

Amazon: A Shoppers Perspective - UK - January 2020

Report Price: £2195.00 | \$2963.91 | €2470.25

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“Amazon is the largest non-food retailer in the UK, but in truth it is far more than a retailer; it is also a leading video and streaming provider, a significant consumer electronics producer and much more.”

– **Nick Carroll, Associate Director of Retail Research**

This report looks at the following areas:

- Nike ditches Amazon, a one-off or a significant trend?
- Amazon: setting the foundations for 'frictionless retail'

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Hard-copy media still the most popular purchase

Delivery perks are key but Prime Video is increasingly important

Half of UK households have an Amazon device

Reviews crucial to purchasing on Amazon

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