



Calling all last minute shoppers... Amazon announces last-order dates for Christmas 2019

December 6, 2019

Amazon customers can order on Christmas Eve for Same-Day delivery

Prime members can order on Prime Now as late as 21:15 on Christmas Eve for delivery by midnight in selected areas

Top products ordered after 21:15 on Christmas Eve 2018 included sage and onion stuffing, quince gin, family game Pie Face, and boxed Christmas cards

LONDON – 6th December 2019 – Amazon has released its last-order dates to ensure that no one misses out on purchasing the perfect Christmas gift for their loved-ones this year. Customers will be able to order by the dates and times below to receive items before 25th December 2019:

- Sunday 22nd – Standard Delivery – To arrive by Monday 24th See [here](#) for more information
- Monday 23rd – One-Day Delivery - Amazon delivers on Monday 24th December. Delivery fee applies for non-Prime members, see [here](#) more information. Subject to availability.
- Tuesday 24th – Same-Day Delivery - Amazon delivers eligible products on Monday 24th December in Greater London and 80 other cities and towns. Fee applies for non-Prime members, see [here](#) more information. Subject to availability.
- Tuesday 24th – Prime Now - Amazon's ultra-fast delivery service exclusively for Amazon Prime members. Amazon delivers on Tuesday 24th December in selected postcodes in London, Hertfordshire, Surrey, Birmingham, Newcastle, Manchester, Leeds, Liverpool, Portsmouth, South Yorkshire and Glasgow. Available to download on the App Store or [amazon.co.uk](#). With Prime Now, for orders over £40 in selected areas, receive free delivery for orders up to midnight by ordering by 21:15 and order by 19:15 for delivery at 22:00 in Glasgow. For One Hour delivery at £7.99, members can order as late as 22:59 for delivery by 23:59. Subject to availability.
- Tuesday 24th - Morrisons on Prime Now – Morrisons groceries picked at a local Morrisons store and delivered via Prime Now within a two hour window. The last window for delivery on Tuesday 24th December is 16:00-18:00 in selected postcodes in Birmingham, Glasgow, Leeds, Manchester, London and Newcastle – subject to availability.
- Tuesday 24th – AmazonFresh is Amazon's grocery delivery service available in 302 postcodes in London and the South East and offers delivery of a thousands of grocery items from Morrisons, Booths, Whole Foods Market and favourite brands, in convenient one-hour delivery slots. For same day delivery, order by 13:00 for delivery as late as 23:00. Subject to availability. Requires Prime membership. See [amazon.co.uk/fresh](#) for more details.
- Wednesday 25th– Last Minute Gift Ideas ([Email](#) or [Print](#) a gift card)

Amazon also reveals the late purchases made on Christmas Eve 2018, ordered as late as 22:31 using the ultra-fast same day delivery service for Prime members, Prime Now.

The list of items purchased through Prime Now on 24th December 2018 covered everything from last-minute gift sets including [Savisto Premium 8 Piece Cocktail Set](#) and [Dove Classic Beauty Collection Women's Gift Set](#) through to [Amazon.co.uk gift cards](#) to allow recipients to choose from any number of products online.

To ensure a fun-filled Christmas, board and card games were popular late additions to orders including [Articulate! Family Board Game](#), [Asmodee Dobble Card Game](#) and a [Game of Thrones Monopoly Board Game](#), ideal for families and groups of friends to battle it out on Christmas day.

Throughout Christmas Eve, there was no shortage of food items purchased to ensure guests wouldn't go hungry the following day. Last-minute starters ordered included [Morrisons The Best Duck and Orange Pate With Clementine Confit](#) with dinner essentials also making the list including [Bisto Favourite Gravy Granules](#) and [Paxo Sage and Onion Stuffing](#). Getting well and truly into the festive spirit, [Mr Kipling 6 Mince Pies](#) and [Morrisons The Best Vintage Cava Brut](#) also proved popular last minute Christmas Eve purchases in 2018.

There were also those who left Christmas present preparation until the final few hours, with both [Hallmark 4m"Classic Star Wars" Roll Wrap](#) and [Green and Black's Organic Tasting Collection Boxed Chocolates](#), proving popular in late Christmas Eve orders.

With Christmas being the ultimate time to spend with family and friends, Prime members also snapped up entertainment must-haves on Christmas Eve, including the [Amazon Echo Dot](#) and [Fire TV Stick with Alexa Voice Remote](#) ensuring Christmas music and festive films could be easily streamed on the day.

"December is a busy time for all of us, so to make things easier, members will be able to order right up until the last minute on Christmas Eve again this year," said Matt Knight, Head of Marketing for Amazon's Prime Now service in the UK. "Prime members certainly took advantage of this last year, with wrapping paper, chocolates and stuffing being ordered as late as 22:30 on the 24th of December in 2018. Prime Now offers ultra-fast same day

delivery which means Prime members can save the day by ordering gifts and festive essentials on Christmas Eve without interrupting precious time with family and friends.”

Some of the top items ordered on [Prime Now](#) at the last-minute between **21.00 and 22.31 on 24th December 2018** include:

Food & Drink:

- [Morrisons All Butter Croissants](#)
- [Paxo Sage and Onion Stuffing](#)
- [Ocean Spray Cranberry Classic Light Juice Drink](#)
- [Brewdog Elvis Juice Grapefruit Infused IPA cans](#)
- [Whitley Neill Quince Gin](#)

Christmas Essentials:

- [Hallmark Bumper Christmas Boxed Cards](#)
- [Rimmel London Nail Polish](#)
- [Maxwell & Williams Stemless White Wine Glasses](#)
- [Huggies Pure Baby Wipes](#)
- Hasbro [Pie Face Cannon Game](#)

Christmas Gifts:

- [Bomb Cosmetics Christmas Handmade Bath Melts](#)
- [Cross Ballpoint Pen with Premium Gift Box](#)
- [FM London Multi-Stripe Socks](#)
- [Hatchimals Colleggtibles Series 3](#)
- [Paw Patrol Hovercraft](#)

Visit amazon.co.uk/lastorders for full details.

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About Amazon

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Every Day 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.