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Best Things to Buy in February 2025

Expect deals on big-ticket items like mattresses, furniture and appliances, especially over Presidents Day weekend

By Beth Braverman, AARP | 1 Comments

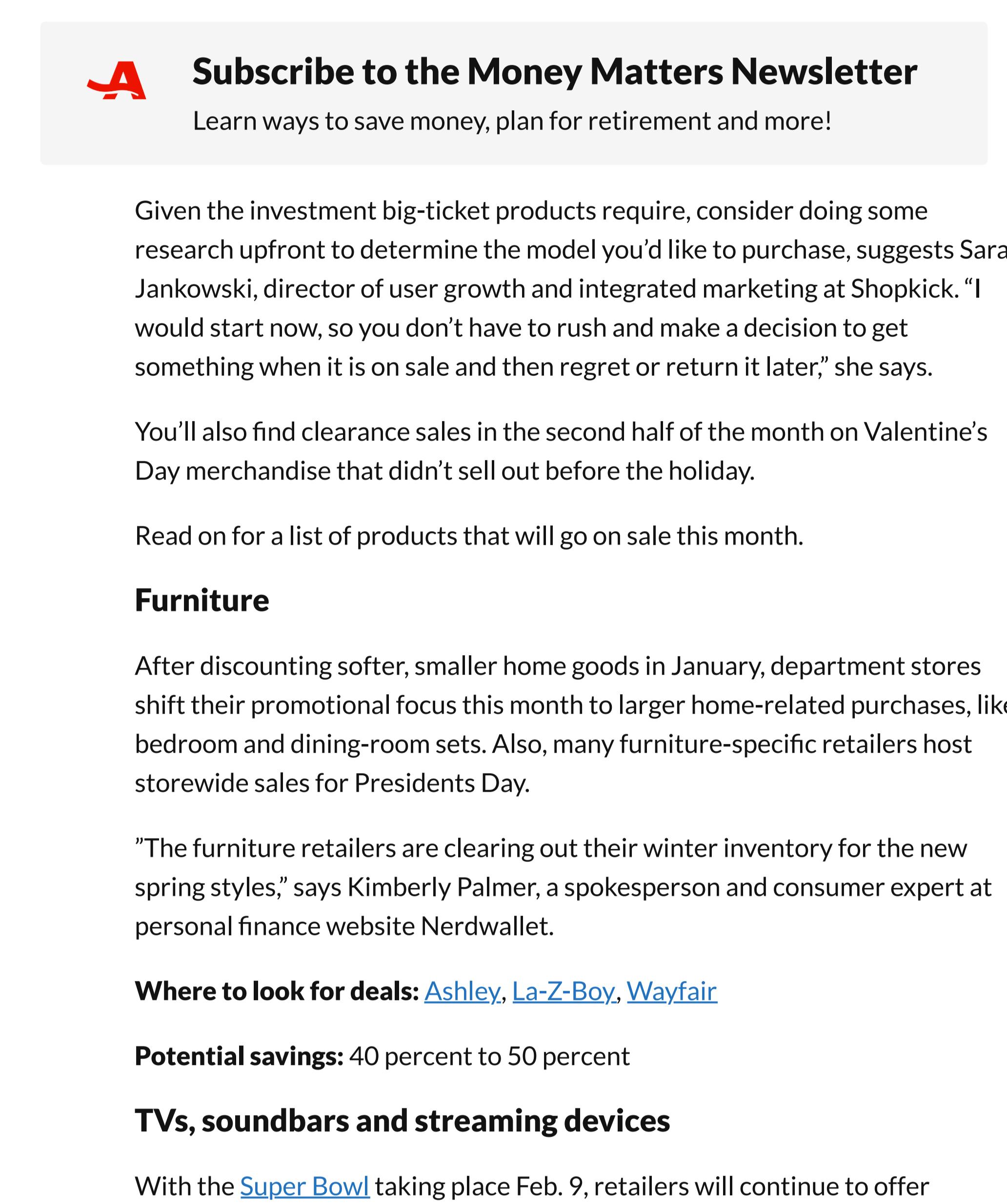
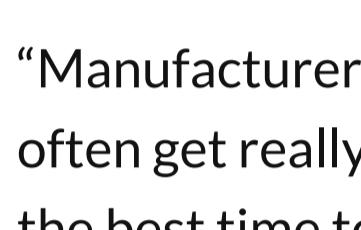
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Don't sleep on sales this month, especially if you're interested in purchasing a new mattress. Beds are one of the big-ticket items that will go on deep discount in February, along with appliances and furniture.

After January's relatively quiet promotions, February brings an uptick in sales events as retailers look to heat up sales during the last full month of winter. Some of the biggest discounts will tie into Presidents Day weekend (Feb. 14-17). Like Memorial Day and Labor Day, the secular celebration presents an opportunity for retailers to slash prices on larger home purchases and for consumers to pounce on such deals.

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Given the investment big-ticket products require, consider doing some research upfront to determine the model you'd like to purchase, suggests Sarah Jankowski, director of user growth and integrated marketing at Shopkick. "I would start now, so you don't have to rush and make a decision to get something when it is on sale and then regret or return it later," she says.

You'll also find clearance sales in the second half of the month on Valentine's Day merchandise that didn't sell out before the holiday.

Read on for a list of products that will go on sale this month.

Furniture

After discounting softer, smaller home goods in January, department stores shift their promotional focus this month to larger home-related purchases, like bedroom and dining-room sets. Also, many furniture-specific retailers host storewide sales for Presidents Day.

"The furniture retailers are clearing out their winter inventory for the new spring styles," says Kimberly Palmer, a spokesperson and consumer expert at personal finance website Nerdwallet.

Where to look for deals: [Ashley](#), [La-Z-Boy](#), [Wayfair](#)

Potential savings: 40 percent to 50 percent

TVs, soundbars and streaming devices

With the [Super Bowl](#) taking place Feb. 9, retailers will continue to offer promotions they began last month for shoppers looking to upgrade their big screens ahead of the big game.

"Manufacturers are releasing new models timed to the Super Bowl, so you can often get really great discounts on older models," Palmer says. "It's definitely the best time to buy a television— more than any other time of the year, including Black Friday."

Where to look for deals: [Amazon](#), [Samsung](#), [Target](#)

Potential savings: 40 percent to 50 percent

Mattresses

Ready for a new bed? Presidents Day mattress promotions frequently kick off a week earlier than the holiday itself and extend for up to a week after.

"Mattress-specific stores, like Mattress Firm, are definitely worth checking out," says Julie Ramhold, a consumer analyst at DealNews. "They'll obviously have a bigger selection than some other stores."

[Warehouse stores](#) like BJ's Wholesale Club, Costco and Sam's Club will also have deals on mattresses, Ramhold says.

Where to look for deals: [Casper](#), [Costco](#), [Mattress Firm](#)

Potential savings: Up to 40 percent

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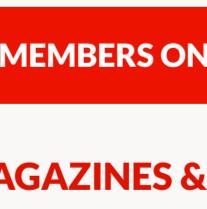
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Appliances

Presidents Day weekend is the first opportunity of the year to find big deals on large home appliances like [refrigerators](#) and washing machines. You may be able to score even larger discounts by purchasing a [washer-and-dryer set](#) or a full suite of [new kitchen appliances](#).



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Before making a purchase, check to see whether the appliance is available elsewhere at a lower price. Many appliance retailers will match a competitor's advertised price, says Brad Godwin, who helps brands create shopping experiences for consumers with marketing firm Breaktime Media.

Where to look for deals: [Best Buy](#), [Home Depot](#), [Lowe's](#)

Potential savings: 30 percent to 40 percent or more

Laptops and computer accessories

While the discounts may not be as deep as those seen around the back-to-school season, Black Friday or Cyber Monday, February is still a great time to pick up a [new laptop](#) if you can't wait until the fall. You can also look for discounts on keyboards, mouse pads and other computer accessories.

Where to look for deals: [Dell](#), [HP](#), [Lenovo](#)

Potential savings: 50 percent to 60 percent

Valentine's Day leftovers

Expect clearance sales on all things pink, heart-shaped or Cupid-inspired starting on Feb. 15 as retailers look to clear space for [St. Patrick's Day](#) and [Easter](#) merchandise. This includes Valentine's Day-themed clothing, candy and decorations, as well as plushies.

Where to look for deals: [CVS](#), [Hallmark](#), [Walmart](#)

Potential savings: 40 percent to 50 percent in the first week, up to 70 percent after

Beauty products and fragrances

Because they make great Valentine's Day gifts — and because beauty retailers are looking ahead to spring and aiming to get rid of products in winter-themed packaging — you'll find discounts this month on [makeup](#), [skincare products](#) and [fragrances](#), says Stephanie Carls, a retail insights expert for RetailMeNot. Look for big price cuts on winter-related cosmetics like moisturizer or icy-hued makeup.

Where to look for deals: [Macy's](#), [Sephora](#), [Ulta](#)

Potential savings: 20 percent to 50 percent

Warehouses

[Warehouse stores](#) like BJ's Wholesale Club, Costco and Sam's Club will also have deals on mattresses, Ramhold says.

Where to look for deals: [Casper](#), [Costco](#), [Mattress Firm](#)

Potential savings: Up to 40 percent

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