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PERSONAL FINANCE

Best Things to Buy in January 2025

Kick off the new year with deals on gym memberships, TV sets, bedding and more

By Beth Braverman, AARP | 2 Comments
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The high-profile sales of the winter holidays are behind us, but there are still plenty of discounts available in January.

Many retailers are focused on [luring shoppers](#) who are hoping to make progress on New Year's resolutions like losing weight or getting organized. They're also looking to move 2024 models of a variety of items to make room for new inventory.

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Suitable Answers

All things wellness

[Getting healthier](#) is at the top of many Americans' lists of New Year's resolutions, and gyms and wellness retailers are offering deals to help people kickstart the habit.

"The 'New Year, New You' trend is not going away," says Brad Godwin, who helps brands create shopping experiences for consumers with marketing firm Breaktime Media. "You'll see sales on gym memberships, online diet tools and all of the fitness contraptions."

Expect promotional offers on gym and studio memberships, as well as discounts on everything you need to [set up a home gym](#), from small gear like hand weights and resistance bands to machines like ellipticals and treadmills.

Where to look for deals: local and national gyms, [Therabody](#), [Dick's Sporting Goods](#)

Potential savings: 20 percent to 60 percent

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Televisions

January sales for [TVs](#), especially big-screen models, reflect both consumers upgrading their living rooms in the lead-up to the Super Bowl and retailers looking to make way for newer sets that will debut at the Consumer Electronics Show in early January.

As a result, "mid-January to the end of January is really the best time of the entire year to buy TVs, even better than Black Friday," says Kimberly Palmer, a consumer expert with Nerdwallet.

Another reason to consider purchasing a TV this month: prices could rise after the inauguration if President-elect Donald Trump's tariff plan goes into effect.

Where to look for deals: [Costco](#), [Sam's Club](#), [Best Buy](#)

Potential savings: 35 percent or more

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Open-box electronics

Nearly nine in 10 consumers planned to give a [tech gift](#) for the holidays in 2024, but not every recipient is going to keep their new smartphone or headphones. That means the stock of "open-box," or returned, devices on sale at electronics retailers typically increases in January.

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"It's a great idea to take advantage of that, especially if you're not too picky about the exact model and the exact year," says Palmer, adding that "open-box doesn't necessarily mean that the item was heavily used or used at all."

Where to look for deals: [Amazon Resale](#), [Walmart](#), [Newegg](#)

Potential savings: 50 percent to 60 percent

Sheets, blankets and other "soft" textiles

Department stores and other large retailers have historically held sales on softer textiles to clear out inventory in January. While the sales will last all month, discounts could spike around the three-day Martin Luther King weekend, Jan. 18 to Jan. 20.

Known as "white sales," these promotional events typically feature deep discounts on a range of "soft" household goods such as sheets, blankets and towels, says Stephanie Carls, retail insights expert at RetailMeNot.

Where to look for deals: [Crate & Barrel](#), [Bed Bath & Beyond](#), [Macy's](#)

Potential savings: 30 percent or more

Storage and organization supplies

Many people's New Year's goals include getting organized and [reducing clutter](#) around the house, to the point where the National Association of Productivity and Organizing professionals has dubbed January "National Get Organized Month." Retailers have plenty of sales on organization items to meet the demand.

You'll find deals throughout the month on storage bins, drawer dividers and shoe racks. Carls says to also keep an eye out for deals on [storage solutions for holiday decorations](#) such as holiday lights and ornaments.

Where to look for deals: [Target](#), [Container Store](#), [Home Depot](#)

Potential savings: 20 percent to 40 percent

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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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