

When is the best time to buy a new smart TV?

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1. Before major sporting events

One of the best times to buy a new TV is before major sporting events. During this time, companies and retailers offer big discounts on low-end and high-end TVs as a ploy to help you watch the big game better.

Sellers are also encouraged to slash prices to clear out last year's models and prepare for new models announced in early January at the Consumer Electronics Show (CES), like LG's massive new EVO OLED line. These two factors make mid-January to early February a good time to pick up a smart TV at a bargain price.

2. In spring



TV makers from Samsung, LG to Sony, Hisense, and more will announce their new TV lineups for the year at CES in early January. However, these new products usually hit shelves in the spring. To clear out old inventory, companies offer big discounts on last year's models.

The caveat when shopping for a new TV in the spring is that it can be hard to find deals, let alone good deals, on new models that come out during this time. That's okay, though, because TVs often make small improvements between generations that don't make a huge difference to your day-to-day viewing experience.

To get the latest models at a better price, you have to wait until the end of the holiday season to buy.

3. During the holiday season

The holiday season, which begins in November, isn't just the best time to buy Christmas gifts. All sorts of goods go on sale during this time, and TVs are no exception, as you can find some of the most attractive discounts on everything from budget to high-end options. So if you're looking to buy a good deal on a Smart TV (whether it's a high-end or entry-level Smart TV), this is one of the best times to buy one.

There are some great TV discounts, especially during Black Friday, but over the past few years, there have been great deals starting in November. Your best bet is to have your money ready and make a purchase whenever these discounts happen.

4. On Amazon Prime Day



As the largest e-commerce platform, Amazon has an exclusive period of time when it offers discounts on everything, including TVs. Amazon Prime Day usually takes place around or in mid-July, but the dates can change, so you'll want to pay attention to the platform's announcements about when the sale will take place. Also, expand your search to other e-commerce platforms for more options.

You don't have to upgrade your TV very often, so when it's finally time to buy a new one, don't rush it. Be patient until one of the four stages. But before you spend your money, make sure you check the price history of the device using the best money-saving extension to make sure you're not getting ripped off.

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