



## Black Friday 2014 is Amazon.co.uk's busiest day ever with more than 5.5 million items ordered

November 29, 2014

*Black Friday 2014 was even bigger than expected with around 64 items sold per second*

*Peak time for shopping on Black Friday was 8.29am*

*Amazon.co.uk to offer hundreds of deals on Cyber Monday (1st December)*

Luxembourg, 29th November 2014 – Amazon.co.uk had its busiest day ever on Black Friday (28th November). With hundreds of products available at a discount, Amazon.co.uk sold more than 5.5 million items on Black Friday 2014 at a rate of 64 items per second. Sales on Amazon.co.uk peaked at 8.29am.

In 2013, Amazon.co.uk sold more than 4 million items on Black Friday. At the time, this was a record day but was beaten just three days later on Cyber Monday 2013 (2nd December), when more than 4.1 million items were ordered at a rate of around 47 items per second.

Since the deals began at 8am on Monday 24th November 2014, the bestselling Black Friday Deals Week offers on Amazon.co.uk have included the Kindle Fire HDX 7" range with £100 off selected models, as well as the Dolce Gusto Mini Me Coffee Capsule Machine, Toy Story Ultimate Action Buzz Lightyear, diamond jewellery and men's watches. More than 3,000 deals have been available throughout Black Friday Deals Week.

"Ever since we introduced Black Friday to the UK in 2010, sales have increased year on year but this year really has surpassed all of our expectations," commented Xavier Garambois, Vice President of EU Retail at Amazon. "The public's appetite for Black Friday has been bigger than ever, kicking off the Christmas shopping period in earnest and establishing Black Friday as a fixture on the UK Christmas shopping calendar."

Black Friday Deals Week leads into Cyber Monday (1st December). With hundreds of 'Lightning Deals' – a limited amount of a product sold at a discount, for a limited period of time – Amazon.co.uk will be releasing new offers every ten minutes on Cyber Monday. Top deals for Cyber Monday include TomTom Sat Navs, Sennheiser Headphones, *Harry Potter Hogwarts Collection* (DVD) and ruby jewellery.

Amazon.co.uk now offers over 100 million items across categories including Kindle, Apps, Books, Music, MP3, DVD, Software, PC & Video Games, Electronics, Toys, Home & Garden, Grocery, Musical Instruments & DJ, Sports & Leisure, Jewellery & Watches, Health & Beauty, Baby, Shoes, DIY & Tools, Car & Motorbike, Pet Supplies and Clothing.

There is still plenty of time for customers to order from Amazon.co.uk in time for Christmas. The last Amazon.co.uk order dates for Christmas delivery are as follows:

### **Last Order Dates for Amazon Prime Customers:**

- Order by midnight on Friday 19th December for FREE [No-Rush Delivery](#)
- Order by midnight Sunday, 21 December for FREE [First Class Delivery](#)
- Order by 7pm Tuesday, 23 December 2014 for FREE [One-Day Delivery](#) or [Express Delivery](#) for 1pm the Next Day
- Order by 12 noon Wednesday, 24 December 2014 for [Evening Delivery](#)
- Last Minute Gift Ideas - [E-mail or Print a Gift Card](#) on Thursday, 25 December 2014

### **Last Order Dates:**

- Order by midnight on Friday 19th December for FREE [Super Saver Delivery](#)
- Order by midnight Sunday, 21 December for [First Class Delivery](#)
- Order by 7pm Tuesday, 23 December 2014 for [One-Day Delivery](#) or [Express Delivery](#) for 1pm the Next Day
- Order by 12 noon Wednesday, 24 December 2014 for [Evening Delivery](#)
- Last Minute Gift Ideas - [E-mail or Print a Gift Card](#) on Thursday, 25 December 2014

### **Customers can find out more:**

Visit [www.amazon.co.uk/deals](http://www.amazon.co.uk/deals)

Subscribe to the [Deals Newsletter](#)

Follow Amazon.co.uk on Twitter: [www.twitter.com/AmazonUK](https://twitter.com/AmazonUK)

Visit the Amazon.co.uk Facebook page: [www.facebook.com/AmazonUK](https://www.facebook.com/AmazonUK)

**- ENDS -**

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**About Amazon**

Amazon.com opened on the World Wide Web in July 1995. The company is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfilment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire phone, Fire tablets, and Fire TV are some of the products and services pioneered by Amazon.

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