



Black Friday is Here! Black Friday Week at Amazon Reaches its Peak with More Deals Than Ever Before Throughout the 48-Hour Event

November 25, 2021

Black Friday deals run from 00.01am 25th November through to 23.59pm 26th November, with great deals on everything customers need to enjoy the festive season to be discovered at www.amazon.co.uk/blackfriday

Black Friday will include thousands of new deals, including savings of 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

This Black Friday, 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, 25th November 2021 – More deals will be available than ever before for the 48 hour Black Friday event, which runs through to 23.59pm 26th November with new deals dropping daily. Customers will be able to shop more incredible deals with deep discounts on top products and must-have items. 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 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 deals dropping daily at amazon.co.uk/blackfriday. 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.

Start with a Smile

Customers 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.

Supporting Small and Medium-Sized Businesses

This Black Friday, 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.

Samantha Riley, Manta Makes founder: "As a small business founder, Black Friday is great for business because it brings customers to our whole store, beyond the offer advertised."

Hazel Reynolds, Gamely Games founder: "We have six of our games in Amazon's Black Friday Deals from now until Monday. Black Friday is an excellent opportunity for us because it helps us reach a vast audience looking for great value Christmas gifts. By offering amazing Black Friday deals to Amazon customers, we can reach more people and help them to spend more quality time laughing with the people they love this Christmas!"

Shop Sustainably

This Christmas, you can shop [Climate Pledge Friendly](#), which helps customers find more sustainable products.

Where and When to Shop

The Black Friday 48-hour deal event runs from 00.01am 25th November through to 23.59pm 26th November. 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 Deals Preview

Below is a sneak peek of top deals available during Amazon's Black Friday 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 savings on air fryers from Instant Pot, Tefal, and Tower and further savings on a range of 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 and supplies on brands including Whiskas, Lily's Kitchen, and Whimzees.
- **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 26th – 29th 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 A broad selection of popular movies are also available to rent for Prime members only from as little as £0.99 including *A Quiet Place 2*, *Space Jam 2* and *Escape Room: Tournament of Champions*.
- **Books:** From today until 29th November, customers have access to a great range of exciting books on offer, including the popular *Guinness World Records 2022* and *Weird But True! 2022*, alongside a variety of *Lord of the Rings books by J. R. R. Tolkien* and the *Official Minecraft Handbooks*, *The Yorkshire Shepherdess by Amanda Owen* and *Ken Follett's The Evening and The Morning*.
- **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.

- **Kindle Books:** From now, for a limited time, customers who spend £15 or more on Kindle Books will receive a £5 credit to redeem on any Kindle Book on the store. Offer available until 30th November, subject to activation. 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*.

Amazon device deals live across Black Friday (25th and 26th November) include:

ITEM NAME	PREVIOUS AMAZON.CO.UK SELLING PRICE	BLACK FRIDAY SALE PRICE	£ SAVING
Fire TV Cube	£109.99	£59.99	£50.00
Fire TV Stick Lite with Alexa Voice Remote Lite	£29.99	£14.99	£15.00
Fire TV Stick with Alexa Voice Remote	£39.99	£19.99	£20.00
Kindle Oasis	£229.99	£169.99	£60.00
Echo (4th Gen)	£89.99	£54.99	£35.00
Echo Dot (3rd generation)	£39.99	£18.99	£21.00
Echo Show 8 (2nd Gen)	£119.99	£79.99	£40.00
Echo Dot with Clock (4th Gen)	£59.99	£38.99	£21.00
Echo Buds with Wireless Charging Case (2nd Gen)	£129.99	£99.99	£30.00
Echo Auto	£49.99	£29.99	£20.00
Fire HD 10 Kids Tablet	£199.99	£109.99	£90.00
Fire HD 10 Pro Kids Tablet	£199.99	£109.99	£90.00
Fire HD 8 Tablet	£89.99	£39.99	£50.00
Amazon Smart Plug	£24.99	£14.99	£10.00
Blink Mini Indoor Security Camera	£29.99	£19.99	£10.00
Blink Outdoor Security Camera	£89.99	£49.99	£40.00
Ring Video Doorbell Wired	£49.00	£34.00	£15.00

Blink Outdoor with Echo Show 5	£164.98	£64.99	£99.99
eero 6 mesh Wi-Fi (1 pack)	£139.00	£90.00	£49.00

Previous selling price correct as of 15.11.2021

Further deals live across Black Friday (25th and 26th November) include:

ITEM NAME	AMAZON.CO.UK RRP PRICE	BLACK FRIDAY SALE PRICE	£ SAVING
Amazon Beauty Advent Calendar 2021	£70.00	£39.99	£30.01
Yankee Candle Christmas Gift Set	£72.00	£36.00	£36.00
Toblerone 4.5KG	£73.99	£49.99	£24.00
Instant Pot Crisp 11-in-1 Electric Multi Cooker	£249.99	£199.99	£50.00
Comfee Table Top Compact Dishwasher	£209.99	£146.99	£63.00
Keter Factor Outdoor Garden Storage Shed, Beige, 6 x 3 ft	£399.99	£319.99	£80.00
LEGO 42096 Technic Porsche 911 RSR Race Car Advanced Building Set, Exclusive Collectible Model	£139.99	£82.29	£57.70
Jabra Elite 75t Earbuds - Active Noise Cancelling Wireless Bluetooth Earbuds - Titanium Black	£149.99	£89.99	£60.00
tado° Starter Kit - Wireless Smart Thermostat	£239.99	£135.90	£104.09
Instant Pot Duo Crisp + Air Fryer 11-in-1 Multicooker, 5.7L - Pressure Cooker	£179.99	£99.99	£80.00
Shark Anti Hair Wrap Cordless Stick Vacuum Cleaner	£349.99	£179.99	£170.00
Blue Microphones Yeti Professional	£119.99	£91.70	£28.29
ghd Original Styler Professional Ceramic Hair Straighteners	£109.00	£80.99	£28.01
Oral-B Smart 6 Electric Toothbrush with Smart Pressure Sensor	£219.99	£59.99	£160.00
Fitbit Charge 4 Advanced Fitness Tracker with GPS, Swim Tracking & Up To 7 Day Battery	£129.99	£89.99	£40.00

Microsoft Surface Laptop Go Ultra-Thin 12.4" Touchscreen Laptop	£699.00	£499.00	£200.00
Yard Force 40V 34cm Cordless Lawnmower with lithium ion battery & quick charger LM G34A - GR 40 range	£219.99	£137.98	£82.01
Canon EOS M200 Mirrorless Compact Camera 24.1 megapixel, 4K Camera, Vertical Shooting, 4K Time-Lapse, Dual Pixel CMOS Auto Focus, 180 Degree Flip Screen, Wi-Fi & Bluetooth, Ideal vlogging camera.	£569.00	£399.99	£169.01
Far Cry 6 Limited Edition (Exclusive to Amazon.co.uk) (PS5)	£54.99	£39.99	£15.00
Microsoft M365 Family	£79.99	£49.99	£30.00
Beat That! - The Bonkers Battle of Wacky Challenges	£24.99	£18.74	£6.25
Mylee Professional Waxing Kit with Wax Heater	£35.99	£26.99	£9.00
Bang & Olufsen Beoplay E8 3rd gen	£300.00	£129.99	£170.01
Coco & Eve Like a Virgin Hair Masque	£34.90	£23.03	£11.87
Buyagift Happy Xmas Gift Experience Box	£49.99	£37.49	£12.50
Dell Inspiron 5418 14 inch FHD Laptop, Intel Core i7	£799.00	£719.00	£80.00
Woodford Reserve Bourbon Whiskey, 70 cl	£32.00	£19.99	£12.01
Philips Lumea Prestige IPL Hair Removal Device	£450.00	£299.00	£151.00
Bang & Olufsen BeoSound HX	£449.00	£349.00	£100.00
Dell S2421NX 24 inch Full HD (1920x1080) Monitor	£159.99	£114.99	£45.00

RRP and deal prices correct as of 23.11.21

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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