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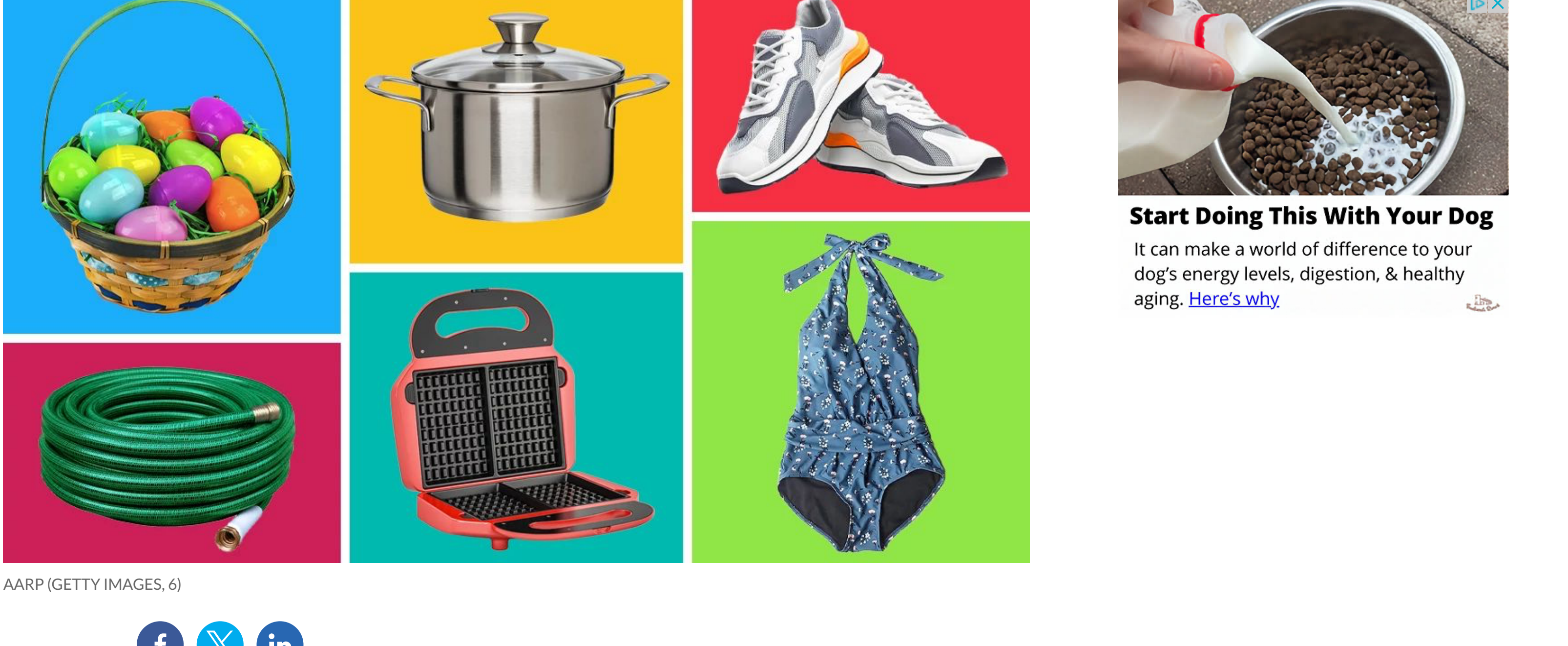
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MONEY

# Best Things to Buy in April 2025

Shop for deals on sneakers, garden equipment and spring apparel this month

By Beth Braverman, AARP  
Published March 26, 2025



AARP (GETTY IMAGES, 6)



The weather is starting to warm in many parts of the country — and the deals at retailers are heating up, too.

“In April, you have the lead-up to Mother’s Day, and everybody getting ready for spring, so there’s a bigger push for things that are warm weather-centric,” says Julie Ramhold, a consumer analyst at DealNews. “And this year, we have Easter in April, so that gets added in there, too.”



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Deal hunters can read on for a list of products that typically go on sale in April.

### Athletic shoes

Many athletic shoe brands introduce new models of sneakers this month, as gymgoers start moving their [workout routines](#) outside. That means you’ll find discounts on outgoing athletic shoe lines, including deals on orthotic shoes designed for older adults.

Look for deals at sporting goods stores and direct from manufacturers. [Running](#) shops may also offer discounts — they might not be as attractive, but you get a shoe expert’s advice on the best pair for your feet and stride.

**Where to look for deals:** [Hoka](#), [Brooks](#), [DSW](#)

**Potential savings:** 40 percent to 60 percent off

### Garden supplies

Retailers are aware of the short window for [gardeners](#) to get started on their spring planting, so they’re eager to lure customers this month. Expect discounts on gardening tools such as hoses and weed cutters, plus deals on plants, mulch and soil. If you’ve never gardened, consider trying it — studies show it’s real exercise, with a variety of potential [health benefits](#), from stronger hands to healthier hearts to longer lives.

**Where to look for deals:** [Lowe’s](#), [Home Depot](#), local garden centers

**Potential savings:** 20 percent to 30 percent off

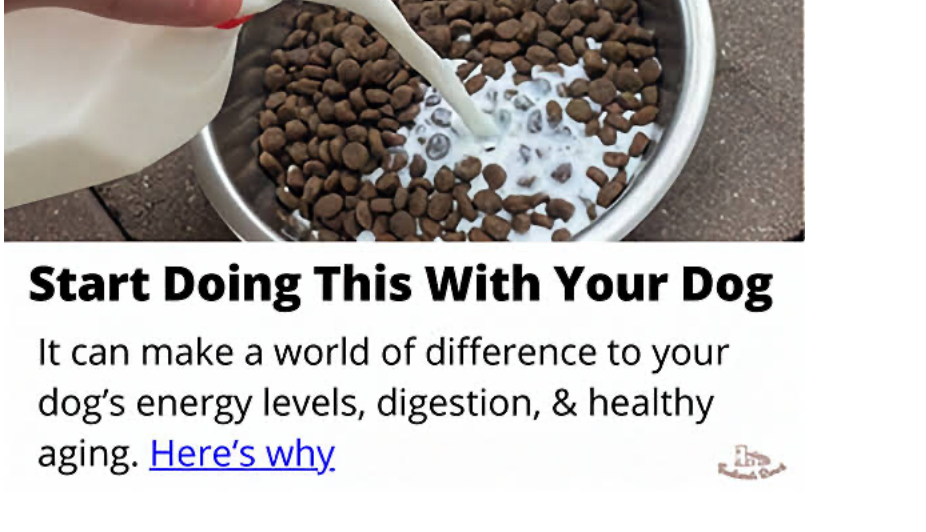
### Spring clothing

While it may just be starting to feel like spring outside, many retailers have already had spring apparel, such as lightweight jackets, on their racks for more than a month. That often means they’re ready to mark down prices to make room for summer attire like [bathing suits](#), tank tops and shorts.

Often, you’ll see the best deals on spring clothing over Easter weekend (April 19–20), says budgeting consultant Andrea Woroch.

**Where to look for deals:** [J.Crew Factory](#), [Puma](#), [Old Navy](#)

**Potential savings:** 30 percent to 40 percent off



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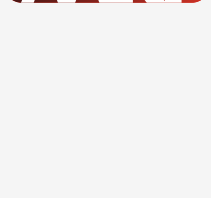


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## Eco-conscious products

Retailers and consumers are thinking green this month in light of Earth Day festivities. The annual event falls on April 22, but you can find deals throughout the month on a variety of environmentally friendly or sustainably produced products, from [organic cleaning supplies](#) to reusable bags to larger purchases, like energy-efficient clothes dryers and refrigerators.



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You might also spot April deals on previously-owned electronics at select retailers and on secondhand clothing at [thrift shops](#) — great for Americans 50-plus who are living on a fixed income but looking to upgrade their wardrobe.

**Where to look for deals:** [Amazon](#), [Best Buy](#), [Blueand](#)

**Potential savings:** 10 percent to 20 percent off

## Cookware and small kitchen appliances

William-Sonoma and Our Place typically host their annual spring cookware sales events in April, and many of their competitors have promotional events this month as well. The deals on pots and pans, as well as waffle irons and coffee machines, reflect a bid by retailers to attract consumers getting a head start on Mother’s Day gift shopping.

**Where to look for deals:** [All-Clad](#), [Macy’s](#), [Sur la Table](#)

**Potential savings:** 30 percent to 40 percent off

## Paper shredders

Deals for paper shredders appear this month because retailers know that many Americans clear out their file cabinets in April after submitting their [tax returns](#). In addition to office supply stores, Ramhold suggests looking at Amazon Basics for a cheap, no-frills model.

“They tend to be pretty basic, as the brand suggests,” she says, “but good for a lot of people who don’t need an overpowered shredder to get through their paperwork.”

**Where to look for deals:** [Staples](#), [Office Depot](#), [Target](#)

**Potential savings:** 10 percent to 20 percent off

## Easter decorations and supplies

After the holiday you’ll find deals on all sorts of Easter-themed décor and party supplies, such as plastic eggs, decorative grass and [baskets](#). That makes the last week of April a great opportunity to stock up not only on items for next year but also on Easter-themed candy and chocolate.

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

**Potential savings:** 50 percent to 70 percent off

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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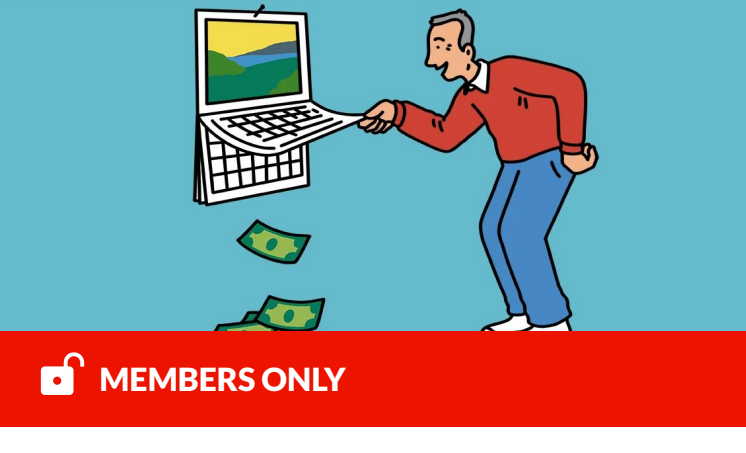
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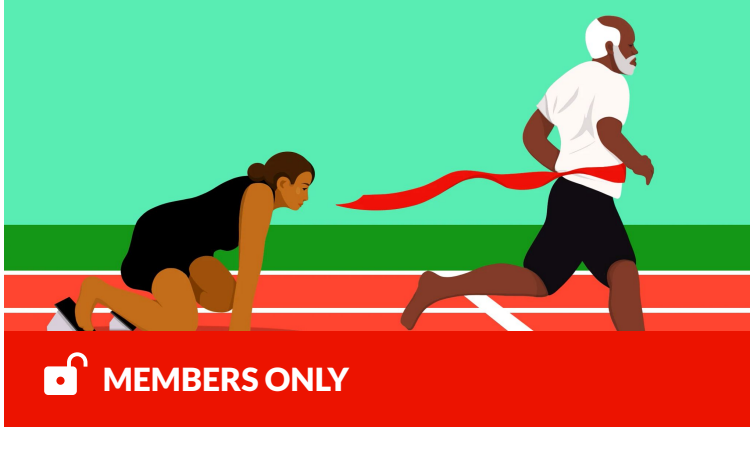
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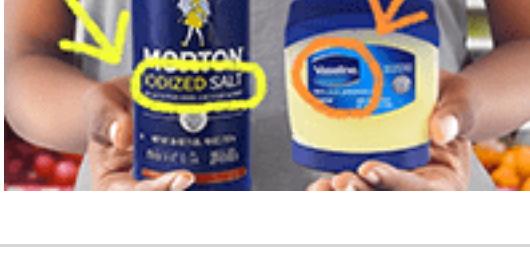


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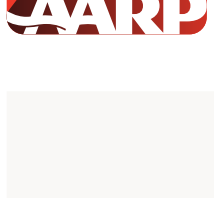
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