



## Amazon.co.uk's Summer 2017 Trends Report Reveals the Nation's Shopping and Entertainment Favourites So Far This Year

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*Galaxy Smooth is the nation's favourite 'chocolate in a hurry' ordered via Prime Now, as chocolate map of Britain reveals different cities' favourite sweet treats*

*Sunday is all about shopping, allowing people to order their groceries and pick out their outfits*

*Joe Wicks has three books in Amazon's top ten print books, while Clean Bandit's Rockabye, Rag'n'Bone's Man Human and Ed Sheeran's Galway Girl are most streamed songs on Amazon Music*

**LONDON, 25 July 2017:** From the UK's favourite 'chocolate in a hurry' and when we are most like to order our groceries and fashion online, to what people are reading, listening to and watching, Amazon.co.uk has revealed the nation's shopping and entertainment trends so far this year. [Amazon's Summer 2017 Trends Report](#) sheds a light on the top products across the UK, from Light Up LED Mini Disco Balls in Wales to Hand Warmers in England, Activated Charcoal Natural Teeth Whitening Powder in Northern Ireland and the Trainspotting DVD in Scotland.

The report singles out Sunday as the most popular day for shopping for both fashion and food, with many customers taking advantage of next day delivery to get their groceries for Monday and must-have outfits for the week ahead.

When it comes to fast delivery with Prime Now, UK customers are most likely to buy nappies and wet wipes at 3-4pm on a Sunday. The report also reveals the nation's favourite ultra-fast chocolate deliveries via Prime Now - putting Galaxy Smooth at the top of the list. The findings reveal that our love of the sweet stuff depends on where we live, with M&Ms pouches proving popular in Manchester, while Milky Bar Giant Buttons top of the list in Liverpool. And while Cadbury Wispa bars are bestsellers in Portsmouth, Toffee Crisp is top in Glasgow and KitKats win in Newcastle.

Trends in the report reveal the top ten bestselling print and digital books, the most streamed artists, songs and albums this year and the favourite Amazon Original series so far by category.

### Sale Trends Highlights From Across the UK:

- In Liverpool, strength and fitness ranks high in Liverpool with sales of Resistance Loop Bands topping the chart in the city
- In Aberdeen, as summer temperatures soared to double digits, customers here made sure they kept cool with Foldable Wooden Hand Fans
- In Newcastle, Madonna was in vogue with customers here as they got into the groove and snapped up copies of the material girl's greatest hits DVD compilation, *The Immaculate Collection*
- In Nottingham, children - and adults wanting to bring out their inner child - snapped up fun Inflatable Sharks for pools and seaside holidays
- Londoners continued to purchase Organic Coconut Oil

### Top Ten Print Books:

1. *Tom Kerridge's Dopamine Diet: My Low-carb, stay-happy Way to Lose Weight* by Tom Kerridge
2. *Lean in 15 - The Shift Plan: 15 Minute Meals and Workouts to Keep You Lean and Healthy* by Joe Wicks
3. *Mary Berry Everyday* by Mary Berry
4. *Lean in 15 - The Sustain Plan: 15 Minute Meals and Workouts to Get You Lean for Life* by Joe Wicks
5. *Sapiens: A Brief History of Humankind* by Yuval Noah Harari
6. *Lean in 15 - The Shape Plan: 15 Minute Meals With Workouts to Build a Strong, Lean Body* by Joe Wicks
7. *The 8-Week Blood Sugar Diet: Lose weight fast and Reprogramme Your Body* by Michael Mosley
8. *Good Night Stories for Rebel Girls* by Elena Favilli and Francesca Cavallo
9. *The Little Book of Hygge: The Danish Way to Live Well* by Meik Wiking
10. *A Mindfulness Guide for the Frazzled* by Ruby Wax

### Top Ten eBooks:

1. *Silent Child* by Sarah A. Denzil
2. *The Keeper of Lost Things* by Ruth Hogan
3. *The Gift* by Louise Jensen

4. *Sister Sister* by Sue Fortin
5. *The Missing Ones* by Patricia Gibney
6. *Lies* by TM Logan
7. *Apple Tree Yard* by Louise Doughty
8. *The Silent Wife* by Kerry Fisher
9. *A Boy Made of Blocks* by Keith Stuart
10. *The Breakdown* by BA Paris

**Most Streamed Artists so far, this year:**

1. Ed Sheeran
2. The Beatles
3. Coldplay
4. Queen
5. Elvis Presley
6. Little Mix
7. Eminem
8. Drake
9. Adele
10. Bruno Mars

**Most streamed songs so far, this year:**

- |                                  |                         |
|----------------------------------|-------------------------|
| 1. Clean Bandit                  | Rockabye                |
| 2. Rag'n'Bone Man                | Human                   |
| 3. Ed Sheeran                    | Galway Girl             |
| 4. Justin Timberlake             | Can't Stop The Feeling! |
| 5. Ed Sheeran                    | Shape of You            |
| 6. The Chainsmokers feat. Halsey | Closer                  |
| 7. James Arthur                  | Say You Won't Let Go    |
| 8. Jax Jones                     | You Don't Know Me       |
| 9. Lukas Graham                  | 7 Years                 |
| 10. NEIKED                       | Sexual                  |

**Most Watched Amazon Original Series This Year So Far:**

- Fantasy: *American Gods*
- Drama: *Sneaky Pete*
- Kids: *Just Add Magic*
- Most Watched Unscripted: *The Grand Tour*

Doug Gurr, UK Country Manager, Amazon, commented: "We continue to focus on rolling out new products and services to further improve our customer experience. We hit a major milestone, with our number of unique products on Amazon.co.uk increasing to over 250 million this year. We also continued our investment in the UK, announcing plans to add 5,000 new permanent jobs in 2017, bringing our total number of employees in the UK to 24,000 by the end of the year."

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