

HotUKDeals Retailer Awards 2018 – as voted by consumers The UK’s biggest deal sharing community reveals which retailers have been offering the best deals

London, Wednesday 4th April 2018: [HotUKDeals](#), the UK’s biggest deal-sharing community, today reveals which retailers have been offering the best deals to consumers across five categories in its Retailer Awards 2018, providing insight to shoppers on where to shop for some for the best offers, as voted by its deal-savvy consumers.

Awards were available for deals relating to fashion, gaming, audio-visual, computing and groceries with ASDA George, Amazon, John Lewis, Lidl and Currys PC World leading in their categories with Lidl taking the award for best in grocery deals for the second year running.

Winning retailers were determined by looking at the data of deals posted by the platform’s deal-savvy consumers throughout 2017, taking into considering the number of deals posted per retailer and the deal heat given to deals, on average - consumers who use HotUKDeals to find and share deals also vote them hot or cold based on factors such as price history, quality of the product and the retailer, so other shoppers know the hotter the deal, the stronger the offer. A shortlist of retailers was then put to the vote to consumers on HotUKDeals to find an overall winner in each category*.

The winners of the *HotUKDeals Retailer Awards 2018* are:

Best in fashion deals

- Winner – ASDA George
- Runner-up – Debenhams

Best in gaming deals (such as video games and consoles)

- Winner – Amazon.co.uk
- Runner-up – CDKeys

Best in audio-visual deals (such as TV’s and speakers)

- Winner – John Lewis

- Runner-up – Currys

Best in grocery deals

- Winner – Lidl
- Runner-up – ASDA

Best in computing deals (such as tablets and laptops)

- Winner – Currys PC World
- Runner-up – Ebuyer

Best in grocery deals - Lidl

Lidl prides itself on quality products at low prices, something that deal-savvy consumers certainly seem to agree with after voting the supermarket best in grocery deals for the second year running.

The hottest Lidl deal as posted by consumers on HotUKDeals in 2017 was for six bottles of Allini prosecco, which Lidl was selling for just £20 in August, in time for BBQ season. Other hot grocery deals included the supermarket's XXL DEALS with the hottest of these voted back in January 2017, with the offers that week including a 1L bottle of Extra Virgin Olive Oil for £2.39, Mozzarella (250g) for 75p, Black Forest Ham (250g) for £1.99, Laundry Gel (32 Washes) for £2.29, 1L Yogurt Drink for 99p and 1L Shower Gel for 99p.

Best in gaming deals – Amazon.co.uk

The gaming category on HotUKDeals, that includes items such as videogames and consoles, is one of the most popular in terms of deal posting activity and comments from members who share tips based on their own experiences of prices, products and retailers, which is helpful to consumers when making their purchasing decisions. It's no surprise to see Amazon taking at least one award in the HotUKDeals Retailer Awards thanks to the popularity of its sales events – Prime Day, Black Friday and Cyber Monday and its quick and easy delivery.

Last year, Amazon's gaming deals were included in a mega-thread of deals posted for its Black Friday event such as the Oculus Rift and Oculus Touch, which was down to £349.99 – an improved price since it was voted hot in July during Prime Day when the same product on Amazon was £399.99. The hottest standalone gaming deal from Amazon.co.uk, as posted by consumers on HotUKDeals, was another Black Friday offer this time for the Nintendo Switch Super Mario Odyssey for £279.99, which included a physical copy of the game.

Best in audio-visual deals - John Lewis

John Lewis's hottest deal as posted by a consumer in the audio-visual category on HotUKDeals in 2017 (that includes products such as televisions and speakers) was for a 40" Samsung HDR 4K Ultra HD Smart TV, with TVPlus plus a free 5-year guarantee and free delivery, which the retailer was selling for £289 in December, which according to PriceSpy was the cheapest price it's been**. The original deal poster advised this was a confirmed price match that included ten free UHD movie rental purchases through redemption (directly from Samsung). A lot of deals posted for products sold by John Lewis are voted hot due to the company's guarantee offers with TV's coming in at 5 years as standard. This makes consumers feel confident they're getting a good deal on a quality product, and is an added deal extra when a retailer price matches items.

Best in fashion deals – ASDA George

Deal savvy consumers on HotUKDeals teach others that you don't have to break the bank when it comes to fashion items whether it be clothes for adults, babies and kids, or teenagers. This year consumers voted ASDA George as best in fashion deals thanks to offers posted on the platform available for all the family. One of the company's hottest deals was for sale items spotted just before Christmas with savvy shoppers picking up discounted items such as coats for £15 and shirts and women's dresses for half price (some seen for as little as £6). One consumer advised that they purchased eight tops for £30, that they were going to pay full price for. The May sale was also voted hot with consumers getting deals on their holiday wardrobes, as well as items for the kids.

Best in computing deals - Currys PC World

The computing category on HotUKDeals covers products such as laptops, tablets and accessories such as SD cards and hard drives. The hottest deal as posted by consumers on HotUKDeals for Currys PC World last year, was for a Microsoft Surface Pro 4 with pen and a 128GB hard drive (ex-display) for £429, which was a nationwide in-store offer that got a lot of deal heat from consumers, so others knew it was a good deal.

It's often hard to find deals on Apple products, but last year the second hottest deal for Currys PC World was for a MacBook Pro (2016) with retina and touch-bar that the retailer was selling for £1299. Consumers at the time advised other shoppers that Apple had this model for £1399 (refurbished) highlighting that this deal was better. Other popular deals for Currys PC World included offers from the retailer's Black Friday week, with the most popular being the ASUS C300 13.3" Chromebook, which was £129.99 for the blue version of the product with consumers advising that the black version was £199.99.

Editor's notes:

*1352 respondents who use HotUKDeals took part in the survey to vote for the retailers that they thought offered the best deals in each shortlisted category.

** <https://pricespy.co.uk/audio-video/tvs/samsung-ue40mu6120--p4414241?q=Samsung%20UE40MU6120>.

About HotUKDeals: HotUKDeals is the UK's biggest deal-sharing community where users find, rate and share the best deals from on and off the high street every day to provide inspiration to others on what to buy at the best prices. Members use the temperature gauge to vote on deals so other users know that the hotter the deal, the stronger the offer. HotUKDeals has over 1.6m members and is a founding member of Pepper.com, the world's largest social commerce group.

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ABOUT PEPPER MEDIA HOLDING

Pepper.com, the world's largest shopping community, was founded in 2014 by Fabian Spielberg and Paul Nikkel. Through international partnerships and conversations, Pepper.com gives smart shoppers around the world a voice to share deals, tips and ideas, connecting members in twelve countries on three continents. The Pepper.com group is headquartered in Berlin/Germany with offices in Belo Horizonte, Guadalajara, London, Lyon,

Mumbai and Winnipeg and consists of market-leading platforms such as **BuenosDeals** (North America), **Dealabs** (France), **DesiDime** (India), **HotUKDeals** (United Kingdom), **mydealz** (Germany), **Pelando.com.br** (Brazil), **Pelando.sg** (Singapore), **Pepper.co.kr** (South-Korea), **Pepper NL** (The Netherlands), **Pepper PL** (Poland), **Preisjaeger** (Austria) and **PromoDescuentos** (Mexico). These platforms are currently used by more than 25 million smart shoppers and influence 12,000 buying decisions every minute.



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