



Alexa Devices Top Amazon Best-Seller List this Holiday – Millions of Alexa Devices Sold Worldwide

December 27, 2016

Sales of Amazon Echo family of devices up more than 9x over last year's holiday season

Echo Dot is the best-selling, most gifted item on Amazon.com with millions sold worldwide since launch

Alexa devices made up top-selling products across all categories on Amazon.com including Echo Dot, Fire TV Stick, Fire tablet and Amazon Echo

SEATTLE—(BUSINESS WIRE)—Dec. 27, 2016—(NASDAQ: AMZN) — This 2016 holiday was the best-ever season for Amazon with devices including Echo Dot, Fire TV Stick, Fire tablet and Amazon Echo topping the best-sellers list. Customers purchased and gifted a record-setting number of devices from the Amazon Echo family with sales up over 9x compared to last year's holiday season and millions of Alexa devices sold worldwide this year.

"Echo and Echo Dot were the best-selling products across Amazon this year, and we're thrilled that millions of new customers will be introduced to Alexa as a result. Despite our best efforts and ramped-up production, we still had trouble keeping them in stock. From turning on Christmas lights and playing holiday music to shopping for gifts and asking for help with cookie recipes, Alexa continues to get smarter every day," said Jeff Wilke, CEO Worldwide Consumer, Amazon. "We couldn't have made this holiday season possible for customers without the dedication and hard work of our customer service, transportation, and fulfillment associates along with our carrier partners – it's amazing to see the teams come together to serve customers during the holidays. On behalf of Amazonians all around the world, we wish everyone happy holidays and the very best for the coming year."

Holidays with Alexa:

- Alexa helped mix hundreds of thousands of cocktails this holiday season with Tom Collins and Manhattans being the most requested drinks from skills like The Bartender, Mixologist and DrinkBoy.
- Chocolate chip and sugar cookies were the favorite recipes from Alexa skills like Food Network and Allrecipes.
- Home Alone and Elf were the most requested holiday movies with Alexa.
- Alexa helped play millions of holiday songs this year, and the top songs were *Jingle Bells (1999 - Remaster)* by Frank Sinatra, *All I Want for Christmas Is You* by Mariah Carey and *Feliz Navidad* by José Feliciano.
- What was Alexa asked to cook? The most popular cooking tips requested on Christmas Eve and Christmas Day were turkey, prime rib and chocolate chip cookies.
- Who played the most holiday music with Alexa? Customers in Seattle, New York and Chicago asked "Alexa, play holiday music" more than any other city in the U.S.
- Who turned on Christmas Lights the most with Alexa? Customers in Seattle, San Diego and New York asked, "Alexa, turn on Christmas lights" more than any other city in the U.S.
- What games were the most requested with Alexa this holiday? Alexa entertained families with popular games like Jeopardy!, Twenty Questions and The Magic Door.

Amazon Prime:

- More than one billion items shipped worldwide with Prime and Fulfillment by Amazon this holiday season.
- More people around the world tried Prime this holiday season than any previous year.
- The fastest Prime Now delivery on Christmas Eve took 13 minutes and was delivered at 9:05 p.m. to a Prime member in Redondo Beach, California. The order included a Tile Slim Item Finder and a Tile Mate Key Finder.
- December 23, 2016 was the biggest day ever for Prime Now deliveries worldwide and members ordered 3x more items compared to last year with one and two hour delivery worldwide. Echo Dot, Amazon Echo, Fire TV Stick and Oreo Cookies were some of the most popular items ordered that day in the U.S.
- The last Prime Now order delivered in time for the holiday was delivered at 11:59 p.m. on December 24, 2016 to a Prime member in Irvine, California. The order included a Heated Mattress Pad, NyQuil and Afrin Nasal Spray.
- Prime members in Dallas, Texas ordered more items with Prime Now than any other city in the U.S. this holiday season.
- The last Prime FREE Same-Day Delivery order from Amazon.com that was delivered in time for Christmas was ordered at 10:23 a.m. on December 24, 2016. The order included Venum Contender Boxing Gloves, and was delivered to a Prime member in Richmond, Virginia at 2:42 p.m. – the same day.

Mobile Shopping:

- More than 72 percent of Amazon customers worldwide shopped using a mobile device this holiday.
- Shopping on the free Amazon mobile app grew by 56 percent this holiday, worldwide.
- On Cyber Monday, Amazon customers worldwide purchased about 46 electronics per second on a mobile device.
- On Cyber Monday, Amazon customers worldwide purchased about 36 toys per second on a mobile device.

Amazon Operations:

- December 19 was the peak worldwide shipping day this holiday season.
- In the U.S., more than 200,000 full-time and seasonal associates made the record-breaking shipping season possible.
- In the last two years, Amazon launched operations at over a dozen new facilities, many of which house robotic technology.
- Amazon fulfillment centers in San Marcos, Texas and Kent, Washington, as well as two Polish fulfillment centers, in Poznan and Wroclaw, shipped more than one million items in a single day.
- There are now 45,000 robotics units working alongside Amazon associates in more than 20 fulfillment centers.

Amazon Digital Media:

- The most streamed Amazon Original Series over the holidays was *Goliath*.
- The most streamed Amazon Original Movie over the holidays was *Love & Friendship*.
- The most watched TV series (non-Amazon Original) streaming on Prime Video this holiday was *The Night Manager*.
- The most watched movie (non-Amazon Original) streaming on Prime Video this holiday was *Eye in the Sky*.
- Customers listening to holiday music on Amazon Music more than tripled this year, compared to 2015.
- The most streamed holiday song on Amazon Music was *It's the Most Wonderful Time of the Year* by Andy Williams.
- *Michael Bublé – Christmas* was the most played holiday album on Amazon Music this season.
- Amazon Music is the exclusive streaming home for all 16 studio albums by the best-selling solo artist in U.S. history, Garth Brooks – since his debut to streaming exclusively on Amazon, Brooks has become one of the top-streamed artists on Amazon Music.
- The hours that kids spent interacting with educational content in Amazon FreeTime this holiday season was enough time to sail around the earth more than 6,000 times.
- Popular FreeTime Unlimited holiday titles enjoyed by kids in the UK in 2016 were *Where's Santa? (Buster Activity)*, *Frozen: Storybook Deluxe – FreeTime Unlimited Edition*, and *The Gruffalo's Child*.
- The top foodie book Kindle customers are reading this holiday season is Anthony Bourdain's *Kitchen Confidential*, currently available in Kindle Unlimited.
- The #1 magazine downloaded in Prime Reading in 2016 by Kindle customers was *People*.
- The top non-fiction book downloaded in Prime Reading in 2016 was *The 5 Love Languages: The Secret to Love that Lasts* by Gary Chapman.
- In 2016, more than 3 million readers took the Goodreads Challenge and read a collective 38.1 million books this year.
- Authors answered more than 26,000 reader questions on Goodreads in 2016.
- The highest rated audiobook of 2016 on Audible is *Born a Crime: Stories from a South African Childhood* by Trevor Noah, host of The Daily Show, and narrated by the author.
- The bestselling audiobook of the year on Audible was *The Girl on the Train* by Paula Hawkins, narrated by Claire Corbett, Louise Brealey, and India Fisher.

Holiday Fun Facts:

- Amazon.com customers purchased enough *Hamilton: the Revolution* collectible books and *Hamilton* albums to give every patron at the Richard Rodgers Theatre in New York City a copy for 96 consecutive shows.
- Amazon.com customers purchased enough 4K TVs to reach the peak of Mount Everest more than 9 times.
- [Amazon.com](https://www.amazon.com) customers purchased enough KitchenAid Mixers this holiday to make nearly 7.5 million cookies at once.
- On Cyber Monday 2016, Handmade at Amazon saw a 200 percent increase in sales versus Cyber Monday 2015.
- If each Amazon.com customer who purchased Pokémon Sun and Moon this holiday spent at least an hour a day playing the game since its release, our customers would have spent the equivalent of more than 24 thousand lunar cycles capturing Pokémon.
- Amazon.com customers purchased enough copies of the *Harry Potter: Complete 8-Film Collection* to play consecutively for more than 300 years.
- Amazon.com customers purchased enough Hasbro Connect 4 Games this holiday season to give each resident of Dallas, Texas a single disc from the game.
- Amazon.com customers purchased enough Sphero Star Wars BB-8 App-Controlled Robots to roll as a relay around the Earth more than two times before the batteries run out.
- Amazon.com customers purchased enough Razor Jett Heel Wheels this holiday to roll a fully loaded space shuttle to the launch pad at Cape Canaveral.
- Amazon.com customers purchased enough Wilson footballs this holiday to give every fan at a sold-out Seahawks game a chance to throw a pass like Russell Wilson.

- Amazon.com customers purchased enough golf balls this holiday that, if lined up, would equal the length of Pebble Beach golf course four times over.
- Amazon.com customers purchased more Marvin the Moose dog toys this holiday than the number of actual moose in New England.
- Amazon.com customers purchased enough copies of *The Secret Life of Pets* that if each one were a tennis ball, they would fill Central Park over two and a half feet deep.
- Amazon.com delivered enough men's jeans to fill one Olympic-size swimming pool.
- Amazon.com customers purchased enough ugly Christmas sweaters for every seat at all three NCAA College Football Playoff games.
- Amazon.com customers purchased enough running shoes to run 18,603 times around the globe.
- Amazon.com customers purchased 2.5 million watches – that is a watch purchased every 1.5 seconds this holiday season.
- Amazon.com customers purchased 10,451 carats of diamonds, which is equal to 6.5 Russian Kokoshnik Tiaras, one of the Queen of England's most famous tiaras.
- Amazon.com customers purchased the weight of a grizzly bear in gold and the weight of a rhinoceros in silver.
- Amazon.com customers purchased enough Etekcity camp lanterns this holiday to replace the beacon lights on top of the Eiffel Tower nearly 11 times.
- Amazon.com customers purchased enough luggage to fill 20 Boeing 747 airplanes.
- Amazon.com customers purchased enough electric vehicle home charging kits to make 2,196 emissions-free trips around the globe in a year.
- Amazon.com customers purchased enough Char-Broil's The Big Easy Turkey Fryers to cook 225,000 pounds of turkey.

Holiday Best Sellers (Amazon.com only):

- All Categories: Echo Dot, Fire TV Stick, Fire tablet, Amazon Echo
- Amazon Launchpad: Watch Ya' Mouth Family Edition - The Authentic, Hilarious, Mouthguard Party Game, Tile Mate - Key Finder. Phone Finder. Anything Finder., Anki Overdrive Starter Kit
- Audio & Accessories: Panasonic ErgoFit In-Ear Earbud Headphones, AmazonBasics 6-Outlet Surge Protector Power Strip, Sonos PLAY:1 Compact Wireless Smart Speaker for Streaming Music
- Automotive: Hopkins Mallory 26" Snow Brush with Foam Grip, Battery Tender Junior 12-Volt Battery Charger, Zwipes Microfiber Cleaning Cloths (36 pack)
- Baby: Baby Einstein Take Along Tunes Musical Toy, Nuby Octopus Hoopla Bathtime Fun Toys (Purple), Baby Banana Infant Training Toothbrush and Teether (Yellow)
- Beauty & Grooming: Philips Sonicare Essence Sonic Electric Rechargeable Toothbrush (White), Philips Norelco Multigroom Series 3100 with 5 attachments, Oral-B Pro 1000 Power Rechargeable Electric Toothbrush Powered by Braun
- Books: *Diary of a Wimpy Kid # 11: Double Down*, *Fantastic Beasts and Where to Find Them: The Original Screenplay*, *First 100 Words*
- Camera: Fujifilm Instax Mini 8 Instant Film Camera, AmazonBasics 60-Inch Lightweight Tripod with Bag, GoPro HERO5
- Fashion: Levi's Men's 501 Original Fit Jean, Fossil Emma Large Zip RFID Wallet, Kate Spade New York Cedar Street Cami Convertible Cross-Body Bag
- Grocery: The Original Donut Shop, Regular, Medium Extra Bold, Keurig K-Cups (72 Count), San Francisco Bay OneCup, Fog Chaser (80 Single Serve Coffees), KIND Nuts & Spices, Dark Chocolate Nuts & Sea Salt
- Handmade: First Christmas in New Home Wood Ornament, Personalized Nameplate Gold Bar Necklace, World Travel Map Pin Board
- Home: BLACK + DECKER 16V Cordless Lithium Hand Vac, Lasko Ceramic Heater with Adjustable Thermostat, Poo-Pourri Before-You-Go Toilet Spray 2-Ounce Bottle (Original Scent)
- Home Improvement: WBM Himalayan Salt Lamp, 3M Indoor Window Insulator Kit, Woods Outdoor 24-Hour Photoelectric Timer
- Home & Personal Care: AmazonBasics AA Performance Alkaline Batteries (48-pack), Bounty Select-a-Size Paper Towels, Huge Roll (12 Count), Cottonelle Ultra ComfortCare Big Roll Toilet Paper (12 Count)
- Kitchen: RTIC 30 oz. Tumbler, Instant Pot 7-in-1 Multi-Functional Pressure Cooker (6 quart), Keurig K55 Single Serve Coffee Maker
- Luxury Beauty: stila Stay All Day Waterproof Liquid Eye Liner, L'Occitane Shea Butter Hand Cream, BaBylissPRO Ceramix Xtreme Dryer
- Movies: *The Secret Life of Pets*, *Finding Dory*, *Harry Potter: Complete 8-Film Collection*
- Music (CDs & vinyl): *A Pentatonix Christmas*, *Hamilton (Original Broadway Cast Recording)*, *Blue & Lonesome*
- Musical Instruments: Blue Yeti USB Microphone, Kala Learn To Play Ukulele Starter Kit (Amazon Exclusive), Singing Machine Top Loading CDG Karaoke System with Sound and Disco Light Show
- Outdoors: LifeStraw Personal Water Filter, Etekcity 2-pack Portable Outdoor LED Camping Lantern with 6 AA Batteries (Black, Collapsible), Yeti Coolers Rambler
- Patio, Lawn & Garden: iDevices iGrill Mini, Bounty Hunter BHJS Junior Metal Detector, Snow Joe Telescoping Snow

Broom with Ice Scraper

- PC: SanDisk Ultra 32GB microSDHC UHS-I Card with Adapter, Seagate Expansion 1TB Portable External Hard Drive USB 3.0, AmazonBasics Mini DisplayPort (Thunderbolt) to HDMI Adapter
- Pets: KONG Cozie Marvin the Moose Dog Toy Medium Dog Toy (Brown), GREENIES PILL POCKETS Soft Dog Treats, Chicken (Capsule, 15.8 oz), Fancy Feast Wet Cat Food – Gravy Lovers – Poultry & Beef Variety Pack, 3-Ounce Can (Pack of 24)
- Smart Home: TP-Link Smart Plug, Philips Hue White A19 Starter Kit, Samsung SmartThings Hub
- Sports: Spalding NBA Street Basketball, Bushnell Falcon 7x35 Binoculars w/ Case, Simply Fit Board
- Tools: TEKTON 5941 Digital Tire Gauge, MagnoGrip 311-090 Magnetic Wristband, DEWALT DW2166 45-Piece Screwdriving Set with Tough Case
- Toys & Games: Hasbro Pie Face Game & Pie Face Showdown Game, Scientific Explorer Mind Blowing Science Kit, Snap Circuits Jr. SC-100 Electronics Discovery Kit
- TV: Samsung 32-Inch 1080p Smart LED TV, Avera 32-Inch 720p LED TV, Samsung 40-Inch 1080p Smart LED TV
- Video Games: Pokémon Sun - Nintendo 3DS, Pokémon Moon - Nintendo 3DS, Final Fantasy XV - PlayStation 4
- Wearable Technology: Garmin vivofit Fitness Band, Garmin vívoactive HR GPS Smart Watch, Samsung Gear VR - Virtual Reality Headset
- Wireless: AmazonBasics Apple Certified Lightning to USB Cable (6 Feet), WeMo Light Switch, Samsung Wireless Charging Pad

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. 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. For more information, visit www.amazon.com/about.