



Prime Day 2022 was the Biggest Prime Day Event Ever

July 15, 2022

This year was the biggest Prime Day event for Amazon's selling partners, most of whom are small and medium-sized businesses, whose sales growth in Amazon's store outpaced Amazon's retail business

Since Prime Day shopping began on July 12, select Fire TV, Echo, and Ring devices were some of the best-selling items on Amazon in the UK

Some of the best-selling products in the U.K., excluding Amazon devices, this Prime Day were [Garnier Vitamin C Serum for Face](#), [Finish Powerball Power All in 1. 110 Tablets](#), [Rimmel Extra 3D Lash Volumising Mascara](#), [Purina ONE Adult Dry Cat Food Chicken and Wholegrains](#), and [Shark Cordless Stick Vacuum Cleaner](#)

LONDON – July 14, 2022 – Prime members purchased more than 300 million items worldwide during Prime Day 2022, making this year's event the biggest Prime Day event in Amazon's history. Topping the list in the UK, the [Fire TV Stick with Alexa Voice Remote, HD streaming device](#) was the most popular item purchased on Prime Day. And, more shopping means more donations through AmazonSmile. This year, during Prime Day, Amazon doubled donations on all eligible purchases in the UK, making this also one of the biggest days for UK charities on AmazonSmile.

John Boumphrey, Country Manager, Amazon UK said: "UK Prime members participated in Prime Day at record levels, saving on everything from everyday basic to devices seasonal purchases for the summer. Prime Day delivered something for everyone - great savings for Prime customers, critical sales for the 65,000 UK small businesses that sell on Amazon, and increasing donations for more than 45,000 UK charities that customers can choose to support through AmazonSmile. Thank you to all of the brilliant selling partners who participated in Prime Day this year, and a huge thanks to all of the Amazon employees across the UK who made this event possible for customers."

"And, by way of reminder for all customers, you can continue to shop using the Small Business badge to find products from small businesses in the UK, and at the same time, continue using AmazonSmile all year long so that while you shop, we donate to your chosen charity."

Prime Day Continues to Fuel Small Business Success

*"As a games business we usually see our busiest sales period in the run up to Christmas but Prime Day has offered a fantastic boost in sales for us at a quieter time of year - just in time for families to play our games on their summer holidays! Sales were up more than 500% compared to a typical equivalent day, which makes a big difference to a small business like ours. At Gamely we're passionate about getting people playing our games as a way to spend more quality time laughing with their family and friends, and Prime Day 2022 has helped make that a reality!" **Hazel Reynolds, Founder of Gamely Games***

*"Prime Day has been a well needed boost of our sales in a difficult economic climate. We increased our turnover by 30% over the last few days. Funky Soap has worked very hard to keep popular items in stock and we have been preparing for the last few weeks. Of course we also benefit from the Amazon advertising campaigns and the increased traffic to our store. Furthermore the "Small Business" Badge on our listings has helped to improve sales as customers know they can trust and support us as a small company. Overall we are very happy with the Prime Day Event and it has been a success and a rewarding experience." **Anni Kriesche, Founder of Funky Soap Shop LTD***

*"The whole lead up to Prime day has been incredible for us - to have something to really shout about and get involved in as a small business. We're grateful to Amazon for doing so much to promote ethical, small businesses, and we've learned a lot along the way too. Prime Day itself is going super well – we're watching all the orders fly in, and we are excited to build on this positivity over the next 12 months." **Ky Wright, Founder of Human Food.***

*"Thanks to Amazon for shining a spotlight on small businesses. It was great to take part in the recent 'Small Business, Big Dreams' panel to explore the impact of social media on growing companies. We're excited to carry on the momentum with Amazon Prime Day and thrilled to be able to offer such a great deal to our new and existing customers alike: 20% off Supplement and Collagen Serum, 15% off Thickening Shampoo and Conditioner." **Darcy Laceby, Absolute Collagen***

Worldwide and U.S. shopping trends around Amazon's Prime Day event include:

Worldwide Prime Day Trends

Shopping

- Prime members worldwide purchased more than 100,000 items per minute during this year's Prime Day event.
- Some of the best-selling categories worldwide this Prime Day were Amazon Devices, Consumer Electronics, and Home.
- Prime members worldwide did the most shopping from 9am - 10am PT on Tuesday, 7/12 during the entire Prime Day event.
- Since Prime Day shopping began on July 12, select Fire TV, Echo, and Blink devices were some of the best-selling items on Amazon worldwide.

U.K. Prime Day Trends

- [Fire TV Stick with Alexa Voice Remote| HD streaming device](#) was the most popular item purchased this Prime Day in the UK.
- The best-selling categories, excluding Amazon devices, in the U.K. this Prime Day were Hardware, Skin Care, Makeup, and Spirits
- Some of the best-selling products in the U.K., excluding Amazon devices, this Prime Day were [Garnier Vitamin C Serum for Face](#) , [Finish Powerball Power All in 1, 110 Tablets](#), [Rimmel Extra 3D Lash Volumising Mascara](#), [Purina ONE Adult Dry Cat Food Chicken and Wholegrains](#), and [Shark Cordless Stick Vacuum Cleaner](#)
- Some of this year's best-selling Amazon devices in the U.K. were [Fire TV Stick with Alexa Voice Remote HD streaming device](#), [Ring Video Doorbell by Amazon | Wireless Security Doorbell](#), [Echo Dot \(3rd Gen\) - Smart speaker with Alexa](#), and [Fire HD 8 Tablet, 8" HD display, 32 GB, Black - with Ads, designed for portable entertainment](#)

UK Best Sellers by Category

Some of the top selling products in the UK in the below categories included:

Beauty: [Garnier Vitamin C Serum for Face](#), [Rimmel Extra 3D Lash Volumising Mascara](#), [CeraVe - SA Smoothing Cleanser](#) and, [Bed Head by TIGI Resurrection Shampoo and Conditioner](#)

Beer, Wine and Spirits: [Kraken Black Spiced Rum](#), [Talisker 10 Year Old Single Malt Scotch Whisky](#), [Aviation American Gin](#), and [19 Crimes Red Wine](#)

Electronics: [Anker Power Bank, 325 Portable Charger](#), [Duracell Plus AA Alkaline Batteries](#) , [Bose Noise Cancelling Headphones 700](#), [Anker Soundcore mini, Super-Portable Bluetooth Speaker](#), and [JBL Flip 5 Portable Bluetooth Speaker](#)

Fashion: [BOSS Men's T-Shirt](#), [KANASTAL High Protection 100% Polarised Driving Sunglasses](#), [BOSS Men's Boxer Shorts](#), [Swarovski Symbolic pendant](#), and [Havaianas Women's Slim Crystal Glamour Swarovski](#)

Home: [Shark Cordless Stick Vacuum Cleaner](#), [COSORI Air Fryer with 100 Recipes Cookbook](#), [George Foreman 25820 Large Fit Grill](#), [Philips Hue White Ambiance Smart Light Bulb 2 Pack](#), and [SodaStream Spirit Sparkling Water Maker Machine](#)

Toys: [Barbie Color Reveal Mermaid Doll](#), [LEGO 31058 Creator Mighty Dinosaurs Toy](#), [Melissa & Doug Wooden Ice Cream Set](#), and [Hasbro Gaming Boggle](#)

Use AmazonSmile Every Day

AmazonSmile is the company's charity initiative which allows customers to support their chosen UK charity while shopping. Whether shopping online or by turning on AmazonSmile in the Amazon app, eligible purchases made with AmazonSmile generate 0.5% to a customer's chosen charity. Customers can learn how easy it is to shop with the Amazon app at smile.amazon.co.uk.

Two Ways to Use AmazonSmile

In any web browser:

1. Visit amazon.co.uk and sign in with your Amazon.co.uk details
2. Select your chosen charitable organisation to receive donations
3. Start generating donations every time you shop eligible items at smile.amazon.co.uk
4. Add a bookmark for amazon.co.uk

In the App:

1. Download or update to the latest version of the Amazon Shopping App for [iOS](#) or [Android](#)
2. Open the app and find "AmazonSmile" in the main menu (☰) under "Settings"
3. Follow the on-screen instructions to choose your charity and turn on AmazonSmile in the Amazon Shopping App
4. Start generating donations automatically when you shop eligible items in the app!

ENDS

More Opportunities to Join 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, 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 delivery at no extra cost. 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 two-hour delivery windows on orders over £40 included with Prime— from Amazon Fresh and Morrisons at Amazon. Prime members enjoy unlimited free delivery on their favourite restaurants when they spend £25 or more with 1-year free Deliveroo Plus. 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 in association with Microsoft Surface. 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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