



## Amazon UK customers estimated to save £250 million on deals this holiday season

November 23, 2022

*Amazon is also matching prices on more than a million products to ensure customers find low prices on Amazon every day, all year long.*

**LONDON – 00.01am GMT – 23rd November, 2022** – Today Amazon announced that customers shopping on amazon.co.uk are estimated to save more than £250 million on deals over the holiday season compared to the recent selling price on Amazon UK. Customers can find more Black Friday worthy deals than ever before at [amazon.co.uk/blackfriday](https://amazon.co.uk/blackfriday). Plus, there are more than 85,000 small and medium sized businesses selling on Amazon and many of these offering deals across Black Friday Week. Customers can sort deals by small business, look for the small business badge across Amazon, or shop small by checking for the small business badge.

### Price Matching One Million Products on Amazon UK

These deals are on top of the savings from price matching. Amazon teams work all year round to ensure low prices. Research scientists and software developers at Amazon build technology and systems to frequently monitor products sold by Amazon, matching prices on more than one million products in the UK. This means customers can be confident that when they shop on Amazon, they will find low prices on a wide selection of products, every day.

“We are acutely aware of the cost pressures customers are facing at the moment. We’re doing everything we can to make sure we’re offering customers great savings this holiday season, and throughout the year,” said John Boumphrey, UK Country Manager for Amazon. “Our deals will save customers over £250 million this holiday season, and this is on top of savings from price matching more than a million products. We hope these savings help customers find the perfect gift for a loved one this year.”

### Annual Report Reveals Amazon Price Leadership

Profitero, the global eCommerce analytics company, also [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 analysed 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.

**END**

### 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](https://amazon.co.uk/about) and follow @AmazonNewsUK.

### Note to Editors

#### Price Matching on Amazon

Amazon teams work to ensure low prices all year. 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](#).

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