IKEA Jurong 5th Birthday: High Five IKEA Sale Brings Up to 50% Off, $19.90 KLUBBSPORRE Pillow, $5 Chicken Wings and Curry Puff from 23 April to 3 May 2026

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Description

IKEA Jurong at Jem turns five on 23 April 2026, and the Swedish furniture giant has put together a 10-day celebration that runs from 23 April to 3 May 2026 across all three Singapore stores â?? IKEA Jurong at Jem, IKEA Alexandra and IKEA Tampines. Branded **High Five, IKEA!**, the campaign pairs up to 50% off on selected home furnishing favourites with a $5 food deal, an exclusive birthday gift pack worth $50, and in-store activities for families with young children.

This is one of the larger promotional windows IKEA Singapore has put up since its fiscal-year-end sales, and it is the first sale tied specifically to the Jurong storeâ??s anniversary since Jurong opened in April 2021. If you have been sitting on a shopping list, the 10-day window is long enough to plan multiple visits â?? which matters for the gift pack redemption, which is tied to a limited daily quota per store.

At a glance: what you get during High Five IKEA

- **Promo period:** 23 April to 3 May 2026 (10 days)
- **Stores participating:** IKEA Jurong (Jem), IKEA Alexandra, IKEA Tampines â?? plus online at ikea.com/sg
- **Headline product:** KLUBBSPORRE ergonomic pillow at $19.90 (U.P. $39.90) â?? 50% off
- **Food deals:** $5 for 4 pieces of chicken wings (U.P. $7.50) at the Swedish Restaurant and $5 for 5 pieces of curry puffs (U.P. $6.50) at the Swedish Bistro
- **Gift pack redemption:** Spend $5 to get a free gift pack worth $50 on 25-26 April and 1-3 May, 12pm to 2pm, limited to first 100 IKEA Family members per store per day
- **Kids activity:** Free cotton candy for children aged 5 to 12 on 25-26 April and 1 May, 12pm to 8pm, when they spot or wear anything with a â??5â?•

Up to 50% off products â?? with KLUBBSPORRE pillow at $19.90 leading the charge

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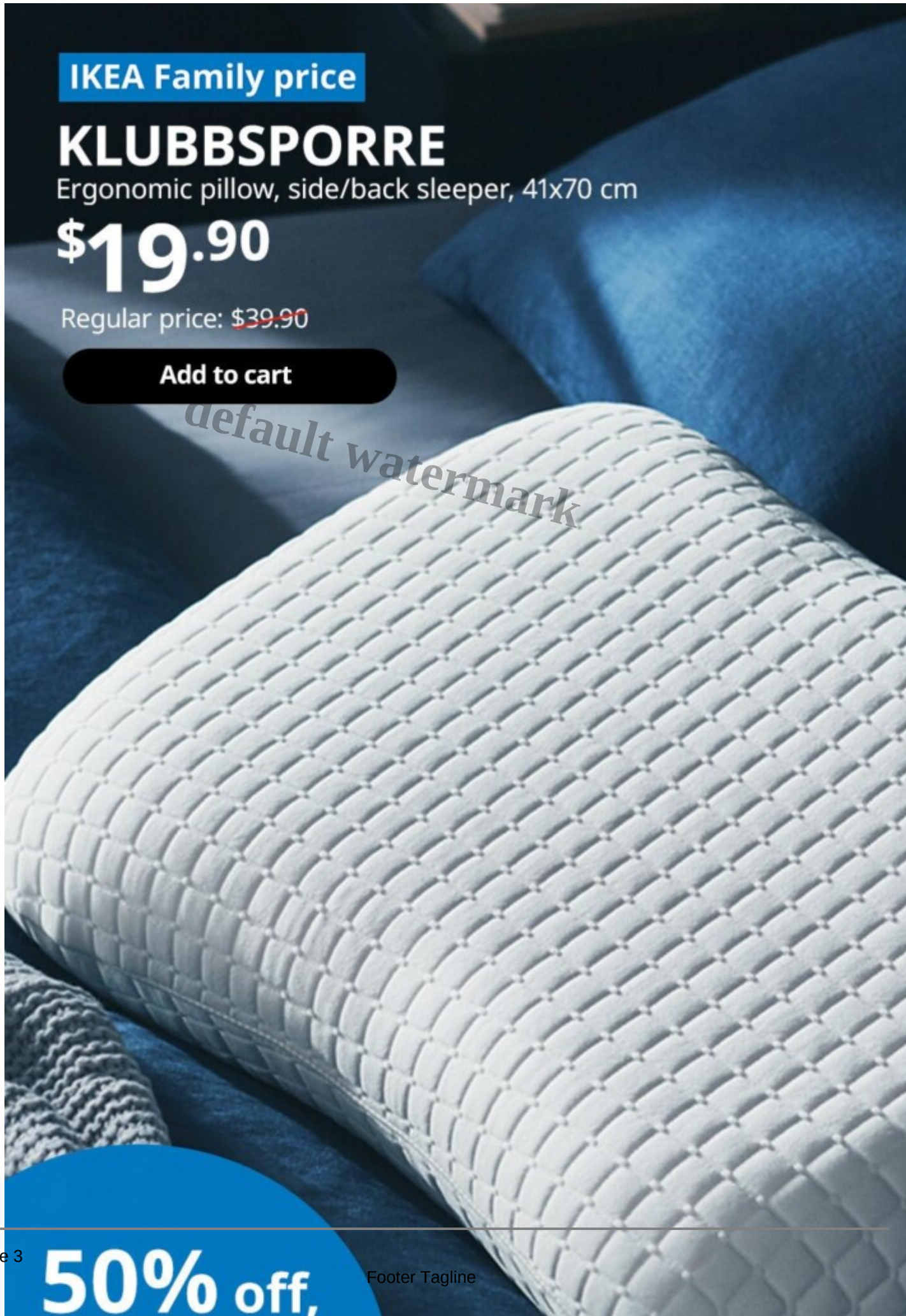
IKEA Family price
KLUBBSPORRE
Ergonomic pillow, side/back sleeper, 41x70 cm
$19.90
Regular price: $39.90
Add to cart
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50% off,

KLUBBSPORRE ergonomic pillow drops to $19.90 from $39.90 during the 23 April to 3 May 2026 High Five IKEA campaign. Image: IKEA Singapore.

The anchor product of the campaign is the **KLUBBSPORRE ergonomic pillow**, which drops to $19.90 during the promo â?? down from $39.90, a clean 50% discount. KLUBBSPORRE is IKEAâ??s side-and-back sleeper pillow with a contoured shape that aims to keep the neck aligned during sleep. At $19.90, it is priced below most supermarket memory-foam alternatives and well under branded orthopaedic pillows that typically retail for $50 to $80.

KLUBBSPORRE is not the only product on markdown. IKEA has published a starter set of highlighted deals for the campaign, and has hinted that â??many more stealsâ?• will land on 23 April. The starter list that IKEA Singapore has confirmed on its High Five IKEA campaign page includes:

- **SMÃ?RFISK carafe (1.0L, light turquoise)** â?? $3.90 (U.P. $6.90)
- **PINNTORP chair (light brown stained/Katorp natural)** â?? $45 (U.P. $65)
- **EKRAR hat and coat stand (bright red, 169cm)** â?? $17.90 (U.P. $34.90)
- **JÃ?NKIG wall clock (gold-colour, 30cm)** â?? $5.90 (U.P. $12.90)
- **LIVELYCKE tray table (black, 50cm)** â?? $24.90 (U.P. $49.90) â?? 50% off
- **STABBEN pedal bin (stainless steel, 20L)** â?? $34.90 (U.P. $69.90) â?? 50% off
- **BILLY bookcase with glass doors (green, 80x30x202 cm)** â?? $149 (U.P. $299) â?? 50% off
- **FREDDE gaming desk (black, 140/185x74x146 cm)** â?? $159 (U.P. $319) â?? 50% off

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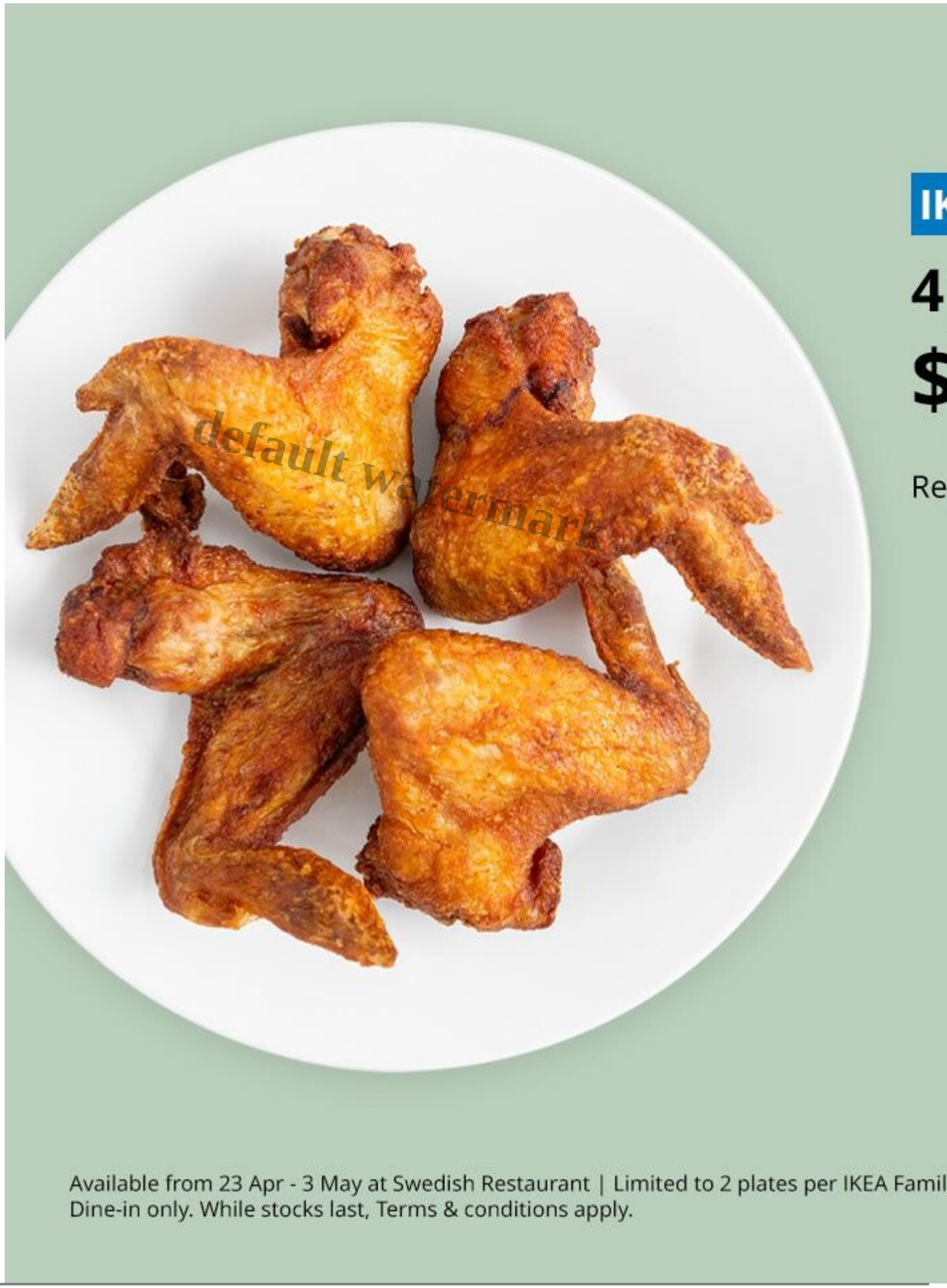
Many of the sharpest discounts â?? including the BILLY bookcase and FREDDE gaming desk â?? are full-price-halved deals on furniture priced under $200 after discount, which is a sweet spot for smaller HDB apartments and rental tenants who want to upgrade on a budget without committing to higher-ticket living-room furniture.

Who qualifies for the member prices

The deepest discounts are tagged IKEA Family prices, meaning you need to be signed up as a free IKEA Family member to redeem them. Sign-up is free and can be done online at family.ikea.com.sg. Membership also unlocks two free hot drinks per visit at the Swedish Restaurant, 1 Family point for every $1 spent (100 points offsets $1 at checkout), and 3x points on birthday-month in-store purchases.

$5 food deals at the Swedish Restaurant and Swedish Bistro

A birthday party needs cake â?? or in IKEAâ??s case, chicken wings and curry puffs. For the full 10 days of the promo (23 April to 3 May 2026), IKEA Family members can redeem two $5 food offers at any of the three store food outlets.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Available from 23 Apr - 3 May at Swedish Restaurant | Limited to 2 plates per IKEA Famil
Dine-in only. While stocks last, Terms & conditions apply.

4 pieces of chicken wings at the IKEA Swedish Restaurant for $5 (U.P. $7.50) during the 23 April to 3 May 2026 birthday campaign. Image: IKEA Singapore.

4 pieces of chicken wings at $5 (U.P. $7.50)

The Swedish Restaurant on the upper floor of each IKEA store is running a $5 chicken-wing plate throughout the campaign â?? four pieces of wings down from the usual $7.50, a 33% saving. This is dine-in only, and IKEA has capped redemptions at two plates per IKEA Family member. Given the wings are a long-standing favourite at the Swedish Restaurant, expect a queue at peak lunch and dinner.

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Available from 23 Apr - 3 May at Swedish Bistro | Limited to 2 bags per IKEA Family mem
While stocks last, Terms & conditions apply.

5 pieces curry puffs at the IKEA Swedish Bistro for $5 (U.P. $6.50) during the 23 April to 3 May 2026 birthday campaign. Image: IKEA Singapore.

5 pieces of curry puffs at $5 (U.P. $6.50)

The Swedish Bistro â?? the quick-bite counter near the checkouts, famous for $1 ice cream and $1 hot dogs â?? is getting in on the action with a 5-piece curry puff bag at $5, down from $6.50. The cap here is two bags per IKEA Family member, and the offer is dine-in only at the Bistro counter. The curry puff is the flaky, local-classic kind that IKEA has been serving at the Bistro for years, so think hawker-style pastry not Swedish kanelbulle.

Both food deals require you to be a signed-in IKEA Family member at the point of ordering â?? bring your member barcode or have the IKEA Family app ready before you queue.

The $50 birthday gift pack (with a $5 minimum spend)

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High Five, IKEA!
23 April - 3 May 2026
IKEA

Exclusive birthday gift pack worth $50 free with $5 spend for the first 100 IKEA Family members per store per day on 25-26 April, 1-3 May 2026. Image: IKEA Singapore.

The most talked-about part of the campaign is the **exclusive birthday gift pack worth $50**, which IKEA is giving away free to any IKEA Family member who spends $5 or more on home furnishing items during five specific days of the campaign: **25 April, 26 April, 1 May, 2 May and 3 May 2026**, between 12pm and 2pm.

The redemption is limited to the **first 100 IKEA Family members per store per day**, which means a maximum of 300 members across the three stores daily. Over the five redemption days, that works out to 1,500 total gift packs available. You will need to head to the designated redemption area at your chosen store:

- **IKEA Alexandra:** Customer service area, Level 1
- **IKEA Jurong:** Opposite checkouts, Level 4
- **IKEA Tampines:** After checkouts, Level 3

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IKEA has not disclosed the exact contents of the gift pack but confirms it is valued at $50 â?? so if you are making a small purchase anyway, the effective deal is $5 for $50 of merchandise, which is one of the sharper redemption ratios in the campaign. The $5 spend can include the discounted food items, so a plate of chicken wings plus the queue time could earn you the pack.

Our advice: if you want the gift pack, arrive at 11.30am on redemption days. The 12pm-2pm window goes fast once queues build, and the first 100 members daily is a hard cap.

Free cotton candy for kids aged 5 to 12

For families with young children, IKEA has wrapped its GREJSIMOJS bear mascot around a **free cotton candy** activity. Kids aged 5 to 12 who spot or wear anything with a â??5â?• on their clothing get a complimentary cotton candy treat from IKEA staff. The catch: this is only available on three days â?? 25 April, 26 April and 1 May 2026 â?? between 12pm and 8pm, and at the following pick-up points:

- **IKEA Alexandra:** Store entrance, Level 1
- **IKEA Jurong:** Kitchen room setting (K03), Level 2
- **IKEA Tampines:** Outside SmÃ¥land, Level 3

If your kid is borderline on age, any top with a â??5â?• â?? jersey number, house number, year-5 class shirt â?? qualifies. It is a lightweight family activity rather than a substantive deal, but it does give parents a reason to make the Jurong visit a half-day outing rather than a grab-and-go.

Should you wait until 23 April or act now?

For non-campaign items, the IKEA Family pricing (like the BACKTRAV bolster at $12.90, down from $14.90) is valid for the whole of April 2026, so nothing is lost by buying those before 23 April. But for the KLUBBSPORRE pillow ($19.90), the two $5 food deals and anything in the â??Hot deals under $50â?• and â??Hot deals under $199â?• buckets, the pricing only kicks in on 23 April 2026 â?? so if those are on your list, wait until then.

Expect the first two days (23-24 April) to be the busiest, with queues visible at IKEA Jurong given it is the anniversary store. The middle of the campaign (27-30 April) is typically the quietest window at all three stores, and 25-26 April plus 1-3 May are the gift-pack redemption days that will draw morning queues into the early afternoon.

How the High Five IKEA campaign compares to past IKEA sales

This is not a full fiscal-year-end clearance â?? that typically lands in August â?? but it is one of the stronger mid-year promos IKEA Singapore has run in 2026. The 50%-off headline on KLUBBSPORRE, BILLY bookcase and FREDDE gaming desk is unusually aggressive on in-line products (as opposed to discontinued lines typically cleared at 50%), and the $50-for-$5 gift pack is materially better than the $30-valued gift packs IKEA Singapore has offered during previous anniversary promos.

On the food side, $5 chicken wings sit alongside the perennial $1 hot dog and $1.50 ice cream combo at the Swedish Bistro, so IKEA diners can construct a three-person lunch under $20 at either of the two food outlets during the campaign.

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Getting to IKEA Jurong

IKEA Jurong is located at Jem, 50 Jurong Gateway Road, spanning levels 3 to 4 (market hall and Swedish Restaurant), with additional store space down to level 2. The store is directly connected to Jurong East MRT on the East-West and North-South Lines, making it one of the easier IKEAs to reach by public transport. Parking is available at Jem and at the adjacent Westgate and JCube car parks, with weekend peak-hour fees applying.

For store opening hours and the latest offers, see the official IKEA Jurong store page or the campaign landing page High Five, IKEA!.

Other Singapore deals to pair with your IKEA run

IKEAâ??s 10-day window runs through the end of April and into early May, overlapping with a number of other currently-running promotions. For a weekly round-up of Singapore deals that pair well with an IKEA trip, see our 18 best deals in Singapore this week roundup, which covers 1-for-1 food promos, household essentials and department-store closing sales running alongside High Five IKEA. For a deeper look at Popeyes Singaporeâ??s three simultaneous promotions from 20 April, read Popeyes Singapore Launches 3 Promotions from 20 April 2026.

The bottom line

IKEA Jurongâ??s 5th birthday bash is more than a light-touch anniversary nod â?? it is a 10-day sale with genuine 50%-off pricing on core products, a $50-for-$5 gift pack redemption window, and two $5 food deals that run the full length of the promo. For IKEA Family members (free to join), the KLUBBSPORRE pillow alone at $19.90 is worth the trip. If you are after the bigger-ticket furniture like the BILLY bookcase or FREDDE gaming desk at 50% off, go on the first weekend; the gift pack redemptions, however, are best attacked early in the 12pm-2pm window on any of the five redemption

days.

Whichever piece of the puzzle you are chasing, note the dates: **23 April to 3 May 2026**, across IKEA Jurong at Jem, IKEA Alexandra and IKEA Tampines, plus the IKEA Singapore online store.

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