



READING
THE NATION

OCT 5 – OCT 12, 2025



Amazon Prime Big Deals Day surges Shopping engagement

Property

Books & Literature

Shopping

Home & Garden

Automotive

Business & Finance

Family & Relationships

Science

Television

Movies

PAGE
VIEWS

WoW
GROWTH

9.2m

+27%

5.7m

+26%

9.1m

+26%

11.2m

+18%

12.0m

+16%

46.5m

+15%

72.5m

+10%

15.2m

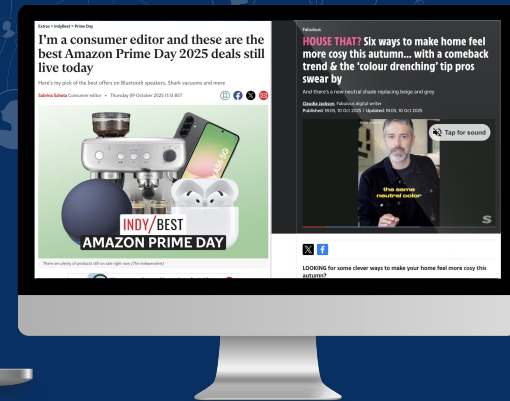
+10%

38.0m

+9%

18.8m

+8%



TOPICAL NEWS

The death of actress Diane Keaton over the weekend has left film fans shocked, as heartfelt tributes poured in for the beloved Godfather star. Interest in **Movies** has risen by 8%, with **Crime & Mystery** content surging 3.2x, **Drama** 2.6x and **Comedy** 2x, as audiences revisit Keaton's remarkable legacy. Engagement with **Obituaries** content has also increased 2.4x.

Amazon's Big Deals Day last week saw Brits racing to bag a bargain. **Shopping** page views jumped 26% WoW, with **Coupons & Discounts** searches soaring 3.4x as shoppers hunted for the best offers across the e-commerce giant. **Sales & Promotions** content enjoyed a savvy 23% uplift, while **Beauty** and **Personal Care** categories saw impressive rises of 28% and 46% respectively, as Brits stocked up on their favourite products.

Shopping growth has also been driven by the LottoMillions, as a £3.8m jackpot drew the attention of game players over the weekend, boosting **Lottery & Scratchcards** by 2.6x.

Elsewhere, speculation around the Autumn Budget continues as Brits brace for potential changes to tax law, pushing **Personal Investing** and **Financial Assistance** up 72% and 38% respectively.

SEASONAL EVENTS

Literary season is in full swing, and with the Cheltenham Literature Festival taking place this week, engagement continues to soar. **Books & Literature** page views are up 26% as novel enthusiasts dive into the year's best reads, while **Festival** content has climbed 29%.

Home & Garden interest is blooming, with engagement up 18% as Brits begin decorating for the autumn season and upcoming Halloween. **Interior Decorating** content has surged 45%, while **Party Supplies & Decorations** are up 29% as households embrace the festive spirit. **Gardening** has also seen a healthy 46% uplift, as Brits prepare to 'winterise' their homes and outdoor spaces.

With October half term fast approaching, parents are preparing for a week without school. **Early Childhood Education** content has soared 88%, while **Family & Relationships** is up 10%, driven by an 18% uplift in **Parenting** content. **Outdoor Activities** have surged 37%, and **Workshops & Classes** are up 2.4x as parents seek creative ways to keep their children entertained over the holidays.

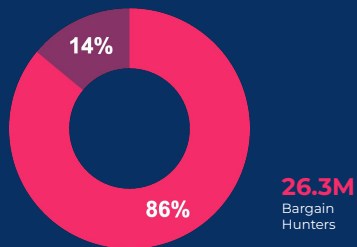
Television has had a big week as Strictly Come Dancing continues and Celebrity Traitors kicks off, boosting the category by 9%. **Special Interest TV** has surged 2.2x and **Music TV** 4.1x.

Looking ahead with Ozone's audiences

Reaching Bargain Hunters through the shopping season

Reach

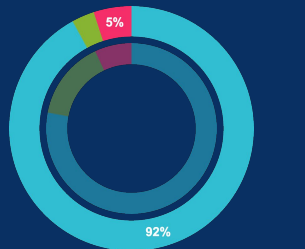
Moderate and heavy visitors of retail and commerce sites



Legend

- Ozone Reach
- UK Population

Device Usage

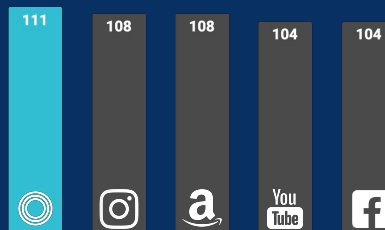


Legend

- Bargain Hunters
- Average Reader
- Mobiles
- Desktops
- Tablets

Site Comparison

Reach (%) of Supermarket site visitors



Legend

- Ozone
- Competitor Platforms

DIARY DATES



FIND THE BARGAIN HUNTERS WITH OZONE'S DEALS SHOPPING AUDIENCES

Broadcast your message to a massive, motivated audience of high-intent shoppers during peak shopping season.

Ozone's high-traffic coverage of gift guides, monthly deal roundups, and product features showcasing deals during big shopping moments, like Amazon Big Deal Days and Black Friday, connects you with savvy deal hunters actively searching for the best products and prices.