



AMAZON REVEALS THE UK'S MOST POPULAR PRODUCTS TO CELEBRATE 25 YEARS IN THE UK

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Toilet rolls, coffee pods, protein bars, Crocs, Call of Duty, 50 Shades books trilogy, and more all amongst the top 25 most popular products of all time across Amazon in the UK

Adele the most popular artist, Mamma Mia! the most popular film, Harry Potter the most popular book franchise, and Crocs the most popular fashion item of all time as revealed by Amazon to celebrate 25 years in the UK

London 09.00am 14th September: Amazon has unveiled some of the most popular products of all-time to celebrate 25 years of Amazon in the UK. The most popular lists give a unique insight into UK trends since the first Amazon order in 1998, and reveal our favourite products ever, broken down across films, music, books, video games, fashion, beauty, and more.

From Adele featuring four times in the top 25 most popular albums of all time to Mamma Mia! being one of the most popular DVDs ever, and Crocs being the titan of fashion to the Call of Duty franchise standing out as the top video games, the new lists provide a snapshot of what's captured the interest and imagination of the UK.

Some of the most popular products were revealed today in 'Amazon's Quiz of 25 Years', hosted by comedian Tom Allen and featuring Babatúndé Aléshé, Judi Love, Sam Thompson, and Dani Dyer. The panellists were put through their paces as they competed to uncover the nation's shopping habits, guessing some of the most popular products since 1998 across Amazon categories including books, music, films, video games, beauty, fashion, and toys & games. Watch 'Amazon's Quiz of 25 Years' [here](#).

John Bounphrey, UK Country Manager for Amazon said: "Amazon arrived in the UK 25 years ago, and a lot has changed since then. We have evolved from being an online bookseller in 1998, to offering customers millions of items including tech, toys, food, fashion, films, music and lots more. We have seen popular products stand the test of time and some trends come and go, but we know that some things don't change – customers will always want good prices, wide selection and fast, convenient delivery options, and we look forward to delivering this for the next 25 years and beyond."

Top 25 most popular products of all time on Amazon.co.uk (in alphabetical order)

Andrex Gentle Clean Toilet Rolls

Bio-Oil

Call of Duty franchise

Cards Against Humanity

Crocs

Dobble

Dots for Spots Pimple Patches

Duracell Plus AAA Batteries

Earth Rated Dog Poo Bags

Echo Dot

FIFA franchise

Fifty Shades books trilogy

Fire TV Stick

Garnier Nutrisse Permanent Hair Dye

Grenade High Protein and Low Carb Bar
Harry Potter books series
Kindle Devices
Lindt Lindor Milk Chocolate Truffles Box
Mamma Mia! The Movie
Nizoral Anti-dandruff Shampoo
SlimFast 7 Day Kit
Tassimo Kenco Colombian Coffee Pods
Tepe 0.45 mm Interdent Orange Brushes
The Boy, The Mole, The Fox and The Horse
WaterWipes Baby Wet Wipes

Top 25 most popular albums of all time on Amazon.co.uk (in alphabetical order)

19	Adele
21	Adele
25	Adele
30	Adele
+	Ed Sheeran
A Head Full of Dreams	Coldplay
Babel	Mumford and Sons
Back To Black	Amy Winehouse
Christmas	Michael Bublé
Doo-Wops and Hooligans	Bruno Mars
Frozen	Frozen
I Dreamed a Dream	Susan Boyle
If I Can Dream: Elvis Presley With The Royal Philharmonic Orchestra	Elvis
In the Lonely Hour	Sam Smith

Lungs	Florence & The Machine
Mylo Xyloto	Coldplay
Now That's What I Call Music!	NOW!
Only by the Night	Kings of Leon
Our Version of Events	Emile Sandé
Progress	Take That
Sigh No More	Mumford and Sons
Sunny Side Up	Paolo Nutini
The Greatest Showman (Original Motion Picture Soundtrack)	The Greatest Showman
Wanted on Voyage	George Ezra
x	Ed Sheeran

Top 25 most popular books of all time on Amazon.co.uk (in alphabetical order)

An Inspector Calls	J.B. Priestley
Behind Closed Doors	B.A. Paris
Eleanor Oliphant is Completely Fine	Gail Honeyman
Fifty Shades of Grey	E.L. James
Gone Girl	Gillian Flynn
Harry Potter and the Deathly Hallows	J.K. Rowling
Lean in 15 - The Shift Plan: 15 Minute Meals and Workouts to Keep You Lean and Healthy	Joe Wicks
Me Before You	Jojo Moyes
Pinch of Nom: 100 Slimming, Home-style Recipes	Kate & Kay Allinson
Sapiens	Yuval Noah Harari
The Boy, The Mole, The Fox and The Horse	Charlie Mackesy
The Chimp Paradox: The Mind Management Programme to Help You Achieve Success, Confidence and Happiness: The Acclaimed Mind Management Programme to Help You Achieve Success, Confidence and Happiness	Professor Steve Peters
The Fault in Our Stars	John Green

The Girl on the Train	Paula Hawkins
The Girl with the Dragon Tattoo	Stieg Larsson
The Great Gatsby	F Scott Fitzgerald
The Husband's Secret	Liane Moriarty
The Midnight Library	Matt Haig
The Secret	Rhonda Byrne
The Tattooist of Auschwitz	Holly Morris
The Thursday Murder Club: (The Thursday Murder Club 1)	Richard Osman
The Very Hungry Caterpillar	Eric Carle
This is Going to Hurt: Secret Diaries of a Junior Doctor	Adam Kay
To Kill a Mockingbird	Harper Lee
Where the Crawdads Sing	Delia Owens

NB: This is for sales of physical books and e-books combined on Amazon.co.uk

Top 25 most popular DVDs of all time bought on Amazon.co.uk (in alphabetical order)
Bridesmaids
Cars
Despicable Me
Despicable Me 2
Frozen
Harry Potter And The Deathly Hallows Part 2
Harry Potter And The Half-Blood Prince
How To Train Your Dragon
Inside Out
Les Misérables
Mamma Mia! Here We Go Again

Mamma Mia! The Movie
Monsters University
Paddington
Skyfall
Tangled
The Dark Knight
The Greatest Showman
The Hangover
The Inbetweeners Movie
The King's Speech
The Notebook
Toy Story 3
Up
War Horse

Top 25 most popular Video Games of all time on Amazon.co.uk (in alphabetical order)
Animal Crossing: New Horizons
Assassin's Creed franchise
Battlefield franchise
Call of Duty franchise
Crash Bandicoot franchise
Destiny
Dr Kawashima's Brain Training: How Old Is Your Brain
Fallout franchise
FIFA franchise
Grand Theft Auto franchise
Just Dance

LEGO Collection
Middle-earth: Shadow of Mordor
Minecraft
Pokémon franchise
Red Dead Redemption franchise
Spyro franchise
Star Wars: Battlefront
Super Mario franchise
The Elder Scrolls V: Skyrim
The Sims franchise
The Last of Us franchise
The Legend of Zelda: Breath of the Wild
Wii Fit
Zumba Fitness

Top 25 most popular toys & games of all time on Amazon.co.uk (in alphabetical order)
1800 Colourful Loom Bands & 75 Clips!
8 Assorted Colouring Crayons Multicoloured
Aquadoodle Peppa Pig Water Doodle Mat
Dobble
Bananagrams
Cards Against Humanity
Children's Toy Tool Carry Case from Peterkin
CRAYOLA Washable Paints
Exploding Kittens Card Game
Hasbro Gaming Cluedo
Hasbro Jenga Classic

Insect Lore - BH Butterfly Growing Kit

LEGO 31058 Creator Mighty Dinosaurs Toy

Mattel Games UNO

Melissa & Doug Reusable Sticker Pad

Monopoly Game

Natural History Museum N5130 Dinosaur Torch & Projector

Orchard Toys Animal Match Mini Game

Orchard Toys Match and Spell Board Game

Orchard Toys Shopping List Game

Rubik's Cube

Scrabble

TOMY Screwball

Toomies Beat It Egg Musical Baby Sensory Toys

Toomies 3 in 1 Fishing Frenzy

Top 25 most popular beauty products of all time on Amazon.co.uk (in alphabetical order)

Aveeno Skin Relief

Bio-oil

Bomb Cosmetics Handmade Bath Melt Gift Pack

Burt's Bees 100 Percent Natural All-Weather

CeraVe Hydrating Cleanser for Normal to Dry Skin

Clairol Nice'n Easy Crème

Clairol Root Touch-Up Permanent Hair Dye

Dots for Spots Pimple Patches

Eylure DYBROW

Faith In Nature Natural Aloe Vera Body Wash

Garnier Micellar Hyaluronic Aloe Cleansing Water For Dehydrated Skin

Garnier Nutrisse Permanent Hair Dye
Garnier Olia Permanent Hair Dye
L'Oréal Magic Retouch Instant Root Concealer Spray
L'Oréal Paris Men Expert Hydra Energetic Anti-Fatigue Moisturiser
Maybelline Instant Eraser Concealer
Maybelline Mascara
Mylee 100% Pure Acetone Nail Polish Remover for UV/LED Gel
Neutrogena Hydro Boost Supercharged Serum with Hyaluronic Acid and Trehalose For Dry Skin
Neutrogena T/Gel Therapeutic Shampoo Treatment for Itchy Scalp and Dandruff
NIVEA Q10 Anti-Wrinkle Power Firming Day Cream SPF 15
Nizoral Anti-dandruff Shampoo
OLAPLEX Hair Perfector No.3 Repairing Treatment
Rimmel London 60 Seconds Nail Polish
Rimmel Stay Matte Pressed Powder

1998 Most popular

- The nation read: [Amsterdam, Ian McEwan](#)

1999 Most popular

- The nation read: [Harry Potter and the Prisoner of Azkaban, J K Rowling](#)
- The nation listened to: [Travis, The Man Who](#)
- The nation watched: [Erin Brockovich](#) and [Buffy The Vampire Slayer - The Movie](#)
- The nation played: [X-Tension \(X Mission Pack\)](#)

2000 Most popular

- The nation read: [Harry Potter and the Goblet of Fire, J K Rowling](#)
- The nation listened to: [The Beatles: 1](#)
- The nation watched: [Gladiator](#) and [Chicken Run](#)
- The nation played: [Who Wants to Be A Millionaire? \(PC video game\)](#)

2001 Most popular

- The nation read: [Happy Days with the Naked Chef, Jamie Oliver](#)
- The nation listened to: [Robbie Williams, Swing When You're Winning](#)
- The nation watched: [Bridget Jones's Diary](#)
- The nation played: [Harry Potter and the Philosopher's Stone \(PC video game\)](#)

2002 Most popular

- The nation read: [What Not to Wear, Susannah Constantine and Trinny Woodall](#)
- The nation listened to: [Robbie Williams, Escapology](#)
- The nation watched: [The Lord of the Rings: The Fellowship of the Ring](#) and [Harry Potter and the Philosopher's Stone](#)
- The nation played: [Grand Theft Auto: Vice City \(PS2\)](#)

2003 Most popular

- The nation read: [Harry Potter and the Order of the Phoenix, J K Rowling](#)
- The nation listened to: [Dido, Life for Rent](#)
- The nation watched: [Pirates of the Caribbean: The Curse of the Black Pearl](#) and [Harry Potter and the Chamber Of Secrets](#)
- The nation played: [FIFA Football 2004 \(PS2\)](#)
- In the nation's home: [George Foreman Family Grill](#)

2004 Most popular

- The nation read: [You Are What You Eat: The Plan that Will Change Your Life, Gillian McKeith](#)
- The nation listened to: [Keane, Hopes and Fears](#)
- The nation watched: [Star Wars Trilogy \(Episodes IV-VI\)](#) and [Calendar Girls](#)
- The nation played: [Grand Theft Auto: San Andreas \(PS2\)](#)
- In the nation's home: [Panasonic Breadmaker](#)

2005 Most popular

- The nation read: [Harry Potter and the Half Blood Prince, J K Rowling](#)
- The nation listened to: [Coldplay, X&Y](#)
- The nation watched: [Star Wars Episode III: Revenge of the Sith](#) and [Ladies in Lavender](#)
- The nation played: [Football Manager 2006 \(Mac/PC\)](#)
- In the nation's home: [Jamie Oliver Flavour Shaker](#)

2006 Most popular

- The nation read: [The Dangerous Book for Boys, Conn Iggulden and Hal Iggulden](#)
- The nation listened to: [Snow Patrol, Eyes Open](#)
- The nation watched: [Pirates Of The Caribbean: Dead Man's Chest](#) and [Wallace and Gromit: the Curse of the Were-Rabbit](#)
- The nation played: [Dr Kawashima's Brain Training: How Old Is Your Brain \(Nintendo DS\)](#)
- In the nation's home: [Deal or No Deal game](#)

2007 Most popular

- The nation read: [Harry Potter and the Deathly Hallows, J K Rowling](#)
- The nation listened to: [Amy Winehouse, Back to Black](#)
- The nation watched: [Harry Potter and the Order of the Phoenix](#)
- The nation played: [Nintendo Wii Console \(with Wii Sports\)](#)
- In the nation's home: [One Touch Automatic Can Opener](#)

2008 Most popular

- The nation read: [The Tales of Beedle the Bard, J K Rowling](#)
- The nation listened to: [Take That, The Circus](#) and [Duffy, Rockferry](#)
- The nation watched: [Mamma Mia!](#)
- The nation played: [Nintendo Wii Console \(with Wii Sports\)](#)
- In the nation's home: [ghd Hair Straightener](#)

2009 Most popular

- The nation read: [The Lost Symbol, Dan Brown](#)
- The nation listened to: [Rage Against the Machine, Killing in the Name \(MP3\)](#) and [Susan Boyle, I Dreamed a Dream](#)
- The nation watched: [Michael McIntyre: Hello Wembley](#)
- The nation played: [Call of Duty: Modern Warfare 2](#)
- In the nation's home: [BT 150 Digital Baby Monitor](#)

2010 Most popular

- The nation read: [Jamie's 30 Minute Meals, Jamie Oliver](#)
- The nation listened to: [Take That, Progress](#)
- The nation watched: [Toy Story 3](#)
- The nation played: [Call of Duty: Black Ops](#)
- In the nation's home: [Brita Maxtra Water Filter Cartridges](#)

2011 Most popular

- The nation read: [One Day, David Nicholls](#)
- The nation listened to: [Adele, 21](#)
- The nation watched: [Harry Potter And The Deathly Hallows Part 2](#)
- The nation played: [Call of Duty: Modern Warfare 3](#)
- In the nation's home: [Zumba Fitness DVD Exercise Kit includes toning sticks](#)

2012 Most popular

- The nation read: [Fifty Shades of Grey, E L James](#)

- The nation listened to: [Now That's What I Call Music! 83](#)
- The nation watched: [Ted](#)
- The nation played: [Halo 4 \(Xbox 360\)](#)
- In the nation's home: [Kärcher WV 50 Window Cleaning Vacuum](#)

2013 Most popular

- The nation read: [The Hundred-Year-Old Man Who Climbed Out of the Window and Disappeared, Jonas Jonasson](#)
- The nation listened to: [The Next Day, David Bowie](#)
- The nation watched: [Despicable Me 2](#)
- The nation played: [Grand Theft Auto 5](#)
- In the nation's home: [Kindle Paperwhite](#)

2014 Most popular

- The nation read: [The Fault in our Stars, John Green](#)
- The nation listened to: [Now That's What I Call Music! 89](#)
- The nation watched: [Frozen](#)
- The nation played: [FIFA 15](#)
- In the nation's home: [1800 Colourful Loom Bands](#)

2015 Most popular

- The nation read: [Millie Marotta's Animal Kingdom: a colouring book adventure: 1](#)
- The nation listened to: [25, Adele](#)
- The nation watched: [Inside Out](#)
- The nation played: [FIFA 16](#)
- In the nation's home: [Fire TV Stick | Basic Edition](#)

2016 Most popular

- The nation read: [Lean in 15 - The Shift Plan: 15 Minute Meals and Workouts to Keep You Lean and Healthy, Joe Wicks](#)
- The nation listened to: [Now! That's What I Call Music 95](#)
- The nation watched: [Star Wars: The Force Awakens](#)
- The nation played: [FIFA 17](#)
- In the nation's home: [Amazon Echo Dot](#)

2017 Most popular

- The nation read: [5 Ingredients, Jamie Oliver](#)
- The nation listened to: [÷, Ed Sheeran](#)
- The nation watched: [Beauty and The Beast \(Live Action\)](#)
- The nation played: [FIFA 18](#)
- In the nation's home: [Nintendo Switch](#)

2018 Most popular

- The nation read: [Eleanor Oliphant is Completely Fine, Gail Honeyman](#)
- The nation listened to: [The Greatest Showman, \(Original Motion Picture Soundtrack\)](#)
- The nation watched: [The Greatest Showman](#)
- The nation played: [Red Dead Redemption 2 \(PS4\)](#)
- In the nation's home: [Fire TV Stick with Alexa Voice Remote | Streaming Media Player](#)

2019 Most popular

- The nation read: [Pinch of Nom: 100 Slimming, Home-style Recipes, Kate & Kay Allinson](#)
- The nation listened to: [You're In My Heart: Rod Stewart with the Royal Philharmonic Orchestra](#)
- The nation watched: [Bohemian Rhapsody](#)
- The nation played: [FIFA 20](#)
- In the nation's home: [Echo Dot \(3rd Gen\) - Smart Speaker with Alexa](#)

2020 Most popular

- The nation read: [The Thursday Murder Club, Richard Osman](#)
- The nation listened to: [Together at Christmas, Michael Ball & Alfie Boe](#)
- The nation watched: [Frozen 2](#)
- The nation played: [Animal Crossing New Horizons - Nintendo Switch Standard Edition \(Nintendo Switch\)](#)
- In the nation's home: [Echo Dot \(3rd Gen\) - Smart Speaker with Alexa](#)

2021 Most popular

- The nation read: [The Boy, The Mole, The Fox and The Horse, Charlie Mackesy](#)
- The nation listened to: [30, Adele](#)

- The nation watched: [No Time To Die \(James Bond\)](#)
- The nation played: [Pokémon Scarlet \(Nintendo Switch\)](#)
- In the nation's home: [Echo Dot \(3rd Gen\) - Smart Speaker with Alexa](#)

2022 Most popular

- The nation read [It Ends With Us](#), Colleen Hoover
- The nation listened to: [A Family Christmas, Andrea, Matteo & Virginia Bocelli](#)
- The nation watched: [Downton Abbey: A New Era](#)
- The nation played: [Pokémon Scarlet and Violet \[Twister Parent\] \(Nintendo Switch\)](#)
- In the nation's home: [Fire TV Stick 4K with Alexa Voice Remote](#)

2023 Most popular (year to date)

- The nation is reading: [Spare: by Prince Harry, The Duke of Sussex](#)
- The nation is listening to: [Trustfall, Pink](#)
- The nation is watching: [Elvis \(biopic\)](#)
- The nation is playing: [The Legend of Zelda: Tears of the Kingdom \(Nintendo Switch\)](#)
- In the nation's home: [Echo Dot \(5th Gen\) – Smart Speaker with Alexa](#)

– ENDS –

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Notes to Editors

About Amazon

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