Black Friday 2015 was Amazon.co.uk's busiest day ever with more than 7.4 million items ordered

November 28, 2015

Black Friday 2015 surpassed all expectations with around 86 items sold per second

Black Friday 2015 beat the all-times sales record set on Black Friday 2014 when more than 5.5 million items were ordered

Amazon Marketplace sellers enjoy record sales as they participate in Black Friday Deals Week for the first time

The deals continue with Black Friday Refreshed offers running until 23:59 on Sunday 29th November

London, 28th November 2015 – Amazon.co.uk had its busiest day ever on Black Friday (27th November, 2015). With hundreds of discounted products on offer, Amazon.co.uk sold more than 7.4 million items, at a rate of around 86 items per second.

In fact, at 9.10pm yesterday, Black Friday 2015 had already become Amazon.co.uk's biggest day ever.

Black Friday 2015 surpasses the record sales day of Black Friday 2014, previously the busiest day ever. On Friday 28th November 2014, Amazon.co.uk sold more than 5.5 million items, at a rate of around 64 items per second.

Throughout Black Friday Deals Week 2015, which began at 00:00 on Monday 23rd November, Amazon.co.uk offered thousands of 'Lightning Deals' - products available at a discount, in limited quantities, for a short period of time - with new deals added every ten minutes.

Amazon.co.uk also offered 'Deals of the Day' – selected products on offer for one day, from 00:01 to 23:59, subject to availability.

With an average discount of more than 40% off current Amazon.co.uk prices, customers snapped up popular Christmas gifts including the new Fire tablet, available for just £34.99; Fire TV Stick, available for £24.99; and the Fire Kids Edition tablet, available for just £69.99. Other bestselling Black Friday deals on Amazon.co.uk included Sony PlayStation 4 and Xbox One console bundles, Le Creuset cookware, Paco Rabanne fragrances and Star Wars toys. Shoppers can continue to enjoy deals with Black Friday Refreshed running until 23:59 on Sunday 29th November.

"Throughout the year, we have been investing in more distribution centres and hiring many more great people in anticipation of our biggest Christmas period ever and, in particular, our biggest ever Black Friday. We are delighted that millions of customers loved the deals on offer," said Christopher North, Managing Director, Amazon.co.uk. "The bargains are not over yet. There is still time to take advantage of the great savings with deals running throughout this weekend."

Small and medium-sized businesses operating on Amazon Marketplace had a record Black Friday, selling millions of items. Many of these sellers use Fulfilment by Amazon (FBA), a service where Amazon stores, picks, packs and delivers items. The number of units dispatched on Black Friday through FBA was up by more than 70% year on year.

Hundreds of Marketplace sellers participated in Black Friday Deals Week for the first time, including Inside Out Toys, The Body Source and iQualTech whose bestselling deals included the Indoor LED Multicolour Fibre Optic Christmas Tree, the ProBreeze Compact Humidifier and iQualTech Wireless Bluetooth Speaker with Built-in Mic and Microphone Style Stand respectively.

"We knew that Black Friday Deals Week was going to be busy but we couldn't have predicted just how amazing it has been," said Julian Garner, Managing Director, Inside Out Toys. "We've worked really hard to offer some great deals for customers and sales have been incredible, giving us a real lift as we head into what promises to be a busy Christmas period."

Amazon Prime members, including customers enjoying a free Amazon Prime 30-day trial, enjoyed an exclusive 30-minute early access period to all Lightning Deals.

As well as the Black Friday Deals Week offers on Amazon.co.uk, selected deals were available through Prime Now, Amazon's app that offers one-hour delivery to Prime customers. These deals were available to eligible addresses in London, Birmingham and Newcastle from 8am to midnight.

Amazon has been heavily investing in its UK infrastructure throughout 2015 to be ready for what is expected to be its biggest Christmas on record. This has included the opening of two new fulfilment centres in Dunstable and Doncaster. Amazon now employs more than 10,000 permanent employees in the UK.

To find out more about Black Friday:
Visit www.amazon.co.uk/blackfriday
Subscribe to the Deals Newsletter
Follow Amazon.co.uk on Twitter: www.twitter.com/AmazonUK
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About Amazon Prime:
Amazon Prime is already a popular service with millions of members in the UK. On a base of tens of millions, worldwide paid membership to Prime grew 53% last year. Prime members in the UK enjoy unlimited One-Day Delivery on millions of items, unlimited streaming of more than 15,000 popular

movies and TV shows through Prime Video, access to one million songs to stream and download through Prime Music, unlimited photo storage in Amazon Cloud Drive, and access to more than one million books to borrow for free with the Kindle Owners' Lending Library. Customers can sign up for the Amazon Prime free 30-day trial at www.amazon.co.uk/prime.

Prime Now is currently available to eligible addresses in London, Birmingham and Newcastle. All Prime members can immediately download the Prime Now app, available on iOS and Android devices, to find eligible delivery postcodes and request notification when the service is available in their area. Customers can also visit www.amazon.co.uk/primenow. Prime Now customers can choose delivery within one hour of ordering for £6.99, or free delivery within a choice of two-hour delivery slots between 8am and midnight, seven days a week.

Prime Same Day offers Prime members free same-day delivery on one million items. Prime members who place an order for same-day delivery by noon, on any day of the week, will receive their delivery between 6pm and 10pm on that same evening. There is no minimum order value and a wide range of items are available, from TVs to toasters, DVDs to books, and coffee makers to children's toys. The service is available in Greater London, parts of Hertfordshire and Berkshire and residential addresses in Birmingham, Bristol, Dudley, Edinburgh, Glasgow, Milton Keynes, Northampton, Walsall and Wolverhampton. Amazon will continue to expand Prime Same Day to other areas of the UK in 2016. To learn more and check for eligible postcodes, visit www.amazon.co.uk/sameday.

Prime Now and Prime Same Day are made available through Amazon Logistics, which empowers independent local, regional and national delivery companies across the UK to deliver Amazon parcels to customers seven days a week.

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About Amazon.co.uk

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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, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire tablets, Fire TV, Amazon Echo, and Alexa are some of the products and services pioneered by Amazon.