

Amazon.sg Black Friday sale: up to 35% off and flash vouchers from 19 to 30 November 2026

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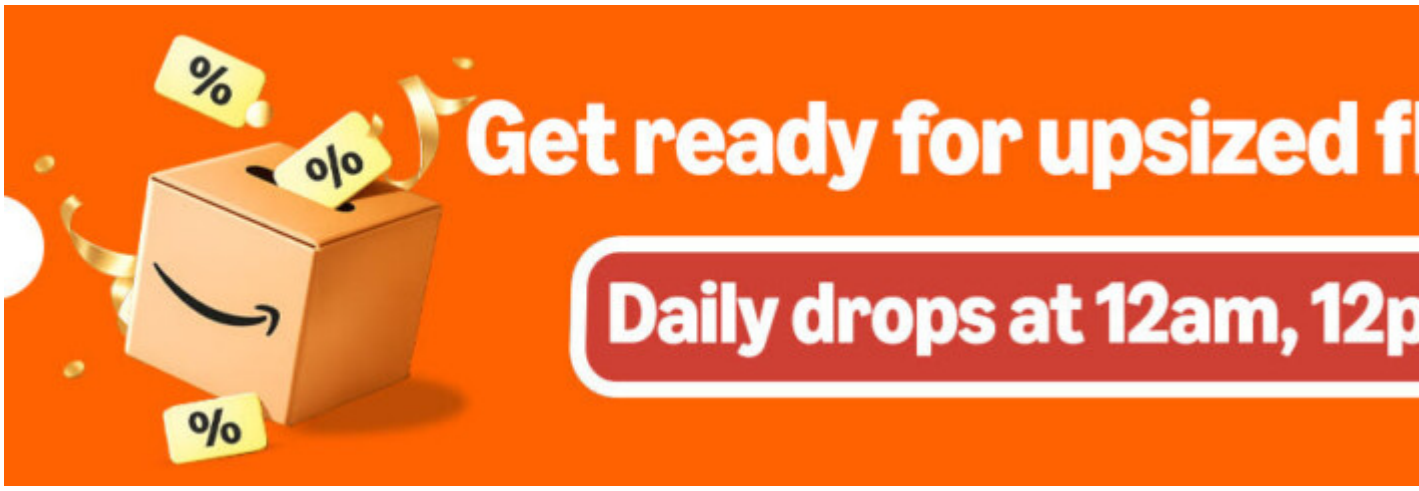
The Amazon.sg Black Friday sale runs from 19 to 30 November 2026, twelve days of markdowns that start tomorrow at 12am. Headline cuts go up to 35% off, and the banner on the sale page promises â??upsizedâ?• flash vouchers dropping through the day. If you have been sitting on a shopping list since 11.11, this is the second bite of the cherry.

Amazon.sg Black Friday sale: dates and headline discounts

Amazon Singaporeâ??s launch announcement lists the following brand-level ceilings. These are â??up toâ?• figures, so the exact saving depends on the product you pick.

- Up to 35% off Bioderma
- Up to 30% off TEMPUR, Speedo, and selected Crayola and Hot Wheels products
- Up to 25% off KitchenAid and ASUS
- Up to 20% off Salomon, LANEIGE, Samsung, selected VTech, plus Pampers and Huggies

Categories span electronics, home and kitchen, beauty, fashion, toys and books. The amazon.sg sale page already shows â??Early Black Friday Dealâ?• tags on international-store items, for example a Fitbit Charge 6 at S$119.39 against a was-price of S$150.72 (21% off) and a Bauerfeind compression knee sleeve at S$46.00 against S$89.00 (48% off). Prices shift quickly, so treat those as a sample taken on 18 November rather than a promise.



Source: Amazon.sg

How the flash vouchers work

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Amazon says its flash vouchers and flash drops land three times a day, at 12am, 12pm and 6pm, while stocks last. Vouchers are clipped on the product or deals page before checkout, so the discount is not applied unless you tap the clip button first. Many lobang hunters set phone alarms for the noon and 6pm drops, since lunchtime and after-work are when the popular items vanish.

The sale page also runs a WhatsApp alerts sign-up that dangles a chance to win a voucher worth up to S$1,000, with terms on the page. Read those terms before you hand over your number.

Is Amazon Prime worth it for this sale?

Prime costs S$4.99 a month or S$49.90 a year after a 30-day free trial, based on the amazon.sg Prime page. Members get free delivery on millions of items, and free delivery plus up to 10% off more than one million qualifying items sold by Amazon US and Amazon Japan. Prime members also get access to member-only shopping events through the year.



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Source: Amazon.sg Prime

If you plan to order from the international store, the free delivery and the extra 10% can matter more than the sale label itself. A one-off buyer can simply use the free trial, then cancel before the 30 days are up. Set a reminder so you do not get billed by accident.

Who should wait, and who should jump in

Parents stocking up on Pampers, Huggies, VTech and Crayola have the clearest reason to act early, since nappies and toys are everyday spend with a firm â??up to 20% to 30% offâ?• ceiling. Skincare fans eyeing Bioderma or LANEIGE can also treat the sale as a restock window. For big appliances or monitors, wait for the flash drops and compare with local retailers, because warranty and return terms differ between Amazonâ??s local and international stock.

Shoppers eyeing a mattress or pillow from TEMPUR should check the exact model on sale, as the 30% ceiling will not apply across the whole range.

Tips to get more from the 12 days

1. Build a wishlist now, so price drops are easy to spot and compare against your usual price.
2. Check the was-price against price history. A â??21% offâ?• tag means little if the item sat at that price last month.
3. Compare with 11.11 prices on Lazada and Shopee before you check out, especially for tech.
4. Look for stacking: a clipped voucher, a card promotion and Prime delivery can all apply on one order, subject to each offerâ??s terms.

5. Watch the delivery estimate. Items from the international store take longer than local stock.

Big-ticket buyers should also look at our guides to the Dyson R3 Nurovi Spot+Scrub UV price in Singapore and the Singapore Airlines Mastercard KrisPay offer, which ends on 20 November. For weekend plans after the shopping, there is also the SAFRA USS 1-for-1 ticket deal until 31 December 2026.

Quick facts

- Sale: Amazon.sg Black Friday Sale
- Dates: 19 November to 30 November 2026
- Flash vouchers and drops: 12am, 12pm and 6pm daily, while stocks last
- Prime: S$4.99 a month or S$49.90 a year, after a 30-day free trial
- Where: amazon.sg/blackfriday

Final prices, voucher values and stock are set by Amazon and its sellers and can change without notice.

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