwide purchased more toys this Black Friday and Cyber Monday combined than ever before. Among the tens of millions of toys purchased during this time period, best-sellers included LEGO Star Wars Darth Vader's Castle, Monopoly Game: Disney Frozen 2 Edition and Hasbro games such as Jenga, Guess Who and Candy Land Kingdom of Sweet Adventures.
- Cyber Monday was the single biggest shopping day for Amazon Fashion worldwide, with more items purchased than any other single day in the company's history. Best-sellers included Carhartt Men's Acrylic Watch Hat and Champion Men's Powerblend Fleece Pullover Hoodie.
- Amazon customers worldwide ordered more than 25 million home items on Black Friday and Cyber Monday, combined.
- Customers worldwide purchased more than four million beauty products this Cyber Monday compared to last year, with best-sellers including Oral-B Genius Pro 900 Electric Toothbrush, Lagunamoon Essential Oils Top 6 Gift Set and L'Oreal Paris Voluminous Makeup Lash Paradise Mascara
- Top-selling categories worldwide include Toys, Home, Fashion and Health and Personal Care.
- Independent third-party sellers in Amazon's Stores — mostly small and medium-sized businesses – sold more items during Cyber Monday 2019 than any other 24-hour period in the company's history.

Record-Breaking Weekend for Devices

- Shoppers purchased a record number of Amazon Devices globally this holiday weekend.
- Amazon customers worldwide purchased millions more Amazon Devices, compared to the same period last year in Amazon's Stores globally, including Echo devices, Fire TV devices, Kindle devices, and Fire tablets.
- *Record-breaking holiday shopping weekend for smart home devices in Amazon's Stores globally with shoppers purchasing millions of smart home devices.*
- The best-selling products in Amazon's Stores globally were Echo Dot and Fire TV Stick 4K with Alexa Voice Remote.

About Amazon

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire tablets, Fire TV, Amazon Echo, and Alexa are some of the products and services pioneered by Amazon. For more information, visit amazon.com/about and follow @AmazonNews.