



Amazon.co.uk set for its busiest Christmas Day yet as sales on 25th December rise more than fivefold over the last five years

December 22, 2014

Christmas Day is also predicted to be Amazon.co.uk's busiest day ever for sales of digital books, music, television, films and video games

Amazon.co.uk to start Boxing Day sale on Christmas Day for a third year running due to customer demand

Luxembourg – 22nd December 2014 – Amazon.co.uk has announced that it is expecting its busiest Christmas Day yet, having seen sales on 25th December grow by more than fivefold over the past five years. Orders are expected to peak at 12.26pm when many people will be downloading books, movies, TV shows and music to newly received digital devices like Kindle e-readers and Fire tablets.

Christmas Day was the busiest day for sales of Kindle books, apps, digital music and digital video games in 2013 on Amazon.co.uk, with X Factor winner Sam Bailey's *Skyscraper* being the top selling track, One Direction's *Midnight Memories* the most downloaded album and *Bridget Jones: Mad About the Boy* by Helen Fielding the most downloaded Kindle book.

Christmas Day 2014 is predicted to be the busiest day ever for digital sales on Amazon.co.uk. Amazon.co.uk has expanded its range of digital categories with the launch, earlier this year, of digital films and TV shows available to rent and buy through Amazon Instant Video.

Here are some of the trends that Amazon.co.uk has historically seen on Christmas Day:

Midnight to 11am: Last minute shopping

During this period, sales on Amazon.co.uk are dominated by Printable and Email Gift Cards as people log on to pick up last minute presents. Gift Card orders generally peak at 10am.

12noon: Digital downloads

With the first presents opened and an hour or so before lunch, shoppers head to Amazon.co.uk to purchase Kindle books, movies, TV shows and MP3 products for their new devices, with the day's sales set to peak at 12.26pm.

Sales of cases for devices, video games, video games accessories and even coffee capsules increase at lunchtime as customers order products to use with their new Christmas gifts.

Redemption of Gift Cards also increases at this time.

3pm: The Queen's Christmas Broadcast

Sales dip around 3pm in time for The Queen's speech, as the nation stops what they are doing to watch the monarch give her traditional televised address.

7pm onwards: Christmas TV specials

Last year, television screenings of the *Downton Abbey* Christmas Special, the premiere of *Toy Story 3*, *Doctor Who* and *Mrs Brown's Boys* prompted soaring DVD sales of *Downton Abbey: The London Season*, *The Complete Toy Story Collection*, *Doctor Who - The Time of the Doctor & Other Eleventh Doctor Christmas Specials* and *Mrs Brown's Boys Live Tour: Mrs Brown Rides Again*.

9pm: Sofa sales surfing

Christmas Day sales on Amazon.co.uk traditionally peak again at 9.02pm, as customers relax after the day's festivities and get an early start on their Boxing Day Deals Week shopping.

"The trends that emerge hour by hour on 25th December give us a fascinating insight into how the UK spends Christmas Day - from saving the day with a last minute Gift Card to downloading eBooks on a new Kindle and shopping the sale," said Xavier Garambois, Vice President of EU Retail at Amazon. "This year we'll be launching Boxing Day Deals Week at 4pm on Christmas Day and with the sales running all week, there's plenty of time to grab a bargain from the comfort of your sofa."

"Christmas Day is our biggest day of the year for downloads of books, apps, music, films and TV shows as people look to enjoy the new devices they have received on Christmas morning," said Christopher North, Managing Director at Amazon.co.uk Ltd. "By the evening, customers are ready to get a head start on their sales shopping with everything from homeware to fashion to big ticket technology proving popular."

Shoppers will be able to snap up millions of pounds of savings as Amazon.co.uk unveils its biggest ever Boxing Day Deals Week sale. Over 1,600 offers will be available, hundreds more than last year, with an average of 35% off current Amazon.co.uk prices. Deals will include clearance offers, digital deals and 'Lightning Deals' – limited quantity, limited time deals.

Running from 4pm on Christmas Day until 11.30pm on 31st December 2014, Amazon.co.uk's Boxing Day Deals Week includes huge discounts on items from the latest technology to fashion and entertainment. Customers will be able to save money on Kindle Fire HDX tablets and Amazon's bestselling Fire TV, while a selection of popular Kindle books will be available for just £0.99 each.

Boxing Day is also expected to be one of Prime Instant Video's biggest streaming days when the series finale of the critically acclaimed [Ripper Street Series 3](#) is released exclusively for Prime members in the UK.

The offers available during Boxing Day Deals Week on Amazon.co.uk include:

| PRODUCT | CURRENT AMAZON.CO.UK PRICE | BOXING DAY DEALS WEEK PRICE | SAVING |
|---|----------------------------|-----------------------------|--------|
| Creative Sound Blaster Roar Bluetooth Speaker | £129 | £89 | £40 |
| Logitech Harmony Ultimate Remote Control | £159.69 | £99.99 | £59.70 |
| Garmin Edge 500 GPS Bike Computer - Blue/Silver | £126.91 | £79.99 | £46.92 |
| Fitbug Orb Activity Tracker - Pink | £46.42 | £29.99 | £16.43 |
| Sony SWR50 SmartWatch 3 Classic - Black | £169.95 | £132.99 | £36.96 |
| Lenovo G50-30 15.6-inch Notebook (Black) - (Intel Celeron N2840 2.16GHz, 4GB RAM, 500GB HDD, Windows 8.1) | £229.99 | £199.99 | £30 |
| Amazon Instant Video Sons of Anarchy Season 6 HD download purchase | £24.99 | £9.99 | £15 |
| Amazon Instant Video X-Men: Days of Future Past HD download purchase | £8.99 | £4.99 | £4 |
| Amazon Instant Video Transformers: Age of Extinction HD download purchase | £11.99 | £5.99 | £6 |
| Amazon Instant Video 22 Jump Street HD download purchase | £11.99 | £7.99 | £4 |
| The Shock of the Fall by Nathan Filer (Kindle book) | £2.99 | £0.99 | £2 |
| The Girl Who Saved the King of Sweden by Jonas Jonasson (Kindle book) | £3.66 | £0.99 | £2.67 |
| Divergent (Divergent Trilogy, Book 1) by Veronica Roth (Kindle book) | £3.32 | £0.99 | £2.33 |
| Burial Rites by Hannah Kent (Kindle book) | £3.14 | £0.99 | £2.15 |
| Clogau Gold 9ct Yellow Gold Earrings | £500 | £199 | £301 |
| Carissima 9ct 2 Colour Gold Diamond Heart Necklace 46cm/18 Inches | £93.68 | £64.95 | £28.73 |
| Pave Prive Sterling Silver with White Diamonds and Blue Sapphires Losange Pendant on Chain 46cm | £99 | £59.95 | £39.05 |
| Sekonda Men's Quartz Watch with Blue Dial Chronograph Display and Silver Stainless Steel Bracelet 3508.71 | £67.95 | £27.99 | £39.96 |

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|---|---------|---------|---------|
| Hailey Logan Women's Side Ruffle Sleeveless Mini Dress (Black) | £60 | £30 | £30 |
| Antler Suitcase Airstream, 76cm / 67L, Charcoal Grey | £115 | £69 | £46 |
| Briggs & Riley Transcend 200 Series Rolling Cabin Trolley Bag | £259 | £129.90 | £129.10 |
| Oral-B Trizone 6000 Smart Series With Bluetooth Technology Electric Rechargeable Toothbrush Powered by Braun | £89.99 | £67.49 | £22.50 |
| Veet InfiniSilk Pro IPL Hair Removal System with Precision Facial Attachment | £199.99 | £149.99 | £50 |
| Oral-B Pro 6000 Smart Pack Including Smart Series Electric Toothbrush with Bluetooth connectivity, Cross-action refills 4 Pack and ProExpert Toothpaste | £95 | £71.15 | £23.50 |
| Philips Friends of Hue Personal Wireless Lighting Lightstrips Starter Kit (2 x LED Lightstrip Mood Lights, 1 Bridge) | £149.95 | £112.46 | £37.49 |
| Philips HR2160/50 Blender with Pulse and Ice Crush, 600 Watt - Black | £39.99 | £24.99 | £15 |
| Yamaha YDP142 Digital Portable Piano - Black | £632.72 | £459.99 | £172.73 |
| Maxima Fitness MF-2000-SpeedsterXT Folding Treadmill | £662.90 | £475 | £187.90 |
| The World of David Walliams Mega Box Set by David Walliams | £27.26 | £15 | £12.26 |
| Johnnie Walker Double Black Whisky 70 cl | £33.23 | £26.64 | £6.59 |
| Makita 2 x 1.3Ah 10.8v Cordless Drill Plus Impact Driver - Blue | £144.22 | £99.99 | £44.23 |

Prices are correct as of 19th December 2014 and are subject to change.

Customers can find out the latest information on the Boxing Day Deals subscribing to the [Deals Newsletter](#), following [@AmazonUK](#) on Twitter (www.twitter.com/amazonUK) or by visiting the Amazon.co.uk Facebook page (www.facebook.com/amazonUK). Access Boxing Day Deals from anywhere, at any time, on the [Amazon mobile app](#).

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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.