What to Buy and What to Avoid on Black Friday

Your Cyber Week Survival Guide

AUSTIN, Texas, Nov. 21, 2018 /PRNewswire/ -- Black Friday is a few days away and according to leading savings destination, RetailMeNot, it is continuing to evolve into a weekend-long shopping event of spending and savings. From Thanksgiving to Cyber Monday, shoppers will have the opportunity to cross everyone and everything off of their shopping list. But, buyer's beware: Not all categories will be at their deepest discount this weekend.

Shopping and trends expert for RetailMeNot, Sara Skirboll, says, "While many retailers will be slashing prices for what seems like everything across the board, there are a couple of items I urge shoppers to steer clear from this time of year."

RetailMeNot has compiled the top categories of what to buy, and what to avoid this Black Friday weekend. For the full list, as well as more tips, advice and gift guides, head to the RetailMeNot blog, *The Real Deal.*

Buy:

- **Electronics:** Skirboll says "This category will sell out the fastest on Black Friday. If shoppers see a good deal on TV, computers, tablets or phones, I urge them to pick it up immediately!" Electronics are going to be heavily discounted which means people will start shopping for this early.
- **Small Appliances:** While there will be big-ticket items deeply discounted on Black Friday, don't discount the smaller kitchen appliances that can make cooking easier than ever. Items like coffeemakers, electric skillets, slow cookers, blenders and more will be discounted just in time for all of the holiday gatherings.
- **Clothing and Accessories:** Black Friday is sure to bring savings on all forms of clothing - from shoes, pants and tops and even designer handbags. The shopping and trends expert adds, "While it's not usually the best time to buy in-season clothing, Black Friday is the exception as many retailers will be discounting winter coats and cooler weather apparel. Now is a good time to gear up for the cooler months ahead."

Avoid:

- **Furniture:** Shoppers might come across ads for doorbuster deals on furniture, but the best time to buy these items is in January - and again from July through August. Skirboll warns, "Don't give into the hype that some retailers create around furniture sales this Black Friday. For almost all retailers, there will be deeper savings to come in the new year."
- **Toys:** While many parents want to snag the latest and greatest toys as they see them, these items will be at their lowest price in the two weeks leading up to Christmas. Stores don't want to be left with a surplus of inventory post-holiday, so the closer to Christmas, the deeper the savings.
- **Gift Cards:** One can never go wrong with a trusted gift card from a favorite brand or retailer. However, like toys, shoppers will see the best deals for discounted gift cards closer to Christmas. RetailMeNot always offers discounted gift cards that can be used just like cash. Savvy savings tip from Sara Skirboll: "Even though the discounts will be higher in mid-December, it never hurts to buy a few now to tackle your holiday shopping and save even more."

About RetailMeNot, Inc.
RetailMeNot, Inc. (https://www.retailmenot.com/corp/) is a leading savings destination connecting consumers with retailers, restaurants and brands, both online and in-store. The company enables consumers across the globe to find hundreds of thousands of offers to save money while they shop or dine out. RetailMeNot, Inc. estimates that $4.8 billion in retailer sales were attributable to consumer transactions from paid digital offers in its marketplace in 2017, more than $560 million of which were attributable to its in-store solution. The RetailMeNot, Inc. portfolio of websites and mobile applications includes RetailMeNot.com in the United States; RetailMeNot.ca in Canada; VoucherCodes.co.uk in the United Kingdom; ma-reduc.com and Poulpeo.com in France; and GiftCardZen.com and Deals2Buy.com in North America. As wholly owned subsidiaries of Harland Clarke Holdings, RetailMeNot and Valassis, a leader in intelligent media delivery, are partnering to connect retailers and consumers through meaningful digital, mobile and print promotions both online and in store.

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