

Amazon's Black Friday Week is here with more deals than ever before from 18th – 28th November

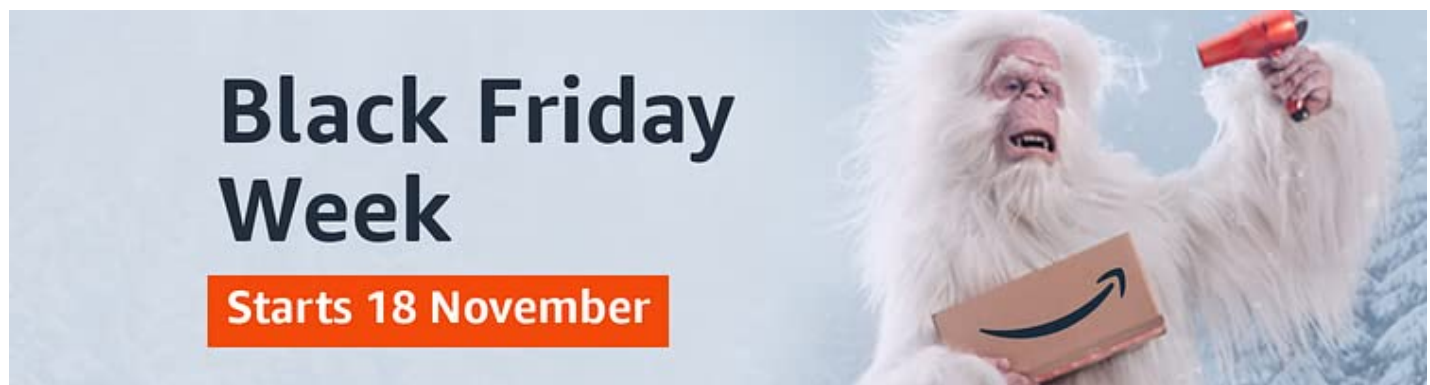
November 18, 2022

Amazon's Black Friday Week deals will include savings on popular Amazon Devices, including up to £70 on Echo Devices, up to £70 on Fire Tablets, up to £22 on Fire TV Devices, and up to £80 on smart home Devices

Amazon's Black Friday Week in the UK will include more deals than ever before – shop now at amazon.co.uk/blackfriday

This season Amazon deals will save UK customers hundreds of millions of pounds

Amazon is offering tens of thousands of deals from small businesses – customers can find gift ideas with our dedicated small business gift finder. For all the ways to shop small this year, visit amazon.co.uk/supportsmall



LONDON – 00.01am GMT - 18th November, 2022 – Black Friday Week starts today on Amazon, running from 00.01am GMT 18th November through to 23.59pm GMT 28th November 2022, and with more deals than ever before. Customers will be able to shop from a huge range of products. There will be epic savings and must-have products, gifts under £20, and pre-owned products on Amazon Warehouse. Customers can find savings on toys, electronics, fashion, beauty, Amazon Devices, kitchen, and much more including Philips, Johnnie Walker, Rimmel London, and Sony. Amazon's Black Friday Week deals will also include savings on popular Amazon Devices, including up to £70 on Echo Devices, up to £70 on Fire Tablets, and more. Plus, Amazon is offering tens of thousands of deals from small businesses – customers can find gift ideas with the dedicated small business gift finder along with other ways to shop small. Learn more and get that Black Friday feeling at amazon.co.uk/blackfriday

"We hope to make this gift giving season a bit easier so our teams have been working tirelessly to secure great savings for customers. Outside of Black Friday Week deals, we are matching prices on more than a million products to ensure customers find low prices on Amazon every day, all year long. And this season, on top of the savings from price matching, our deals will save UK customers hundreds of millions of pounds. We're also delighted to see that this week, Profitero, the global eCommerce analytics company, published their annual study revealing Amazon prices are on average 13 percent lower than other online retailers in the UK across everyday essential items, such as food and beverages, as well as typical Christmas gift categories like electronics, toys and video games," said John Boumphrey, Amazon UK Country Manager. "In addition to low prices and impressive deals, we're offering greater flexibility with an extended returns window – most of the items purchased between 1st November and 31st December can now be returned up until 31st January, 2023."

Highly Anticipated Shopping Trends This Season

Amazon anticipates shopping trends this season to include shopping from small UK businesses, customers looking for more sustainable gift options, as well as an interest in pre-owned quality products.

- **Save even more on Amazon Warehouse this Black Friday:** [Amazon Warehouse](https://amazon.co.uk/warehouse) offers deals with savings of up to 50% on quality used, pre-owned, or open box products. The quality of each item is thoroughly checked before selling and we take the time to inspect all products and test and repair if necessary. It includes a hassle-free return process and statutory legal warranty. Look out for further deals from Amazon Warehouse this Black Friday.
- **Support Small Businesses:** This Black Friday Week, customers can support small UK businesses, while saving on top-trending gifts and much-loved stocking fillers, through the [Small Business Storefront](https://amazon.co.uk/small-business-storefront), and explore a wide selection of gift ideas on the [Small Business Gift Finder](https://amazon.co.uk/small-business-gift-finder). Customers can also use the Small Business Badge to identify products sold by small businesses. More than half of all products purchased on Amazon UK are sold by small businesses, and customers can now shop unique and giftable products from more than 85,000 small business selling partners based in the UK. Those businesses sold more than 950 million products on Amazon last year, up from 750 million year-over-year, and to date they have created 250,000 jobs across the UK.
- **Shop more Sustainable products:** While searching for products on Amazon, keep an eye out for the Climate Pledge Friendly badge on eligible products. You can also see this badge on the product's page, where you can learn more about the certifications behind the product. Climate Pledge Friendly products are certified by one or more of the programme's qualifying sustainability certifications, including our own Compact by Design or Pre-owned Certified certifications. For detailed information visit the [Climate](https://amazon.co.uk/climate-pledge)

[Pledge Friendly](#) to find more sustainable products.

Black Friday Deals Preview

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

- **Amazon Devices:** Save up to £70 on Echo devices, including [Echo Show 10](#) (£169.99), [Echo Dot \(5th Gen\)](#) for (£26.99), and [Echo Show 5 \(2nd Gen\)](#) (£34.99), up to £70 on Fire Tablets including [Fire HD 10 Kids Pro Tablet](#) (£129.99) and all new [Fire HD 8 Tablets](#) (£71.99), up to £22 on Fire TV devices including [Fire TV Stick 4K](#) (£27.99), [Fire TV Stick](#) (£22.99), and [all-new Fire TV Cube](#) (£119.99), and up to £80 on smart home devices such as [Ring Alarm](#) (£149.99), [Amazon Smart Air Quality Monitor](#) (£39.99), and [Amazon Smart Plug](#) (£12.99).
- **Amazon Fresh:** Available now until 31st December, Prime members who are new to Amazon Fresh can get £10 off orders of £50 or more across their first three shops, or £15 off orders of £50 or more across their first three shops with Co-op and Morrisons on Amazon. All you need for your weekly shop with same-day delivery. Terms & Conditions apply.
- **Amazon Fresh Stores:** From now until 28th November, customers can enjoy 10% off every time they shop in an Amazon Fresh store. The offer includes fresh meat, poultry and fish, dairy, fruit and veg, bakery, and more, up to a maximum value of £200. Customers simply need to add [the promo](#) to their Wallet and it'll be automatically applied at checkout. [Terms apply](#).
- **Amazon Brands:** Save up to 50% 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, and everyday essentials such as coffee, nuts and baby products from byAmazon, Amazon Basic Care, and Mama Bear.
- **Baby:** Save up to 50% on car seats from Cybex, Cosatto, and Graco. Save up to 40% on feeding products from Mayborn, MAM, Nuby, and NUK. Save up to 35% on monitors from Motorola, Nanit, and Hubble. Save up to 30% on nursery décor from Chicco, Kooltrade, and Munchkin. Save up to 25% on strollers from Babyjogger and Silver Cross.
- **Beer, Wine & Spirits:** Save up to 35% on alcohol from brands including Kraken Rum, Johnnie Walker, and Malfy Gin.
- **Beauty:** Save up to 65% on fragrances for men and women including Calvin Klein, Hugo Boss, and Jimmy Choo. Save up to 45% on makeup from L'Oreal Paris, Rimmel, Real Techniques, and more. Save up to 45% on premium beauty products from brands including Urban Decay, Elizabeth Arden, Neal's Yard, and Murad.
- **Consumer Electronics:** Save up to 35% on Smartphones, wearables and accessories from Google, Samsung, OnePlus, and more. Save up to 40% on headphones, speakers and accessories from Sony, Bose, Duracell, and more. Save up to 45% off laptops from ASUS, HP, Razer, MSI, and more.
- **Fashion:** Save up to 30% off Amazon Fashion for men, women, and kids, from brands including Tommy Hilfiger and Crocs. Save up to 30% on select clothing, shoes, and accessories from Amazon brands, including Amazon Essentials, Amazon Aware, and Simple Joys by Carter's.
- **Furniture:** Save up to 30% on a selection of mattresses from Silentnight, Sweet Night, Dormeo, and more. Save up to 30% on living room, bedroom, home office, and children's furniture.
- **Grocery:** Save up to 35% on food and drinks from Lavazza, Hotel Chocolat, Pukka, and more.
- **Home Improvement:** Save up to 30% on smart home products by Tado, TP-Link, Hive, 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 and sports nutrition from brands including Grenade, Vitabiotics, and more.
- **Home:** Save up to 30% on a selection of cookware and bakeware from Tefal, Le Creuset, and more. Save up to 30% on Snuggledown duvets, pillows, and toppers. Save up to 30% on Brabantia, Vileda, Philips, Willow Tree, Yankee Candle, Swarovski, and more.
- **Home Entertainment:** Save up to 35% on televisions, soundbars, projectors, and media devices from Samsung, Sony, Google, and more.
- **Kitchen:** Save up to 40% on floorcare from Shark, Vax, and GTech. Save up to 30% on electric cookware and hot beverage makers from brands including Sage, Instant pot, De'Longhi, Tefal, and more.
- **Major Appliances:** Save up to 30% on small and large appliances from Bosch, Hoover, Midea, Russell Hobbs, and more.
- **Personal Care Appliances:** Save up to 65% on electric toothbrushes from brands including Oral-B and Philips. Save up to 30% on male grooming and female hair removal appliances from brands including Philips, Braun, and Panasonic. Save up to 25% on hairstyling tools from ghd, Remington, and more. Save up to 40% on massage and medical appliances from Beurer, Omron, and more.
- **Pets:** Save up to 30% on pet food and pet products from Felix, Lily's Kitchen, YuMOVE, Harringtons, and more.
- **Sports:** Save up to 30% on sporting brands including Fitbit, Under Armour, Speedo, and more.
- **Toys:** Save up to 25% on toys from Lego, Mattel, Hasbro, and more.
- **Video Games:** Save up to 50% on video games, consoles, virtual reality, and accessories from brands including Nintendo, Sony, Microsoft, Oculus, Ubisoft, Warner Bros, Square Enix, and more.

Entertainment Offers for Black Friday:

- **Amazon Music:** From now until 10th January, customers who haven't yet tried Amazon Music Unlimited can get three months free – with unlimited access to more than 100 million songs, ad-free, in premium quality streaming audio, and a wide selection of ad-free podcasts. Existing Amazon Music Unlimited customers on the Individual Plan can upgrade to the Family Plan for three months at no additional cost. In addition, Amazon Music customers currently on the Single Device Plan can upgrade to the

Individual Plan for two months at no additional cost.

- **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
- **Audible:** New Audible customers can get four months of membership for just £2.99/month, plus a £20 Audible voucher. Enjoy unlimited listening on thousands of select Audible Originals, podcasts, and audiobooks. Offer available from 09.30am 21st November until 23:59pm 25th Terms Apply.
- **Books:** From today until 29th November, customers have access to a great range of exciting books on offer. Highlights include *Ink Black Heart* by Robert Galbraith, *Undoctored* by Adam Kay, *Ripley's Believe It or Not! 2023*, *The Heartstopper Yearbook* by Alice Oseman, and *The Repair Shop: Life in the Barn*.
- **Kindle Books:** From now until 30th November, customers can discover a selection of hundreds of top, curated Kindle Books including *Bad Actors* by Nick Herron, *The Four Winds* by Kristin Hannah and *Me Before You* by JoJo Moyes, from as low as £0.99 each to read anytime and anywhere. Kindle Book Deals terms and conditions apply.
- **Kindle Rewards:** From now until 29th November, customers who spend £15 or more on Kindle Books will receive a £5 credit to redeem on any Kindle Book on the store. Customers must activate the offer in order to participate. Terms and conditions 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.
- **Prime Gaming:** Available now until 30th November, Prime members can claim instant access to a fresh lineup of games, including *Fallout: New Vegas Ultimate Edition*, *Indiana Jones and the Last Crusade*, *Facility 47*, *WRC 9*, *Etherborn*, *Whispering Willows*, and *Last Day of June*. Additionally, there's new in-game content on offer for Prime members, including *Grand Theft Auto Online*, *Red Dead Online*, *Apex Legends*, *Madden 23*, *FIFA 23*, and more.
- **Prime Video:** Between 26th – 29th November all customers can get up to 50% off great movies and TV shows to buy through Prime Video including *Top Gun Maverick*, *Bullet Train*, and *The Good Doctor*. A broad selection of popular movies are also available to rent for Prime members only from as little as £0.99 including *Good Luck to You Leo Grande*, *The Inbetweeners Movie*, and *The Silence Of The Lambs*.

Black Friday Week deals live from 00.01am GMT, 18th November include:

ITEM NAME	AMAZON.CO.UK CURRENT SELLING PRICE	BLACK FRIDAY WEEK SALE PRICE	£ SAVING
Fire HD 10 Kids Pro Tablet	£199.99	£129.99	£70.00
Echo Show 10 (3rd gen)	£239.99	£169.99	£70.00
Fire TV Cube	£139.99	£119.99	£20.00
Ring Alarm	£184.99	£139.99	£45.00
Philips Sonicare Advanced Whitening Edition Rechargeable Electric Toothbrush	£124.99	£89.99	£35.00
Hisense 32A4EGTUK (32 Inch) HD Smart TV	£159.00	£145.00	£14.00
PlayStation 5 DualSense Wireless Controller	£64.95	£44.99	£19.96
Gotham Knights (Xbox Series X)	£49.25	£39.99	£9.26
JLab JBuds Frames Wireless Open-Ear Audio for Your Glasses	£49.99	£24.99	£25.00
Revlon Salon One-Step Hair Dryer and Volumiser	£47.89	£32.99	£14.90

Johnnie Walker Double Black Label Blended Scotch Whisky 70cl	£33.94	£25.65	£8.29
The Glenlivet 15 Year Old Single Malt Scotch Whisky	£45.00	£36.40	£8.60
Edinburgh Gin Christmas Gin 70 cl	£28.18	£23.00	£5.18
Rimmel London 60 Seconds Super Shine Nail: 12 Nail Polish Set	£20.88	£17.54	£3.34
Toni & Guy Deep Barrel Hair Waver	£22.45	£18.00	£4.45
Amazon Basics AA Alkaline Batteries, 40-Pack	£13.49	£9.40	£4.09
Bomb Cosmetics Toucan Play at That Game Tropical Themed Handmade Gift	£22.38	£19.02	£3.36
Lumie Sunrise Alarm - Sunrise Wake-up Alarm	£49.99	£31.99	£18.00
Chilly's Insulated Coffee Cup	£23.00	£13.80	£9.20
JLab Talk Go USB Portable Podcast Microphone	£34.99	£27.49	£7.50
Amazon Basics Cast-Iron Kettlebell, 12kg	£38.99	£21.30	£17.69

Current selling price and deal prices correct as of 15.11.22

Fast, Free & Convenient Delivery Options

- **Free One-Day & Same-Day Delivery:** Prime members in the UK can shop 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 for eligible items - check the detail page for cut-off times, and select your delivery preference at checkout.
- **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.
- **Amazon Day:** Prime members can choose up to two preferred days of the week to receive eligible items. This is a free, convenient way to select when packages arrive at your doorstep.

Shop with Confidence

- **A-to-z Guarantee:** We want customers to have peace of mind when shopping in our store. Amazon's A-to-z Guarantee protects customers in the unlikely event an item bought in our store is not as expected. Coverage includes both the timely delivery and condition of purchases. Learn more about the [A-to-z Guarantee](#).
- **Extended Returns Window:** For the 2022 holiday season, most of the items purchased between 1st November and 31st December can be returned until 31st January, 2023.
- **Three Ways to Shop:** The Black Friday Week event, is available to shop on [co.uk/blackfriday](https://www.amazon.co.uk/blackfriday), the Amazon mobile shopping app, or by asking "Alexa, what are my deals?"

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 100 million songs plus thousands of stations and playlists with Amazon Music, in-game content and games with Prime Gaming at no additional cost, 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 can get unlimited One-Day Delivery on millions of eligible items across all categories and Same-Day Delivery on more than a million items in Greater London, Edinburgh, Glasgow, Birmingham, Bristol, Manchester, Leeds, Liverpool, and more. Same-day grocery delivery with Amazon Fresh, Morrisons, and Co-Op at Amazon is available exclusively for Prime members, in select locations. Choose from thousands of fresh grocery products, famous brands and household essentials, at great prices (minimum order values apply). Prime members also enjoy unlimited free delivery on food from their favourite restaurants with Deliveroo 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. Membership will then automatically renew at a cost of £95 a year or £8.99 a month. You may cancel any time. Check terms at amazon.co.uk/amazonprime.

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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Profitero 2022 UK Report

Profitero, the global eCommerce analytics company, today published the results of its annual UK Price study, revealing stark online price differences across 15 leading retailers, including Asda, Amazon, John Lewis and Ocado. The study analyzed online prices for over 11,000 exact-matched products, finding that Amazon's prices were an average 13% lower than other retailers across everyday essential items, such as food & beverages, as well as typical Christmas gift categories like electronics, toys and video games. Full report and press release available here: <https://www.profitero.com/report/price-wars-uk-2022>

Amazon Q4 Deal Savings

This gift giving season, across thousands of deals, Amazon UK customers are estimated to save hundreds of millions of pounds compared to the recent selling price on Amazon UK.

Price Matching on Amazon

Amazon teams work to ensure low prices all year. Research scientists and software developers at Amazon build technology and systems to frequently monitor products sold by Amazon. The team monitors products sold by leading online retailers in each product category, and matches prices more than a million products in the UK, as compared to the lowest credible competitor. Customers can refer to the terms and conditions of [Price Matching](#).

Notes to Editors:

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