



Amazon's First Ever Prime Day Breaks Global Records, Sales Exceed Black Friday

July 16, 2015

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More new members tried Prime worldwide than any single day in Amazon history

Sellers on Amazon that use the Fulfilment by Amazon service enjoyed record-breaking unit sales – growing nearly 300%

Customers ordered hundreds of thousands of Amazon devices – making it the largest device sales day ever worldwide

LONDON – Jul. 16, 2015 – Amazon today announced it sold more units on Prime Day than the biggest Black Friday ever and had more new members try Prime worldwide than any single day in Amazon history. Customers ordered 34.4 million items across Prime-eligible countries, breaking all Black Friday records with 398 items ordered per second. Prime Day was also a great savings day – members globally saved millions on deals. Customers ordered hundreds of thousands of Amazon devices – making it the largest device sales day ever worldwide.

"Thank you to the hundreds of thousands of new members who signed up on Prime Day, and our tens of millions of existing members for making our first ever Prime Day a huge success," said Greg Greeley, Vice President, Amazon Prime. "Customers worldwide ordered an astonishing 398 items per second and saved millions on Prime Day deals. Worldwide order growth increased 266% over the same day last year and 18% more than Black Friday 2014 – all in an event exclusively available to Prime members. Going into this, we weren't sure whether Prime Day would be a one-time thing or if it would become an annual event. After yesterday's results, we'll definitely be doing this again."

"The response to Prime Day has surpassed all of our expectations," commented Christopher North, Managing Director at Amazon UK. "Prime Day was our biggest day of deals ever – we sold even more deals than on Black Friday. We can't wait to do it again next year."

Top 10 UK Prime Day bestsellers

1. Amazon Fire TV Stick -- fastest selling Amazon device deal ever in the UK
2. Kindle, 6" Glare-Free Touchscreen Display, Wi-Fi
3. Fire HD 7, 7" HD Display, Wi-Fi, 8 GB
4. Lenovo FLEX 10 10.1-Inch Multimode Touchscreen Notebook
5. Pimm's The Original Number 1 Cup 70 cl
6. Lucy Bee Extra Virgin Raw Organic Coconut Oil 500ml
7. Fire HD 7, 7" HD Display, Wi-Fi, 16 GB
8. The Second Best Exotic Marigold Hotel DVD
9. Sugru Mouldable Glue - Classic Multi-Colour (Pack of 8)
10. Kingsman: The Secret Service DVD

Big sellers across the site also included Bjorn Borg Striped Boxer Shorts, New Balance running shoes, Oral-B Pro 4000 CrossAction Electric Rechargeable Toothbrush, ghd IV Styler, Sarah Jessica Parker Lovely Eau de Parfum and Jack Daniel's White Rabbit Whiskey.

Prime Day was also the biggest day for sales internationally. Customers ordered hundreds of thousands of Fire TV Sticks, making it the best-selling Prime Day product globally. Top sellers around the world, excluding Amazon devices, were:

- US: Lord of the Rings: The Motion Picture Trilogy
- UK: Lenovo FLEX 10 10.1-inch Multimode Touchscreen Notebook
- Spain: SSD Drive
- Japan: Green Smoothie mix
- Italy: Logitech Keyboard
- Germany: Croc Sandals
- France: Monopoly Boardgame
- Canada: Huggies Diapers
- Austria: Croc Sandals

Fun facts about Prime Day in the UK:

- We sold enough extension leads through Prime Day Lightning Deals to go all around Hyde Park

- If we stacked all the PlayStation 4's sold during Prime Day on top of one another, they would be 7 times taller than Big Ben
- We sold enough Aquadoodles to allow young artists to produce over 1,000 Mona Lisas laid side by side
- If we stacked all the Spear and Jackson Pressure Sprayers that Amazon customers bought on Prime Day it would exceed the height of The Shard, London's tallest building
- We sold enough pressure washers to fill three bathtubs a second
- If we stacked all the Keter Storage Boxes that Amazon customers bought on Prime Day it would exceed the height of the world's tallest building, the Burj Khalifa in Saudi Arabia
- If you stacked all the pens and pencils we sold end-to-end yesterday they would be taller than Mount Everest
- Customers bought enough tops and t-shirts to dress up more than every spectator watching the Ashes at the Lords cricket ground today
- We sold enough Fitbit Surge Ultimate Fitness Super Watches to track the number of steps it would take to run to Pluto
- Amazon customers purchased enough Black Out Blinds to cover two football pitches
- Seven films in Seven minutes... Star Wars fans demonstrated their loyalty to forthcoming episode VII by snapping up all the available DVD deals in seven minutes
- We sold 1.2 tonnes of gummy bears which is about the weight of a family car
- Customers bought enough Yorkshire Tea to make 165,000 litres of the nation's favourite drink
- We sold so many electric toothbrush heads we could clean every set of teeth in Scotland and Wales before they needed to be replaced

Prime Day was also a success for sellers on Amazon that use the Fulfilment by Amazon service – they enjoyed the biggest day ever with record-breaking unit sales growing nearly 300% worldwide. These sellers included local retailers and businesses of all sizes. Some feedback from sellers include:

- Zamir Cajee, Managing Director at iQualTech (Tooting): "Prime Day sales were exceptional for us with thousands of orders across the day – 600 of those before 8am. We turned over almost £40,000 – 5 times more than on our biggest day last year. Prime Day is another example of how Amazon is developing new ways to delight its customers. We are so excited about the fast approaching Christmas season now!"
- Al Shariat, Director, Coconut Merchant Ltd (London): "Coconut Merchant are excited to be working directly with Amazon and to have had the opportunity to take part in the first Prime Day. The day itself was fantastic, we had six times our daily volume in sales, and it was great for getting exposure for our newer products such as our coconut snack chips! Being part of Fulfilment by Amazon has also helped us increase our sales and reach, allowing us to connect with many more potential customers by showcasing our quality and competitiveness on the market, with features such as the customer feedback and ranking scores. We look forward to continuing this exciting and successful collaboration."
- Nova Smith, Founder, IT Tablet PC (Leeds): "Prime Day for my tablet PC business was unbelievable. Our first item - the IT tablet - went on sale at midnight and sold out within 24 minutes! At 7am my second item "Tabl-it" went on sale for an hour selling 80% of the stock, and by 8am I had sold over 1,000 units. By the end of Prime Day my daily turnover had increased by 524%. These figures speak for themselves – Fulfilment by Amazon has been a key component in the growth of my company and enabled us to qualify for Prime Day, giving our products maximum exposure on the amazon website - looking forward to Prime Day next year already!"
- Latif Kothia, Company Director, Time2Direct: "It was really exciting to be a part of the UK's first Prime Day and there was certainly an appetite for summer deals based on how our customers responded to our deals. We sold more than 20 times the units we would expect to sell on an average day on Prime Day alone. Now we are looking ahead to Christmas and thinking about what Black Friday and Cyber Monday might bring."
- Ravi Daryanani, Founder, TTFone (London): "Prime day was very successful for us, especially on our European channels. On Amazon.it we managed to increase sales by 1,000%. It's great to be part of Amazon's new and innovative ways to drive sales and we are proud to have been a part of Amazon's first ever Prime Day."
- Joshua Stevens, 26, Company Director, The Body Source: "Our first Amazon Prime Day was a huge success, as a young entrepreneur I was excited to take part in a ground-breaking campaign. With holiday season well underway, our beauty products really thrived more than ever. Amazon Prime Members loved our summer beauty essentials, with a number of deals selling out within the first hour!"
- Dipesh Majithia, Company Director, Tvsandmore: Taking part in the inaugural Prime Day was a really good move for Tvsandmore. Our Prime Day deal sold out totally in just 20 minutes turning over around £50K in the same time period! Now we are getting really excited about Black Friday and Cyber Monday...and of course Prime Day 2016."

More to Prime

Amazon Prime is an annual membership programme for £79 a year that offers customers unlimited One-Day Delivery on items across all categories, unlimited streaming of more than 15,000 movies and TV episodes. Free secure, unlimited photo storage in Amazon Cloud Drive with Prime Photos and access to more than 800,000 books to borrow with the Kindle Owners' Lending Library. In addition, Prime members in selected London postcodes are offered One-Hour Delivery on a selection of over ten thousand everyday essentials with the dedicated Prime Now mobile app. Prime Now customers can choose delivery within one-hour of ordering for £6.99, or free delivery within a choice of two-hour, same-day delivery slots between 8am and midnight, seven days a week.

Not a member? Start a free trial of Amazon Prime at amazon.co.uk/primeday.

Ends.

About Amazon

[Amazon.com](https://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, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire phone, Fire tablets, Fire TV, and Amazon Echo are some of the products and services pioneered by Amazon.