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Black Friday

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Products to get before Black Friday arrives—and other shopping tips

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Many people start their holiday shopping when Black Friday rolls around. It certainly makes sense, as it's the biggest shopping day of the year, with countless deals offered across nearly every major retailer. That said, there are several advantages to starting your shopping before Black Friday, which takes place next week on **Friday, November 25**. Those advantages include snagging products before they go out of stock and securing gifts ahead of the holiday rush to make sure they arrive on time. Here are some of the products you're going to want to consider buying this week before the craze of Black Friday begins.

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Popular products that may sell out

It's possible that several products may sell out during Black Friday if you wait too long to purchase them, particularly if they're popular holiday products. In addition to advent calendars, there are a few products we anticipate selling out this year. Apple products are always hot products and with new releases such as the latest iPad Air and AirPods Pro, they're sure to fly off shelves. Holiday-themed pajamas are another item that typically goes out of stock as more people buy them ahead of December for holiday photos and lounging. Popular toys such as the new LEGO set, Lloyd's Golden Ultra Dragon, are hot commodities this year as well. If you're really looking to get your hands on a product that's in high demand, you may not get an official Black Friday price by buying it early, but at least

you'll secure it before it's gone. While it's a price gamble, many retailers are already offering major discounts. Though it might not be the lowest price of the season, you can shop confidently knowing that you're not paying full price.

Holiday gifts

A good reason to start your shopping before Black Friday is that purchasing gifts earlier means that they're more likely to arrive in time for the holidays. The longer you wait to buy, the closer you get to the holidays, and you don't want your gifting plans to be thwarted by shipping delays. Timing is particularly crucial if you're planning on gifting someone an advent calendar, as they begin counting down days on the first of December. Another reason to look for gifts ahead of Black Friday is that it gives you time to shop around for the best price before deciding on purchases, as several stores may price match.

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Kitchenware

Hosting guests this holiday season? You might be in the market for some new cookware or baking tools to upgrade your holiday gatherings. While there may be significant deals on cookware and baking tools during Black Friday, there are plenty of major sales already available as we approach Thanksgiving. You can get up to 50% off kitchen favorites at Williams-Sonoma ahead of Turkey Day or 30% off the internet-famous Always Pan from Our Place. Shopping for these items now will give you peace of mind as they arrive when you need them to, ahead of the chaos that is Black Friday shipping.

Black Friday tips to help you save money

Before Black Friday arrives, consider joining a shopping membership such as Amazon Prime or Walmart+ to save on shipping costs and open the door to exclusive deals during the shopping event. Another way to save through Amazon Prime is by using voice shopping through an Amazon smart speaker. Alexa can offer personalized deal recommendations and exclusive voice-only deals that shoppers won't find online. We love the Amazon Echo (4th gen) because it looks good, has clear sound and can double as a smart hub.

Last but not least, consider getting a credit card with online shopping benefits ahead of Black Friday. Many cards offer robust rewards programs with cash back on the money you plan to

spend anyways. Signing up now will allow time for your application to be processed and for your new card to arrive in time for holiday shopping. The Chase Sapphire Preferred card is an exceptional option for online shopping as it offers a boatload of rewards compared to others we've researched. If you're looking to score travel points with all of the online shopping you'll be doing, consider the Chase Sapphire Reserve card, which offers a sweet bonus right now.

The best early Black Friday sales

If you've decided to shop before Black Friday, check out these stores that have already started offering deep discounts on tech, furniture, appliances and more.

- 1. Amazon:** Black Friday deals on All-Clad, Revlon and Bowflex
- 2. Walmart:** Shop deals on Apple, Keurig and more
- 3. Samsung:** Shop early Black Friday deals on smartphones and TVs
- 4. Target:** The 55 best Black Friday deals to shop today
- 5. Lowe's:** Get early Black Friday deals on GE and Whirlpool
- 6. Best Buy:** Save on Sony, HP, Apple, Samsung
- 7. Nordstrom:** Shop the best deals on Adidas, Tory Burch
- 8. Apple:** Upgrade your tech with deals on MacBooks, AirPods
- 9. TVs:** Score early deals on LG, TCL, Hisense, Samsung
- 10. Toys:** Shop Lego, Barbie, Nerf and more

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