

Amazon's Black Friday is Here! Customers Snap Up Deals Across Toys, Electronics, Beauty, and Home as Most Popular Categories So Far on Amazon UK Revealed

November 25, 2022

New Black Friday deals live today on Amazon UK across top brands such as Peloton, Echo Devices, Ninja, and Play-Doh

In a Black Friday first, Amazon launches biggest ever [Prime Student travel deal](#) to get thousands of students home to loved ones this Christmas for as little as £2, with 75% off 5,000 National Express coach fares available to purchase from 25th November until 9th December, while stocks last

Amazon deals projected to save UK customers more than £250 million over the holiday season

More than half a million-quality used, pre-owned or open box products from Amazon Warehouse have an extra 20% off already discounted prices from today 00:01am until 31st December



LONDON – 00.01am GMT - 25th November, 2022 – Today Amazon UK reveals the top shopping trends for Black Friday 2022, with toys, electronics, beauty, and home products proving some of the most popular categories to date. According to the data, customers are making the most of the Black Friday Week deals, and in addition to Amazon Devices, some of the popular deals include [Xbox Series S](#), [Maybelline Mascara](#), [Vera Wang Fragrance](#), and [BRITA MAXTRA+ Water Filter Cartridges](#).

Find thousands of deals from brands such as Peloton, Echo Devices, Ninja, and Play-Doh, plus thousands of deals from small businesses at amazon.co.uk/BlackFriday.

Customers are estimated to save more than £250 million on Amazon deals over the holiday season, compared to the recent selling prices on Amazon UK. And today, Amazon is adding more deals to its Black Friday Week event.

Black Friday deals live on 25th November include:

ITEM NAME	AMAZON.CO.UK PREVIOUS SELLING PRICE	BLACK FRIDAY SALE PRICE	£ SAVING	% SAVING
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Echo Studio	£189.99	£139.99	£50.00	26%
Echo Show 15	£239.99	£189.99	£50.00	20%
Xiaomi Redmi Note 11 - Smartphone	£199.09	£109.00	£90.09	45%
Peloton Dumbbells (9kg)	£100.00	£70.00	£30.00	30%
Original Peloton Bike	£1345.00	£1095.00	£250.00	18%
Wallbox Pulsar Plus Charging Bundle	£649.00	£512.00	£136.38	21%
Hisense 43E77HQTUK QLED Gaming Series 43-inch 4K UHD Dolby Vision HDR Smart TV	£349.00	£288.00	£61.00	17%
Sony WH-1000XM4 Noise Cancelling Wireless Headphones	£249.00	£219.00	£30.00	12%
Instant Pot Duo 7-in-1 Smart Cooker	£89.99	£59.99	£30.00	33%
Ninja Food Processor	£99.00	£69.99	£29.01	29%
Hisense RR220D4ADF 52cm Freestanding Retro Fridge	£229.00	£186.00	£43.00	18%
Toshiba 800w 20L Microwave Oven	£76.99	£64.99	£12.00	16%
Sage Barista Express Espresso Machine	£524.95	£471.99	£52.96	10%
Fresh Mob: Over 100 tasty healthy-ish recipes	£11.00	£7.50	£3.50	32%
Fitwaffle's Baking It Easy	£11.00	£7.50	£3.50	32%
Feel Good Food: Bestselling fitness guru Joe Wicks' new cookbook for the whole family	£10.00	£7.50	£2.50	25%

Coppa Cocktails Ready-to-Drink Espresso Martini	£16.99	£11.99	£5.00	29%
CUT RUM Spiced_70 cl	£23.79	£17.49	£6.30	26%
Olmecca Altos Tequila Plata_70 cl	£24.61	£19.00	£5.61	23%
Beery Gift Hamper Selection Box by Beer Hawk	£22.89	£17.69	£5.20	23%
The Glenlivet Founder's Reserve Single Malt Scotch Whisky	£24.00	£19.99	£4.01	17%
Dalwhinnie 15 Years Old Single Malt Scotch Whisky 70cl with Gift Box	£38.00	£32.25	£5.75	15%
Callowesse© Dreamy Willow Bunny Baby Sleep Aid	£33.99	£23.69	£10.30	30%
Thrustmaster T300 RS GT Force Feedback Racing Wheel	£403.26	£299.99	£103.27	26%
Nerf Elite 2.0 Motoblitz Blaster	£37.49	£29.99	£7.50	20%
Play-Doh Kitchen Creations Ultimate Ice Cream Truck	£74.99	£60.00	£14.99	20%
Monopoly Family Board Game	£19.49	£15.99	£3.50	18%
VTech Baby Laptop_Colourful Kids Laptop with LCD Screen	£22.99	£19.50	£3.49	15%
ghd Ultimate Styling Gift Set – Amazon Exclusive	£287.06	£215.00	£72.06	25%

Previous selling price and deal prices correct as of 24.11.22

On top of great savings from top brands, customers can also look out for the following from Amazon UK for Black Friday and beyond.

75% off National Express Tickets for Amazon Prime Student members

Amazon's biggest ever [Prime Student travel deal](#) goes live today, with a 75% discount on National Express tickets when Amazon Prime Student members [check out](#) with Amazon Pay between 25th November and 9th December. The launch comes as new Amazon research reveals a fifth (21%) of students are struggling to afford to travel home this Christmas and three quarters (75%) say they've already had to cut back on trips home in the last 12 months. The 75% discount means that 5,000 coach seats will be up for grabs from £2 one way, with the nation's favourite 'coach' Harry Redknapp fronting the campaign. [\[Watch Here\]](#)

Small Business, Big Experiences

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 use the [Small Business Gift Finder](#). For those wanting to support small businesses in a new way this Black Friday, the first of Amazon's *Small Business, Big Experiences* goes live onsite [here](#) from

midday today, 25th November. Kicking off with healthy snack brand Superfoodio, shoppers will have the chance to buy an intimate dinner with celebrity chef Miguel Barclay for the same price as peanut butter buttons. New experiences will go live each day at midday until the 27th November, and will be available for a limited time only while stocks last. Joining [Superfoodio](#) are macramé experts [Ankyu](#) and wellbeing brand [Fizzy Fuzzy](#) offering a crafting weekend or a day of wellness to customers to buy for the price of just one product. Find all the ways to shop small this year by visiting amazon.co.uk/supportsmall

Save even more on Amazon Warehouse this Black Friday

[Amazon Warehouse](#) offers great deals. Save up to 50% on quality used, pre-owned, or open box products. We thoroughly test the condition of each item and provide detailed descriptions to make it easier for you to make a decision. For Black Friday, customers can save an extra 20% off, on top of the already discounted Amazon Warehouse price between 25th November - 31st December.

Expanded UK Electric Cargo Bike Deliveries

Amazon has just launched three additional micromobility delivery hubs in Manchester and London, further expanding its UK e-cargo bike fleet as part of a £300 million five-year investment in the electrification and decarbonisation of its transport network. The newly launched hubs have opened ahead of Black Friday to deliver to customers with reduced emissions deliveries during this busy shopping period. Amazon has made more than five million deliveries so far in 2022 using existing e-cargo bikes and electric vans.

Donate to Comic Relief on Amazon UK

Amazon has joined up with Comic Relief to support their Cost of Living Christmas Appeal to raise money to support people in the UK who are living in incredibly difficult circumstances. Comic Relief is teaming up with organisations all over the country that are working hard to ease the pressure and help people through the toughest times of their lives. From providing warm winter clothes, electric blankets, energy top up cards and food vouchers to also supporting people with their mental health, the appeal will help get urgent support to people who need it most. Now Amazon customers can donate to the charity's On the Breadline Appeal at amazon.co.uk/comic-relief, where 100 percent of donations will go directly to helping those in need this winter.

Shop with Confidence

- **A-to-z Guarantee:** 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 [here](#).
- **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, the Amazon mobile shopping app, or by asking "Alexa, what are my deals?"

ENDS

Notes to Editors

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.

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.

Price Matching One Million Products on Amazon UK

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.

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 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 and beverages, as well as typical Christmas gift categories like electronics, toys, and video games. Full report and press release available here: www.profitero.com/report/price-wars-uk-2022

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