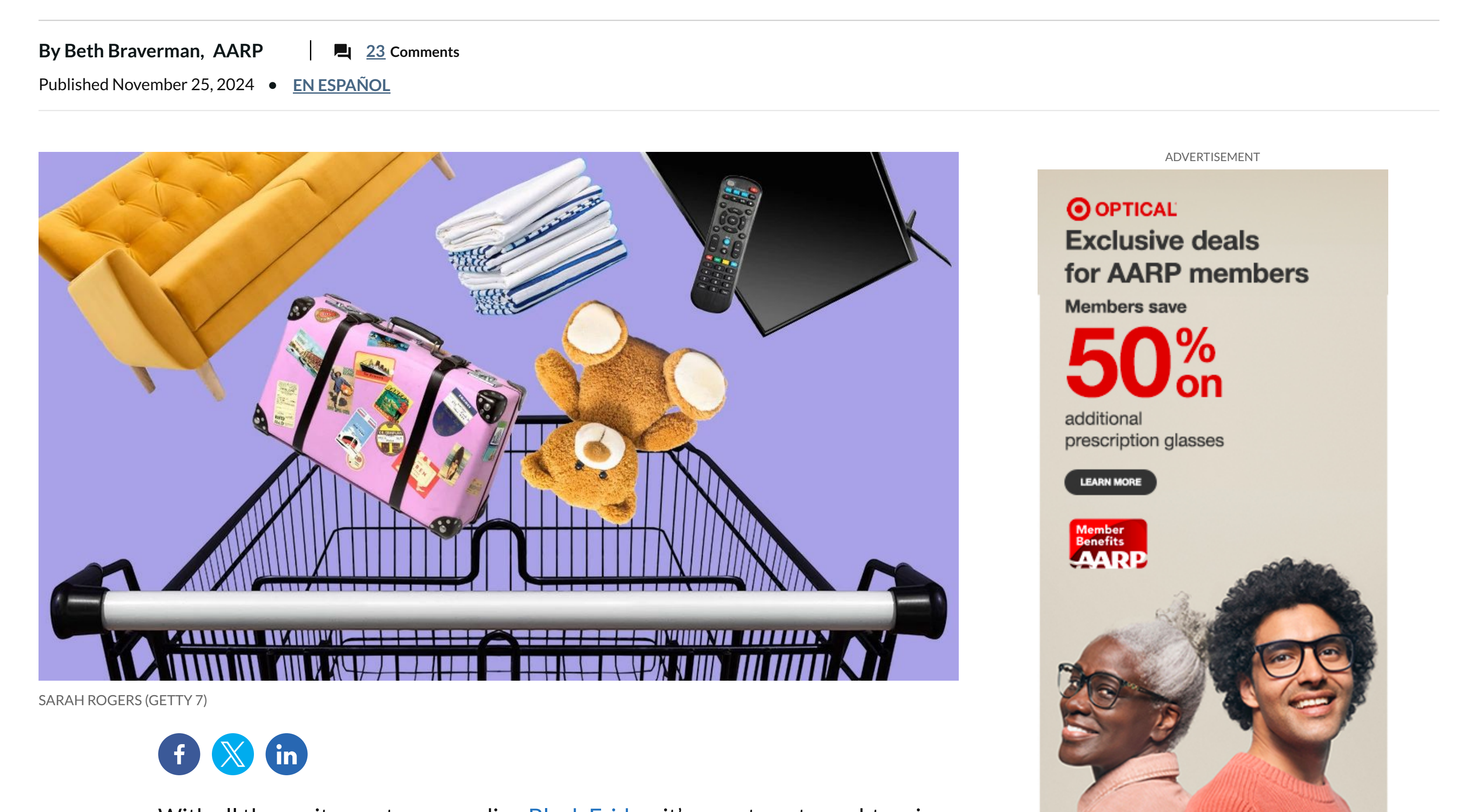


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Stop! Don't Buy These 10 Items on Black Friday

You're better off shopping for these products at different times of the year

By Beth Braverman, AARP | 23 Comments Published November 25, 2024 • EN ESPAÑOL



With all the excitement surrounding [Black Friday](#), it's easy to get caught up in the thrill and end up overspending or making purchases that leave you with buyer's remorse. And, unfortunately, not every item is a good buy on the biggest shopping day of the year.

Experts say it's better to wait to buy the following items, since prices may fall further or be cheaper at different times of the year. (For more [holiday shopping tips](#), check out our roundup of six [items that are cheaper this holiday season](#).)

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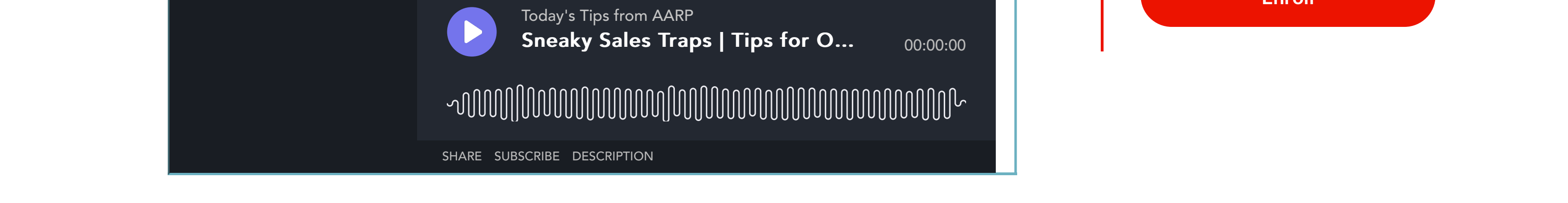
1. Furniture and mattresses

Though you'll see discounts on furniture and mattresses on Black Friday, the best prices on these items typically appear on other holiday weekends throughout the year, such as Labor Day and Memorial Day. If you're looking for large home purchases this weekend, focus on big appliances like refrigerators or washers and dryers.

2. Bedding and linens

The best prices of the year on soft home goods, like sheets and towels, occur during the "white sales" that traditionally take place in January.

"Not only do retailers including Pottery Barn, Macy's and JCPenney plan for big sales around that time, since it's a known promotional event, but they will also be further discounting any holiday merchandise that's in that category that didn't sell," says budget consultant Andrea Woroch.



3. Travel

You won't have to wait long to get the [best prices on flights and hotels](#). These historically appear on "Travel Tuesday," which takes place Dec. 3 this year. Flights purchased on Travel Tuesday carry average discounts of 15 percent to 25 percent, according to Skyscanner, an airfare tracking website.

4. Most toys

In general, retailers increase the discounts on toys throughout December. So the longer you wait, the better price you'll get on items like blocks, dolls and video games.

"If you're not picky about toys and just want some generalized stocking stuffers and good evergreen gifts for birthday parties in the coming year, shop right before Christmas," says Kristin McGrath, editor at The Crazy Coupon Lady. "Retailers will be eager to offload remaining toys and games and will start marking them down the week of Christmas. So, these items make great last-minute gifts and stocking stuffers."

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There are two exceptions. First, if you're looking to purchase a "hot" toy — this year, that may include the Bluey Ultimate Lights & Sounds Playhouse and the Bitzee Interactive Toy Digital Pet — consider taking advantage of Black Friday discounts. The price may still go down later, but you run the risk of the item selling out.

Second, Lego sets have sold at Target, Walmart or Lego.com for 40 percent off during Thanksgiving weekend. Lego discounts don't get much lower than that, so snag one when available, says Julie Ramhold, a senior editor at DealNews.

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5. Most winter clothing

Despite the crisper air, winter hasn't officially started, Ramhold says. "Because of that, the Black Friday sales will boast modest savings, at best, on heavier winter clothing such as [heavy coats](#) and snow boots." "The one exception, he adds: We may see cold-weather accessories marked down for Black Friday, "which are often marketed as gifts during Black Friday sales, so there's a good chance we'll see decent offers on things like scarves, beanies, gloves and even sets in giftable packaging."

6. Off-brand doorbusters

If you see an item — especially electronics or kitchen appliances— with a price that appears too good to be true, look closer before making the purchase.

"While there are some great deals on electronics to be had on Black Friday, it's important to be discerning," says Michelle Madhok, CEO of the fashion news and deals site SheFinds. "Avoid buying cheap, off-brand electronics that may not last long." Instead, she says, focus on reputable brands and check the model number and product reviews before purchasing a doorbuster.

7. Bundles

Retailers often package multiple items together to push up the total price tag. This could be a good deal if you want all the items in the bundle and they're selling for less than they'd cost individually. But often [retailers use this tactic](#) to move inventory that's not in high demand.

"Unless you really need the extra item bundled into the promo, you're better off shopping around for just the specific product on your list and skip the add-on," Woroch says.

8. Electronics

Black Friday electronics discounts can be tempting, but you may see even greater price cuts if you hold out for a few more days. The lowest prices on most electronics — discounts that average 30 percent — will hit on Cyber Monday this year, according to Adobe projections.

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9. Gift cards at face value

Gift cards represent the most wanted holiday gift of the year, with 53 percent of shoppers saying they'd like to receive them, according to the National Retail Federation. But you don't always have to purchase gift cards at face value. Look for promotions that offer a free gift card with a gift card purchase, a popular Black Friday deal, Woroch says.

"For example, you may get a free \$10 gift card for every \$50 spent on gift cards at a restaurant or retailer," she says. "We also saw some stores offer free gift cards with purchase deals over Black Friday, typically on higher priced and name brand products like Apple items at Target."

10. Full-price products

Retailers are hoping that customers will get so caught up in the excitement of shopping Thanksgiving weekend that they'll not only buy discounted products, but also full-priced items. Don't fall for it. A better tact: wait to see whether the item you want goes on sale in the next week or two.

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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