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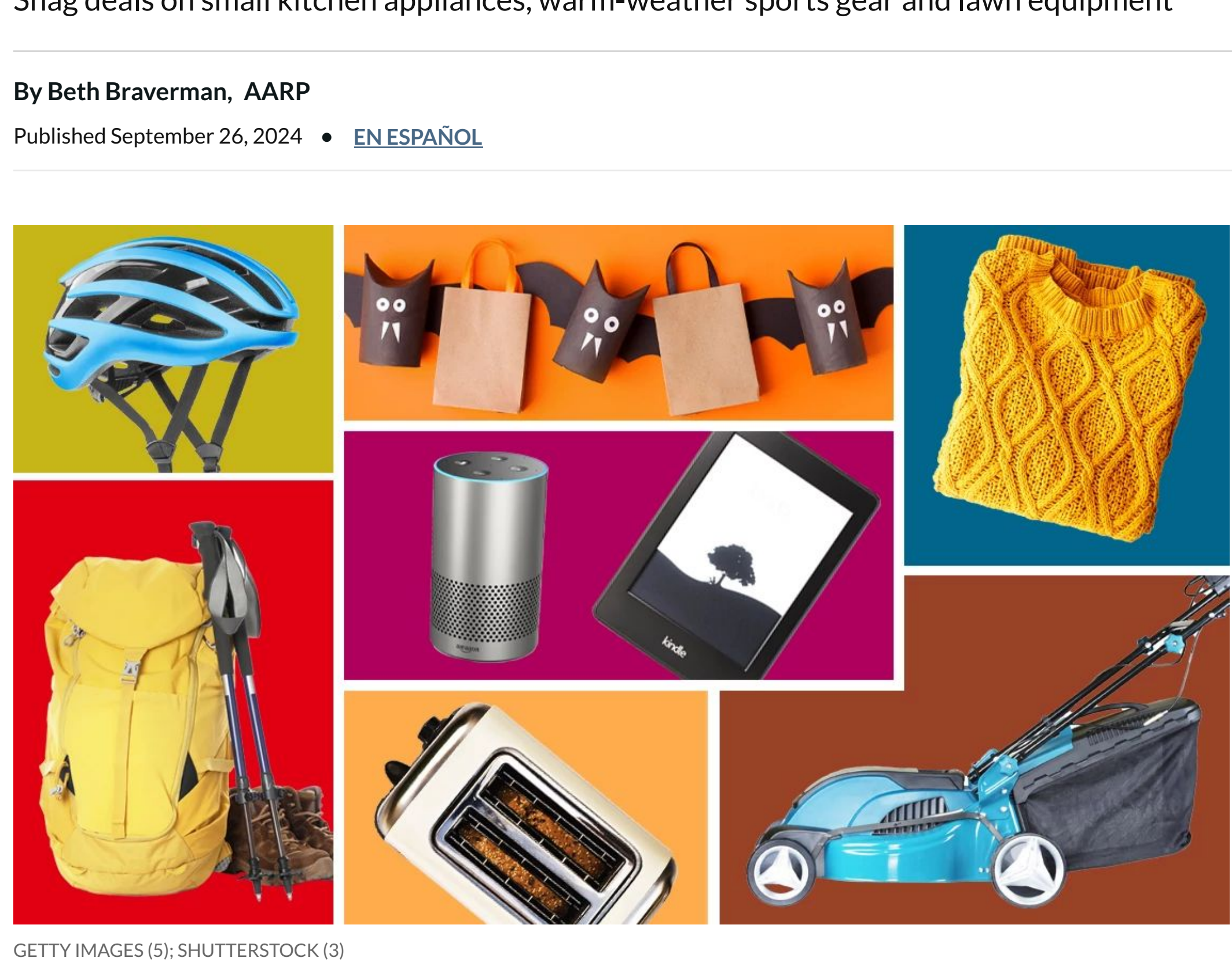
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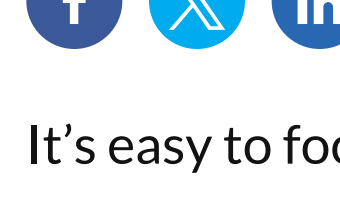
MONEY Best Things to Buy in October 2024

Snag deals on small kitchen appliances, warm-weather sports gear and lawn equipment

By Beth Braverman, AARP Published September 26, 2024 • EN ESPAÑOL



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It's easy to focus on Halloween this time of year as spooky treats and decor dominate store windows, ads on social media and commercials. But retail experts say smart shoppers are thinking further ahead.

"October is a great time to start buying gifts for the winter holidays," says shopping expert Andrea Woroch. "October really marks the beginning of the holiday shopping season."

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Though they may not call them "holiday sales," many big-box retailers host October promotional events with pricing that can rival their Black Friday deals. These sales include:

- Oct. 6-12: Target Circle Week
- Oct. 8-9: Amazon Prime Big Deal Days
- Oct. 8-9: Best Buy's 48-hour Flash Sale (the electronic retailer will hold additional sales on Oct. 21 and Oct. 25-28)
- Oct. 8-13: Walmart Holiday Deals

Julie Ramhold, senior staff writer and consumer analyst at DealNews, suggests paying close attention to October sales of items that may be hot sellers this holiday season. If retailers drop prices for Black Friday, there's a chance inventory for popular products could sell out.

Note that the best deals on larger electronics, such as televisions and gaming consoles, typically hit closer to Black Friday, so it's best to wait on those items.

October features sales on giftable items such as small kitchen appliances, lawn equipment and children's clothing. Those aren't the only categories that go on sale. Read on for a roundup of October's deals.

Small household appliances

Shoppers can pick up name-brand kitchen gadgets and small appliances including mixers, air fryers and toasters. You'll also see sales on tech-forward home products such as robot vacuums and smart doorbells.

Where to look for deals: Best Buy, Walmart, Target

Potential savings: 25 to 30 percent off

Amazon-branded goods

Amazon's Prime events typically feature discounts on a wide variety of products, but experts say Amazon-branded items tend to see the largest markdowns, especially on electronics such as Amazon Fire television sets, Kindles and Echo devices.

Where to look for deals: Amazon

Potential savings: 50 percent off

Children's clothing

Now that back-to-school season has officially passed, retailers are eager to clear the shelves to make room for winter clothing going into the colder months. "We have found that October is a great time for deals on kids' clothing and on things like sweaters, jeans, hoodies and sneakers," says Mackenzie Shand, shopping expert at RetailMeNot.

You may find the biggest savings at brick-and-mortar shops owned by independent merchants, since these sellers often don't have a warehouse to store unsold inventory for next year, says Jeanette Pavini, savings expert and author of *The Joy of Saving*.

Where to look for deals: Old Navy, Kohl's, local stores,

Potential savings: 50 percent or more

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Outdoor sports supplies

Sporting goods retailers are moving out warm-weather gear, such as bikes, camping equipment and kayaks, to make room for winter wares. You can also expect to see discounts on smaller accessories, such as bike helmets and hiking gear.

Where to look for deals: REI, Dick's Sporting Goods, Academy Sports

Potential savings: Around 30 percent off

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Home decor

While fall-themed decor may be full-price, you'll find deals on season-agnostic items including curtains, couch pillows and throws. By the last week of October, you'll see sales on Halloween decorations.

Where to look for deals: Wayfair, Macy's, Michaels

Potential savings: Up to 50 percent off

Lawn equipment and certain plants

Lawn care season is coming to a close in many parts of the country, so retailers are making a last-ditch effort to move any remaining inventory of gardening supplies and lawn equipment.

"If you're in the market for a new lawn mower, October and November are great times to buy them, because the old models are getting marked down," says Brad Godwin, senior vice president of sales and partnerships at Breaktime Media, a shopper engagement tool used by retailers. "You might not use it until March, but if you can save a few hundred dollars, that's not a bad deal."

Gardeners can score deals on perennial plants or bulbs, which they can plant in the fall before temperatures drop, or save for next spring.

Where to look for deals: Home Depot, Lowe's, nurseries and garden centers

Potential savings: 50 to 60 percent off

Beth Braverman is a contributing writer who has covered shopping and personal finance for more than a decade. Her work has appeared in Consumer Reports, CNNMoney.com, CNBC.com, and dozens of other outlets.

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