



Day Two is Here! Prime Day Savings and Discounts Continue, Helping Prime Members Spend Less and Smile More

June 21, 2021

Last chance for Prime Day savings until 23.59pm on 22nd June 2021

Some of the best-selling categories on Prime Day so far include Hardware, Spirits, Skin Care and Devices

During day two of Prime Day, look out for great deals including savings on [Echo Show 8](#), now £59.99 (was £99.99), [Braun IPL Silk Expert Pro](#), now £249.99 (was £440.70), [Kraken Black Spiced Rum 1L](#), now £22.60 (was £32.00) and [Instant Pot Duo 7-in-1 Electric Pressure Cooker](#), now £59.99 (was £83.12)

LONDON - 00.01am - Tuesday 22nd June 2021

Amazon just wrapped day one of Prime Day 2021 in the UK, which delivered big sales for small businesses and big savings for Prime members. Prime Day 2021 continues, as Prime members find more deals globally than any Prime Day event before.

New lightning deals continue today which offer jaw-dropping prices on top-tier brands, categories, and products. Deals could sell out fast so customers should check back frequently to find new deals launching throughout the full 48 hours of Prime Day.

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, continues to double its donations on day two of Prime Day. Customers can shop through AmazonSmile on the Amazon Shopping App or head to smile.amazon.co.uk to find out more.

Not a Prime member yet or want to learn more? Join Prime or start a 30-day free trial at 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.

Day One Recap

- [The Fire TV Stick 4K Ultra HD with Alexa Voice Remote](#) was the most popular item purchased on day one of Prime Day in the UK.
- **Day One Top Selling Categories:** Some of the top categories members shopped and saved on day one of Prime Day 2021 in the UK included Hardware, Spirits, Skin Care and Devices.
- **Day One Top Sellers:** Some of the top-selling products in the UK for day one of Prime Day, excluding Amazon Devices, were the: [Shark Anti Hair Wrap Cordless Stick Vacuum Cleaner](#), [Andrex 54 Toilet Rolls](#), [Jack Daniel's Gentleman Jack Tennessee Whiskey](#) and [Finish All-in-One Max Dishwasher Tablets](#).
- **Day One Small and Medium-Sized Business Top Selling Categories:** Top-selling categories for third-party selling partners in the UK include Exercise and Fitness, Skincare, Lighting, Housewares, Headphones, Linens and Wireless Accessories.
- **Day One Small and Medium-Sized Business Top Sellers:** Top-selling products in the UK from third-party selling partners include the: [Greenzla Reusable Make-up Remover Pads](#), [Gritin Resistance Bands](#), [Dreamon Take Apart Dinosaur Toys](#) and [Solar Garden String Lights](#).

Supporting Small Businesses

More customers than last year took advantage of our Prime Day 'Buy £10, Get £10' promotion and received their voucher ahead of Prime Day – this forms part of a \$100 million global promotion to help small business selling partners succeed. Shop day two deals from small businesses at: amazon.co.uk/supportsmall.

Meet some of the small businesses selling on Amazon who have shared their Prime Day success stories so far:

Fiona Thomas, Founder of [Life's Little Recipes](#): "We're having the best sales period of the year with increased traffic through Prime Day! Our sales have increased by 45% in the last week. Amazon has supported our publicity and this is having a wonderful impact on our visibility online. As a small business, we couldn't have improved sales in this way without Amazon."

Michael Tougher, Founder of [Soundbops](#): "As a new and growing brand, Prime Day has helped Soundbops reach significantly more customers and, most importantly, started more children's musical journeys. It has provided us with great momentum for the year to come!"

Jos Williams, CEO of [Ubeequue](#): "As a new seller, Prime Day was very much an unknown quantity for us. We have been delighted to see a huge

uptick in sales volume and the strong demand grow through the day, and look forward to a long evening in the warehouse."

Ali Nowroozi, Founder of Masumi Headwear: "We've seen a great start to Prime Day with sales already up 100% vs. the day before!"

Tune in to Prime Day Live

On Wednesday 16th June, Amazon.co.uk hosted 'Prime Day Live' - a star-studded livestreamed event presented by Amazon Music featuring UK artists **Tom Grennan**, **Mimi Webb** and **Shaybo** ahead of Prime Day. The show, which celebrated the vital work of the UK's mental health charities, is available to stream via Twitch at www.twitch.tv/amazonmusicuk.

Deals Live on Day Two, 22nd June Include:

ITEM NAME (include hyperlink)	PREVIOUS AMAZON.CO.UK PRICE	PRIME DAY SALE PRICE	£ SAVING
Echo Show 8	£99.99	£59.99	£40.00
Kindle Paperwhite	£119.99	£79.99	£40.00
Fire HD8 Kids	£139.99	£69.99	£70.00
eero Pro mesh Wi-Fi router/extender	£149.00	£97.00	£52.00
Braun IPL Silk Expert Pro 5 PL5137 Generation IPL	£440.70	£249.99	£190.71
Oral-B Replacement Toothbrush Head	£38.99	£21.99	£17.00
Aussie Blonde Hydration Purple Shampoo, Hair Conditioner and 3 Minute Miracle Hair Mask Set	£18.97	£10.00	£8.97
Kraken Black Spiced Rum, 1L	£32.00	£22.60	£9.40
iRobot® Roomba	£799.99	£599.99	£200.00
BOMAKER Soundbar	£87.99	£63.56	£24.43
Levoit Smart WiFi Air Purifier	£159.99	£108.79	£51.20
AEG L6FBG141R Freestanding Washing Machine	£599.00	£389.00	£210.00
NOCO GENIUS5UK, 5-Amp Fully-Automatic Smart Charger	£69.95	£48.96	£20.99
Instant Pot Duo 7-in-1 Electric Pressure Cooker	£83.12	£59.99	£23.13
Garmin Forerunner 245 GPS Running Smartwatch	£239.99	£169.00	£70.99
Cloud Nine Touch Iron Hair Straightener	£129.00	£90.30	£38.70
Massage Gun	£99.99	£69.99	£30.00
LETSCOM Smart Watch Health & Fitness Tracker	£40.99	£29.59	£11.40
What do you MEME?	£19.98	£13.99	£5.99
Bammax Baby Balance Bike	£45.99	£31.27	£14.72

SIMREX X300C Mini Drone with Camera	£39.99	£31.99	£8.00
Fairywill Sonic Toothbrush	£26.99	£15.99	£11.00
Aviation American Gin, 700ml	£28.00	£22.99	£5.01
Chicco Baby Hug 4 in 1 Baby Cot	£193.49	£129.00	£64.49
ZEISS Lens Wipes - Pack of 200	£13.73	£7.99	£5.74

Previous selling prices correct as of 20/06/21

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. 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 and follow @AmazonNewsUK.

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