

## Prime Day Deals Preview: Two Days, More Than 2 Million Deals Globally, Starting 21st June

June 16, 2021



Prime Day starts at 00.01am on 21<sup>st</sup> June, offering 48-hours of epic savings and more than 2 million deals globally

Prime members can access savings from top brands including up to 50% off makeup from L'Oreal Paris, Rimmel, Maybelline and Real Techniques, up to 30% off toy brands including Barbie, Fisher Price and Hot Wheels, up to 30% off coffee from brands including L'OR, Tassimo, Lavazza and Starbucks, up to 35% off smartphones and wearables from Samsung and Garmin and up to 30% off large appliances from brands including Samsung, Bosch, and AEG

As part of Amazon's investment of more than \$100 million worldwide to help small business selling partners this Prime Day, there's still time to get £10 credit for Prime members who spend £10 on items sold by UK small businesses until Sunday 20<sup>th</sup> June. Once Prime Day kicks off, Prime members can use their £10 credit to purchase almost any product in Amazon's store.

**LONDON — 00.01am, 1<sup>st</sup> June 2021** — Today, Amazon is releasing details of some of the 2 million deals available for Prime members in 20 countries on Prime Day. The savings extravaganza has more deals than any Prime Day before and will start on 21<sup>st</sup> June at 00.01am for 48 hours of epic deals. Prime Day will feature something for everyone—from tech lovers and fashionistas to students and even pets, giving Prime members everything they need for a summer of fun. Not a Prime member yet or want to learn more? Join Prime or start a 30-day free trial at [amazon.co.uk/primeday](https://amazon.co.uk/primeday) to participate in Prime Day, get access to fast delivery and enjoy entertainment benefits like Prime Video, Prime Music, and more.

### Prime Day Deals Preview

Prime Day 2021 will feature the largest number of deals in the shopping event's 7-year history. Additionally, Prime members will once again be able to shop featured lightning deals from 08.00am on 21<sup>st</sup> June, which offer jaw-dropping prices on top-tier brands, categories, and products. Deals could sell out fast; customers should check back frequently to find new deals launching throughout the full 48 hours of Prime Day.

### Watch out for epic Prime Day Deals including:

- **Amazon Devices:** Get deals on Amazon Devices starting from Monday 21<sup>st</sup> June, and save more than 50% on our most popular smart speaker, [Echo Dot](#) (4th Gen) now just £24.99 (was £49.99). Save up to £50 on Fire TV devices – get [Fire TV Cube](#) for £59.99 (was £109.99) and [Fire TV Stick 4K](#) for £26.99, (was £49.99). Plus, discover great deals on Fire Tablets – get [Fire HD 8](#) Tablet with more than 50% off, just £39.99 (was £89.99) and [Fire HD 10](#) Tablet at £79.99 (was £149.99). Save over a third on [Blink Mini](#), now £21.99, (was £34.99), and more.

- **Amazon Music:** Available now, Prime members who haven't yet tried Amazon Music Unlimited can get our best deal ever—four months of the premium subscription service free, with unlimited access to more than 75 million songs ad-free and millions of podcast episodes. In addition, with the purchase of select Amazon Echo devices, Prime members new to Amazon Music Unlimited can get six months of the premium subscription service free.
- **Prime Video:** Prime members can get up to 50% off movies and TV shows to rent or buy through Prime Video, including *Bad Boys for Life*, *Frozen 2* and A broad selection of popular movies are also available to rent from as little as £1.99 including *Wonder Woman 1984*, *Words On Bathroom Walls* and *John Wick: Chapter 3 - Parabellum*.
- **Kitchen:** Save up to 30% on selected floorcare brands including Shark, Vax and Hoover as well as a broad range of kitchen appliances from Ninja, Tefal, Tower, Panasonic and more.
- **Home:** Save up to 30% on a selection of cookware and bakeware, up to 30% on Silentnight and Slumberland duvets, pillows and toppers, up to 30% on Brabantia, Vileda, Philips, Willow Tree, Yankee Candle, Swarovski and more.
- **Beauty:** Save up to 30% on premium beauty products from Elemis, Elizabeth Arden and This Works, up to 60% on fragrances for men and women from Calvin Klein, Hugo Boss and Jimmy Choo and up to 50% on makeup from L'Oreal Paris, Rimmel, Maybelline, Real Techniques and more.
- **Personal Care Appliances:** Save up to 29% on Philips Lumea Prestige IPL, up to 75% on Oral-B electric toothbrushes and up to 67% on Philips Sonicare electric toothbrushes. Save up to 50% on male styling appliances from Philips, Braun, Wahl and more, up to 37% on medical and massage from Omron, Revitive, and Braun and up to 37% on water flossers from Waterpik and Panasonic.
- **Garden:** Save up to 30% on garden products including Char-Broil, Spear & Jackson and Duramax.
- **Furniture:** Save up to 30% on Silentnight mattresses, office, living room and children's furniture.
- **Baby:** Save up to 30% on Maxi-Cosi, Graco brands Cybex and Britax, and other car seat brands, up to 30% on feeding products from brands including Munchkin, Tommee Tippee, Medela and NUK, plus up to 30% on baby essentials from Fisher Price, Bright Starts, Tiny Love, Mamas and Papas and others. Save up to 30% on prams including Silver Cross, Baby Jogger, Hauck and others.
- **Toys:** Save up to 30% on toy brands including Barbie, Fisher Price and Hot Wheels.
- **Sports:** Save up to 30% on an extensive variety of sporting goods including Fitbit activity trackers, camping products and exercise and fitness equipment. Save up to 30% on sports apparel from a broad range of brands including Under Armour, Speedo and Helly Hansen.
- **Pets:** Save up to 25% on pet food from Pedigree and Lily's Kitchen, up to 30% on pet healthcare from Lintbells and Frontline, and up to 40% on pet supplies including toys from ChuckIt.
- **Consumer Electronics:** Save up to 30% on headphones and speakers, save up to 35% on smartphones and wearables from Samsung, Garmin, Xiaomi and more. Save on Samsung, Huawei, ASUS and many other laptops. Save up to 30% on office brands including 3M, Epson and Sharpie. Save up to 30% on Rockjam, Blue, Martin Smith Musical Instruments, up to 30% on cameras, drones, action cameras, printers and accessories. Save up to 25% on TVs, soundbars, streaming devices and projectors from Apple, Samsung, Bose and more.
- **Major Appliances:** Save up to 30% on large appliances from brands including Samsung, Bosch, and AEG. Save up to 30% on kitchen appliances, including Panasonic and Comfee.
- **Media:** Save up to 50% on video game downloads, up to 30% on CD, Vinyl, DVD, Blu-ray and 4k.
- **Beer, Wine & Spirits:** Save up to 35% on beer, wine and spirits including 23% off Aviation Gin, Laphroaig Quarter Cask and Jack Daniels Gentlemen Jack Whisky.
- **Grocery:** Save up to 30% on coffee from brands including L'OR, Tassimo, Lavazza, Starbucks and Solimo Coffee. Save up to 34% on Walkers, Smiths, Nakd and Trek treats and snacks. Save up to 25% on soft drinks from brands including Barr, Rubicon, Funkin and Strykk.
- **Home Improvement:** Save up to 30% on home improvement brands including Bosch, Karcher and Arlo.
- **Health & Personal Care:** Save up to 30% on household essentials from Andrex, Finish and Dettol, up to 30% on nutrition products from Vitabiotics, Optimum and Macushield and up to 30% on health and personal care essentials from WaterWipes, Durex and Gillette.
- **Automotive:** Save up to 30% on Automotive brands including Noco, Meguiar's, Muc-Off Autoglym and Glart.
- **Deals from Small Businesses:** Customers can save up to 30% on selected products from small businesses selling on Amazon, including brands Niré, Soundbops, Sandy Leaf Farm and Offblak, across a wide range of categories from electronics, beauty products, homeware and gifts.
- **Amazon Handmade:** Save up to 20% on Handmade deals, across a wide range of categories, from beauty products, home décor and gifts, made by local makers and small businesses.
- **Amazon Launchpad:** Customers can save up to 30% on selected products from start-ups and small brands selling on Amazon across a whole range of categories including beauty, wellness, entertainment and smart home. Deals to watch include deep tissue massagers from Hoposo and Aldom, reusable notepads from Rocketbook, adult card games by CUT and smart home accessories by SwitchBot.
- **Amazon Fashion:** Customers can shop product edits from their favourite influencers with 20% off and visit @amazonfashioneu on Instagram to discover the latest Prime Day deals from their favourite fashion brands.
- **Amazon Brands:** Save up to 30% on home accessories, kitchen products and electronics from brands including

AmazonBasics, Umi and EONO. Save up to 30% on office supplies and up to 25% on Amazon furniture brands such as Movian, Rivet and Alkove. Save up to 30% on coffee, olive oil and other grocery essentials from Happy Belly, sport & nutrition from AMFIT, health & beauty products from Amazon Basic Care, Solimo, Belei and find. beauty and more.

### Save Ahead of Prime Day

In addition to the over 2 million deals available on Prime Day, members can get exclusive offers and deals right now.

- **Shop Small Businesses:** Available now through to Sunday 20<sup>th</sup> June, Amazon will offer a £10 credit to use on Prime Day to Prime members who spend £10 on items sold by UK small businesses, including products from Amazon Handmade and Amazon Launchpad. This \$100 million global promotion is fully funded by Amazon to connect customers with local small businesses selling in its store - more than half of the items sold in Amazon's store in the UK are from third-party sellers – mostly small and medium-sized businesses. Once Prime Day begins, members can use their £10 credit to purchase almost any product in Amazon's store, including from small businesses. Echo device owners in the UK can say "Alexa, shop small business" to discover products eligible for the Spend £10, Get £10 promotion.
- **Audible:** Prime members get three months of Audible membership for just 99p this Prime Day. Membership includes an unbeatable selection of new releases, best sellers and Audible Original audiobooks and podcasts. Offer available from now through to 22<sup>nd</sup> New Audible members only.
- **Kindle Unlimited** – Prime members can enjoy three months of Kindle Unlimited for no extra charge if they subscribe between now and 22<sup>nd</sup> of June 2021. Deal terms and conditions apply.
- **Kindle Book Deals:** From 15<sup>th</sup> – 30<sup>th</sup> June, Amazon customers will be able to discover over 300 Kindle Books on sale from 99p. Kindle Book Deal terms and conditions apply.
- **Amazon First Reads:** During June, Prime members can choose two Kindle Books available on Amazon First Reads for no additional charge.
- **Prime Gaming:** Available now until 21<sup>st</sup> June, Prime members can claim one game code redeemable on Origin for Battlefield 4 Standard edition. To claim Battlefield 4 for free and see all the other Prime Gaming offers currently available to Prime members, visit [gaming.amazon.co.uk](http://gaming.amazon.co.uk).
- **Wondery+:** Prime members can get four months free of Wondery+, the ultimate immersive podcast listening experience with ad free listening, early access to new shows and exclusive content from all your favourite Wondery originals, including *Death, Even the Rich* and *Business Wars*.
- **Prime Wardrobe:** On Prime Day, save £15 when you keep £100 worth of items from your first Prime Wardrobe order. Terms and conditions apply.

### Ways to Shop this Prime Day

- **Alexa, What Are My Prime Day Deals?:** Starting 18th June at noon, Prime members can ask Alexa for their Prime Day deals and start their Prime Day shopping early.
- **Double the donations with AmazonSmile:** AmazonSmile, an initiative launched in the UK in 2017, which allows Amazon customers to support their favourite charity at no extra cost to the customer or charity, is doubling donations this Prime Day. Customers can shop through AmazonSmile on the Amazon Shopping App or head to [smile.amazon.co.uk](http://smile.amazon.co.uk) to find out more.
- **Small Business Storefront:** To make it easy for customers to support small businesses this Prime Day, Amazon has curated collections to connect customers with small businesses at [co.uk/supportsmall](http://co.uk/supportsmall)
- **Amazon Platinum and Classic Mastercards:** All eligible Prime members will get a £30 gift card when they apply and are approved for either the Amazon Platinum Mastercard or Amazon Classic Mastercard. With an Amazon Platinum Mastercard, customers can earn 3 points on every £2 spend on Amazon and 0.5 points for every £2 spend anywhere else.
- **Amazon Gift Cards:** Prime members will receive an additional £7 promotional credit, if they top up their Amazon account with £50 or more.
- **Amazon Vouchers:** Discover more ways to save with Amazon Vouchers. Find discounts on everyday essentials, electronics, clothing, and more. Simply collect the voucher and the discount will be applied at checkout. Explore the most popular vouchers on [co.uk/vouchers](http://co.uk/vouchers).
- **Treasure Truck:** With Treasure Truck, customers can discover hand-selected product offers at amazing prices. They can opt-in at [co.uk/treasuretruck](http://co.uk/treasuretruck) or by opening the menu in the Amazon Shopping app and finding 'Treasure Truck' under 'Programmes and Features'. They will receive SMS notifications whenever there's something new to share. This Prime Day, those who act fast will find incredible limited-time deals on must-have items which could include anything from the latest electronics and trending kitchen gadgets to exclusive collectibles (often with a great discount).
- **Amazon Hub:** Free for Prime members, customers also have the alternative, convenient option to pick up and return their Amazon packages through [Amazon Hub](http://Amazon Hub) a contactless, click and collect service.
- **Climate Pledge Friendly:** Customers can discover and shop for more sustainable products as part of our Climate Pledge Friendly programme. Get details at [amazon.co.uk/ClimatePledgeFriendly](http://amazon.co.uk/ClimatePledgeFriendly).

**ENDS**

**Notes to Editors:**

**Every Day Made Better with Prime**

Prime offers the best of shopping and entertainment to more than 200 million paid members around the world. In the UK that includes unlimited access to award-winning movies and TV shows with Prime Video, ad-free listening of 2 million songs plus thousands of stations and playlists with Amazon Music, free in-game content and games with Prime Gaming, more than 1,000 books and magazines with Prime Reading, unlimited photo storage with Amazon Photos, access to Audible Channels for Prime, one free pre-released book a month with Amazon First Reads, and incredible savings with Prime Day. Prime was built on the foundation of unlimited fast, free delivery. Prime members in the UK receive unlimited One-Day Delivery on millions of items across all categories and unlimited Same-Day Delivery on more than a million items in Greater London, Edinburgh, Glasgow, Birmingham, Bristol, Manchester, Leeds, Liverpool and more. Prime members can also complete their full grocery shop, and choose from thousands of fresh grocery products, famous brands and household essentials, at great prices with free, two-hour delivery windows on orders over £40 – from Amazon Fresh and Morrisons at Amazon. University students and apprentices can enjoy the benefits of Prime, including exclusive student discounts, by joining Prime Student – with a six-month trial and then 50% off Prime after that at [amazon.co.uk/joinstudent](https://amazon.co.uk/joinstudent). Check if you're eligible for a free trial of Prime at [Amazon.co.uk/prime](https://Amazon.co.uk/prime). New members can try Prime for 30 days for free. Prime membership costs £79.00 a year or £7.99 a month.

**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. Amazon strives to be Earth's Most Customer-Centric Company, Earth's Best Employer, and Earth's Safest Place to Work. Customer reviews, 1-Click shopping, personalised recommendations, Prime, Fulfilment by Amazon, AWS, Kindle Direct Publishing, Kindle, Career Choice, Fire tablets, Fire TV, Amazon Echo, Alexa, Just Walk Out technology, Amazon Studios, and The Climate Pledge are some of the things pioneered by Amazon. For more information, visit [amazon.co.uk/about](https://amazon.co.uk/about) and follow @AmazonNewsUK.

**For further information please contact:**

Amazon UK Press Office

Email: [pressoffice@amazon.co.uk](mailto:pressoffice@amazon.co.uk)

The Academy PR

Email: [PrimeDay@theacademypr.com](mailto:PrimeDay@theacademypr.com)

For press imagery please visit: [amazon.co.uk/pr](https://amazon.co.uk/pr)