



## Ready, Set, Shop: Black Friday Has Arrived with Great Deals on Toys, Electronics, Beauty and More

24/11/2023

Shoppers can visit [www.amazon.co.uk/blackfriday](https://www.amazon.co.uk/blackfriday) from now until 11.59pm on 27<sup>th</sup> November to shop the sale

New deals going live today include 75% off National Express trips for Prime members checking out with Amazon Pay, as well top picks from Kitchen, Home, Haircare and more

**LONDON—00.01am GMT, 24<sup>th</sup> November 2023 – (NASDAQ: AMZN)**—Black Friday is here, with new deals going live every day until 11.59pm on 27<sup>th</sup> November, and millions of pounds of customer savings available. The shopping event will include Amazon's best prices of the year so far on must-have brands including Shark, Bose, Ninja, LEGO, Philips and more, as well as great deals on a wide selection of products from small businesses across the UK.

Shoppers can head to [www.amazon.co.uk/blackfriday](https://www.amazon.co.uk/blackfriday) now to shop the deals and choose from a range of fast and convenient delivery options.

**Deals available today include:**

ITEM NAME	PREVIOUS AMAZON.CO.UK PRICE	BLACK FRIDAY WEEK SALE PRICE	£ SAVING
<a href="#">All-new Fire TV Stick 4K Max</a>	69.99	44.99	£25.00
<a href="#">All-new Fire HD 10 Kids tablet</a>	199.99	129.99	£70.00
<a href="#">Echo Show 5 Kids (3rd Gen)</a>	99.99	54.99	£45.00
<a href="#">Echo (4th Gen)</a>	£109.99	£49.99	£60.00
<a href="#">Ring Battery Video Doorbell Plus</a>	£159.99	£99.99	£60.00
<a href="#">De'Longhi Coffee Maker</a>	£956.53	£549.99	£406.54
<a href="#">Philips Airfryer</a>	£219.99	£129.99	£90.00
<a href="#">Philips Steam Iron</a>	£89.99	£49.99	£40.00
<a href="#">Finish Dishwasher Tablets</a>	£17.98	£11.98	£6.00
<a href="#">Joseph Joseph Laundry Basket</a>	£120.00	£77.99	£42.01
<a href="#">Beats Headphones</a>	£179.99	£109.99	£70.00
<a href="#">HP Laptop</a>	£549.99	£359.99	£190.00
<a href="#">Olympus Binocular</a>	£89.00	£59.99	£29.01
<a href="#">Oral-B iO3 Electric Toothbrush</a>	£121.35	£60.00	£61.35

<a href="#">Gillette Razor Blades</a>	£39.79	£22.37	£17.42
<a href="#">Aussie Shampoo and Conditioner</a>	£18.00	£12.00	£6.00
<a href="#">ELEMIS Cleanse and Glow Duo</a>	£48.00	£32.99	£15.01
<a href="#">Lindt Chocolate Truffles Box</a>	£15.00	£11.20	£3.80
<a href="#">Twinings Gift Box</a>	£15.00	£10.00	£5.00
<a href="#">Edinburgh Gin Gift Set</a>	£42.04	£34.49	£7.55
<a href="#">Jose Cuervo Especial Reposado</a>	£33.93	£22.45	£11.48
<a href="#">Disney Princess Collection</a>	£146.90	£99.99	£46.91
<a href="#">UNO Deluxe Card Game</a>	£13.99	£9.49	£4.50
<a href="#">LEGO Cosy House Toy Set</a>	£54.99	£38.82	£16.17
<a href="#">Maxi-Cosi Booster Seat</a>	£149.99	£89.00	£60.99
<a href="#">James Wellbeloved Kitten Food</a>	£12.69	£8.59	£4.10

Previous selling price correct as of 16/11/23

#### 75% off National Express Tickets for Prime members

Amazon's best-selling Black Friday travel deal goes live today, with a 75% discount on National Express tickets exclusively for Prime members checking out with Amazon Pay between 24<sup>th</sup> November and 4<sup>th</sup> December (or until stocks last). The deal will see thousands of discounted coach tickets available to Prime members to help them reunite with loved ones for less this festive season. The offer has been launched with a humorous short film featuring Take That reuniting for Christmas [\[Watch Here\]](#).

#### More Ways to Shop & Save this Black Friday Week and Beyond

- **Enjoy Extended Returns:** For the 2023 festive season, most of the items purchased between November 1 and December 31, 2023 can be returned until January 31, 2024, taking the stress out of festive gifting.
- **Find personalised deals:** Amazon makes it easy for customers to find deals they're interested in with personalised recommendations. This holiday season, customers can see a customised deals list based on items previously saved to lists, and get deal recommendations based on browsing history with [Keep Shopping For](#).
- **Ask Alexa:** Customers can get personalised deal notifications from Alexa when eligible items within their Wish List, Basket, or Save for Later go on deal, and can keep an eye on personalised deals throughout the season by saying, "Alexa, what are my deals?" They can also ask Alexa to make the purchase when a deal is available by saying, "Alexa, buy it for me."
- **Support small and save big:** All season long, customers can discover and shop incredible gifts from a wide selection of small businesses at [amazon.co.uk/supportsmall](https://amazon.co.uk/supportsmall). Customers can easily filter their searches with the Small Business search filter, while continuing to look out for the Small Business badge to shop more products from small businesses than ever before, including deals from MySweetSmile, Nutri Paw and NYK1 Secrets.
- **Explore all delivery options:** You can rely on Amazon to make life easier with fast delivery on millions of items included with a Prime membership, and, as always, choose the delivery option that best suits your needs during Black Friday. Prime members in the UK receive unlimited One-Day Delivery on millions of items across all categories, with Same-Day Delivery available on over a million items in Greater London, Edinburgh, Glasgow, Birmingham, Bristol, Manchester, Leeds, Liverpool, and more (minimum order values apply). You can also select free delivery to Amazon Lockers or Counters, or choose a delivery day preference with Amazon Day delivery. Customers who are not yet Prime members can join Prime or start a free trial at [co.uk/prime](https://co.uk/prime) and save big this season.
- **Great value, year round:** Shoppers can be confident in finding great value on Amazon this Black Friday week and beyond, with an independent pricing study from Profitero this month revealing that Amazon has the lowest online prices

among leading UK retailers. The study analysed prices of 18 leading UK retailers across more than 9,000 identical products, and found Amazon prices were 14% lower on average. Amazon offered the lowest prices across all 16 categories analysed, including everyday essentials and Christmas gifting categories such as toys, electronics, and fashion.

## **ENDS**

For further information please contact:

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The Academy: [AmazonConsumer@theacademypr.com](mailto:AmazonConsumer@theacademypr.com)  
For press imagery please visit: [amazon.co.uk/pr](https://amazon.co.uk/pr)

## **Notes to Editors**

### **About 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, over 100 million songs in shuffle mode, All-Access playlists, plus top podcasts available ad free 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. Same-Day Delivery is available on more than a million items in Greater London, Edinburgh, Glasgow, Birmingham, Bristol, Manchester, Leeds, Liverpool, and more (minimum order values apply). 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 from Amazon Fresh and Morrisons, Co-op and Iceland on Amazon (minimum order values apply). 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](https://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](https://amazon.co.uk/prime). New members can try Prime for 30 days for free. Prime membership auto-renews and costs £95.00 a year or £8.99 a month.

### **Shop With Confidence**

Customers can shop with peace of mind knowing Amazon stands behind the products sold in our stores with the A-to-z Guarantee. Amazon's protection applies to products purchased in our stores worldwide, and in the unlikely event customers experience issues with timely delivery or the condition of their purchase, whether purchased from Amazon or one of our two million independent sellers, Amazon will make it right with a refund or replacement. Amazon is committed to a trustworthy shopping experience and backs the products offered during Black Friday, as well as the hundreds of millions of products offered every day in our stores. Learn more [here](#).

### **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.

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