



Christmas Shopping Lists at the Ready as Amazon's Black Friday Week Arrives, with New Deals Dropping Daily Between 19th – 29th November

November 19, 2021

Black Friday Week deals kick off at 00.01am on Friday 19th November, promising great deals across the most giftable categories – including toys, fashion, electronics, home, kitchen, beauty, and more — all available at amazon.co.uk/blackfriday

Black Friday Week deals will include thousands of new deals, including savings of up to 50% off popular Amazon devices, including Fire TV Stick 4K, Kindle, and Echo Show 5 (2nd Gen), off true wireless headphones and speakers from Sony, Jabra, Bose, and more, and select video games and accessories from Nintendo, PlayStation, Xbox, and more

Amazon's year-round investments in people, technology, and transportation across its operations network helps ensure reliable delivery for customers this holiday season

Prime members in the UK can rely on fast, free, and convenient delivery throughout the festive season, including unlimited Same-Day Delivery on more than a million items in Greater London, Edinburgh, Glasgow, Birmingham, Bristol, Manchester, Leeds, Liverpool, and more

This Black Friday Week, customers can continue to support small businesses and shop thousands of deals including top-trending gifts and much-loved stocking fillers found in the [Small Business Gift Finder](#) and across Amazon, customers wishing to support local sellers can explore small businesses by region in the [Support Small Storefront](#)

LONDON – 00.01am, 19th November 2021 – Amazon announces more Black Friday worthy deals than ever before will be available starting today, Friday 19th November for Black Friday Week, which runs through to 23.59pm 29th November. Customers will be able to shop more incredible deals with deep discounts on top products and must-have items from new gadgets and electronics from Sony, Bose, Panasonic, and more, to kid-favourite toys and baby essentials from Hasbro Games, Barbie, Maxi-Cosi, Silver Cross and more, alongside must-have home and kitchen items from Le Creuset, Shark, Tefal and more. In addition, customers can find thousands of deals from Amazon's independent selling partners, most of which are small and medium-sized businesses, throughout Amazon's Black Friday Week event. Handmade artisans, independent makers, and new and innovative brands can also be found on [Amazon Handmade](#) and [Amazon Launchpad](#).

From today, customers will find new Black Friday-worthy deals dropping daily at amazon.co.uk/blackfriday. In addition, on select days throughout November, top brands such as Bosch, Shark, Oral-B, KitchenAid, Sony, and more will offer limited-time offers with deeper deals on their selection of much-loved products to give Amazon customers even more ways to save. Customers can shop with confidence that they're getting low prices on the products they need and want, whether they're shopping for themselves or taking advantage of early savings on Christmas gifts for friends and family.

Supporting Small and Medium-Sized Businesses

This Black Friday Week, customers can support local small businesses and shop by region, while saving on top-trending gifts and much-loved stocking fillers in the [Support Small Storefront](#), and explore a wide selection of gift ideas on the [Small Business Gift Finder](#). More than half of all products purchased in our store are sold by small and medium-sized businesses, and customers can now shop unique and giftable products from more than 65,000 small business selling partners based in the UK. Those businesses sold more than 750 million products on Amazon last year, up from 550 million during the same period the previous year – equivalent to selling more than 1,500 products a minute on average.

Shop with a Smile and Shop Sustainably

Whether connecting with family through an Amazon Device, shopping for a loved one or donating to your favourite causes and charities through AmazonSmile – Amazon is here to help make your holiday season as joyful as possible.

Shoppers can shop using AmazonSmile in the Amazon App to find the same amazing deals and Amazon shopping experience, with the added bonus that Amazon will donate a portion of the purchase price of eligible products to a charity of their choice. In addition, this Christmas, you can shop [Climate Pledge Friendly](#), which helps customers find more sustainable products.

Where and When to Shop

The Black Friday Week event, is available to shop on amazon.co.uk/blackfriday, the Amazon mobile shopping app, at an Amazon 4-star store, or by asking "Alexa, what are my deals?"

Black Friday Week Deals Preview

Below is a sneak peek of top deals available during Amazon's Black Friday Week Event:

- **Home:** Save up to 35% on kitchenware by Tefal, Le Creuset, and more.
- **Kitchen:** Save up to 40% on vacuum and carpet cleaners from Shark, Bissel, and Vax, 30% on coffee machines from De'Longhi and Sage, with further savings on air fryers and small domestic appliances.

- **Beauty:** Save up to 30% on beauty giftsets for her by Dove, L'Oreal Paris, and more.
- **Personal Care Appliances:** Save up to 30% on electric toothbrushes, up to 30% on male styling and hair care appliances, and up to 25% on medical and massage devices.
- **Baby:** Save up to 30% on furniture, baby phones, safety products and more from Edco, Chicco, and BabyDan. Save up to 30% on travel products from Maxi-Cosi, Graco, and Silver Cross. Save up to 30% on essentials from Fisher-Price, Bright Starts, and Munchkin. Save up to 30% on feeding products from Phillips, Nuby, Munchkin, and more.
- **Major Appliances:** Save up to 30% on small and major appliances from brands including Russell Hobbs, Midea, Sharp, and more.
- **Sports:** Save up to 30% off sports and outdoors equipment, apparel and tech from Fitbit, Under Armour, Reebok, and more.
- **Home Entertainment:** Save up to 25% on TVs, projectors, streaming devices and soundbars from brands including Samsung, LG, Sony, and more.
- **Pets:** Save up to 30% on pet food, supplies and fishcare on brands including API, Lily's Kitchen, and Outward Hound.
- **Toys:** Save up to 30% on toys and games including Hasbro Games, Barbie, Marvel, Melissa & Doug, and more.
- **Furniture:** Save up to 30% on mattresses, toppers and protectors by Silentnight, Dormeo, Summerby, and more.
- **Media:** Save up to 40% on video games, accessories and consoles from brands including Nintendo, PlayStation, Xbox, Square Enix, Ubisoft, Electronic Arts and more. Save up to 25% on Blu-ray, 4k and DVD boxsets, drama and action titles, and more.
- **Beer, Wine & Spirits:** Save up to 30% off on alcohol on brands including Kraken Rum, Johnnie Walker, and Talisker Whisky.
- **Grocery:** Save up to 30% on chocolate brands including Lindt, Toblerone, Hotel Chocolate and Celebrations. Save up to 30% on coffee brands including L'OR, Tassimo, and Pret.
- **Amazon Fresh:** Save up to 30% on Christmas party food, beauty and grooming gifts, cold and flu essentials, and more.
- **Home Improvement:** Save up to 30% on home improvement from Bosch, Karcher, Tado, and more.
- **Health & Personal Care:** Save up to 25% on household and laundry products including Dettol, Finish, Fairy, and more. Save up to 25% on vitamins, diet and sports nutrition including Optimum Nutrition, Vitabiotics, and more.
- **Consumer Electronics:** Save up to 40% on smartphones and wearables from brands including Samsung, Xiaomi, Garmin, and more. Save up to 25% on laptops, tablets and monitors from brands including Samsung, Dell, HP, and more. Save up to 40% on true wireless headphones and speakers from Sony, Jabra, Bose, and more. Save up to 25% on cameras, lenses and accessories from Sony, Canon, Panasonic, and more.
- **Amazon Brands:** Save up to 30% on select styles from Amazon brands, including home, electronic and sports essentials from Amazon Basics and Umi and Eono, furniture products for every room from Alkove, Rivet, and Movian, health and personal care products and coffee from Solimo, beauty products from Belei, health and nutrition from AMFIT, and snacks from Happy Belly.

Entertainment:

- **Amazon Devices:** Save up to 50% off popular Amazon devices, including Fire TV Stick 4K, Echo Dot Kids (4th Gen), Echo Show 5 (2nd Gen), Kindle, and Fire HD 8 Kids Pro Tablet.
- **Amazon Music:** For a limited time, customers who haven't yet tried Amazon Music Unlimited can get three months free – with unlimited access to more than 75 million songs, ad-free, in premium quality streaming audio, and millions of podcast episodes. In addition, with the purchase of select Amazon Echo devices, customers new to Amazon Music Unlimited can get six months free.
- **Prime Video:** Between 19th – 25th November customers can get up to 50% off great movies and TV shows to buy through Prime Video including *Monster Hunter*, *Peter Rabbit 2* and *Hitman's Wife's Bodyguard*. Prime members can also rent a broad selection of popular movies from as little as £0.99 including *Spectre*, *Escape Room: Tournament of Champions* and
- **Books:** From today until 29th November, customers have access to a great range of exciting books on offer, including a great selection of LEGO® books including *LEGO® Harry Potter™ Magical Treasury* and *LEGO Christmas Ideas* alongside a variety of *Lord of the Rings* books by *R. R. Tolkien*, and popular *Guess How Much I Love You* books by *Sam McBratney*.
- **Audible:** From now, for a limited time, new Audible customers can get 3 months of membership for just 99p, and enjoy unlimited listening to thousands of select Audible Originals, podcasts and audiobooks. Offer available until 30th Terms apply.
- **Kindle Unlimited:** Available now, new subscribers can enjoy three months of Kindle Unlimited for £7.99, accessing millions of titles and selected magazine subscriptions, if they join by 30th November. Kindle Unlimited deal terms and conditions apply.
- **Kindle Book Deals:** From now until 30th November, customers can discover a selection of hundreds of top, curated Kindle Books from as low as £0.99 each to read anytime and anywhere. Kindle Book Deals terms and conditions apply.
- **Amazon First Reads:** From now until 30th November, subscribers can get early access to editors' picks and choose one Kindle Book for £0.99 (£0.00 for Prime members) and print editions from £3.99.

- **Prime Gaming:** From now until 30th November, for no additional charge Prime members can access eight PC games including *Control: Ultimate Edition* and *Dragon Age: Inquisition*.

Deals going live on 19th November:

ITEM NAME	PREVIOUS AMAZON.CO.UK PRICE	BLACK FRIDAY WEEK SALE PRICE	£ SAVING
Fire TV Stick 4K	£49.99	£24.99	£25.00
Echo Dot Kids (4th Gen)	£59.99	£33.99	£26.00
Echo Show 5 (2nd Gen)	£74.99	£39.99	£35.00
Kindle	£69.99	£49.99	£20.00
Fire HD 8 Kids Pro Tablet	£139.99	£69.99	£70.00
RapidLash Eye Lash Enhancing Serum, 3ml	£31.19	£21.98	£9.21
AncestryDNA: Genetic Ethnicity Test	£69.00	£49.00	£20.00
Kraken Black Spiced Rum 1L	£32.00	£23.99	£8.01
Dormeo Options Hybrid, Memory Foam and Pocket Sprung Mattress, Firmness Medium/Firm, Size Double	£213.47	£171.99	£41.48
Philips Hue Lily White and Colour Ambiance LED 4x Spotlight (Base Unit + Extension) Bundle, Compatible with Alexa, Google Assistant and Apple HomeKit	£333.10	£243.33	£89.77
Cosatto All in All + Baby to Child Car Seat	£199.95	£135.74	£64.21
Reebok Jet 100 Series Bluetooth Treadmill - White	£569.99	£483.99	£86.00
MAM Easy Start Self Sterilising Anti Colic Starter Set, Newborn Bottle Set	£64.99	£54.99	£10.00
RENPHO Bluetooth Body Fat Scale	£29.99	£20.99	£9.00
EMMA Original King Mattress	£799.00	£399.50	£399.50

Tefal B372S544 5 Piece Essential Pots and Pans Set. Black, Aluminium, Non Stick	£44.95	£33.99	£10.96
Arlo Pro3 Wireless Outdoor Home Security Camera System CCTV, 6-Month Battery, Colour Night Vision, 2K HDR, 2-Way Audio, Alarm, 4 Camera Kit, With 90-Day Free Trial of Arlo Secure Plan, VMC4440B	£549.94	£482.83	£67.11
Strictly Beds and Bunks - Fusion Raised Twin Sleeper, 3ft Single	£300.61	£219.99	£80.62
Govee Colour Changing LED Lights	£16.99	£11.89	£5.10
eufy BoostIQ RoboVac 15C MAX	£249.99	£132.99	£117.00
Chilly's Water Bottle (500ml)	£20.00	£14.00	£6.00
Philips Hue White and Colour Ambiance LED Smart Lightstrip [2m + 1m Extension], with Bluetooth, Works with Alexa, Google Assistant and Apple Homekit	£78.98	£65.23	£13.75
Bright Starts Disney Baby Mr. Ray Ocean Lights Activity Gym & Play Mat	£59.99	£45.59	£14.40

Previous selling prices correct as of 17.11.21

Investing in Our Team

This year, Amazon has created 10,000 new permanent jobs, now employing over 55,000 employees across the UK. In addition, the company has also created 1,000 new fully-funded apprenticeship roles, as well as a £2.5m Apprenticeship Fund to help small businesses across England upskill their workforces. Amazon's extraordinary employees come together to deliver joyful experiences for customers year-round, and the company recently announced it's hiring for an additional 20,000 seasonal jobs in the UK with a minimum starting pay of between £10 and £11.10 p/h depending on location.

Amazon's more than 1.3 million employees around the world are the heart and soul of Amazon, which is why the company has invested \$15 billion across its fulfilment network to support employees and keep them safe during the pandemic. These improvements mean customers can continue to rely on fast and efficient delivery throughout the holiday season and beyond.

Fast, Free & Convenient Delivery Options

- **Free One-Day & Same-Day Delivery:** Prime members in the UK can shop a selection of more than a million items eligible for Free One-Day Delivery. Prime members in Greater London, Edinburgh, Glasgow, Birmingham, Bristol, Manchester, Leeds, Liverpool and more can access Free Same-Day Delivery with no minimum order required. Learn more at co.uk/primedelivery or start a free 30-day trial of Prime at amazon.co.uk/prime.
- **Ultrafast Grocery Delivery:** Prime members in more than 60 cities and towns have access to two-hour grocery delivery on tens of thousands of products from Morrisons on Amazon, Co-op on Amazon and Amazon Fresh. Prime members can find household essentials, plus popular and specialist brands, and more.
- **Delivery Where it's Needed Most:** Whether travelling to see family, staying home and need a secure delivery location, or sending a gift to a loved one or friend, there are thousands of conveniently located [Amazon hub](#) package pickup locations customers can choose across the country.

- **Extended Returns Window:** Most items sold and fulfilled by Amazon between 1st October, 2021 and 31st December, 2021 can be returned until 31st January, 2022.

Prime Member Savings and Fast, Free Delivery

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. 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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