

LEGO Cyber Monday Singapore: 30% off Bluey set, S$73.40

Description

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LEGO Singapore is keeping its Black Friday event open until Cyber Monday on 30 November 2026, and the official Cyber Monday deals page shows **30% off** on two items. The headline is Blueyâ??s Family House with Memory Game at S$73.40, down from S$104.90.

LEGO says the event runs from Black Friday on 27 November to Cyber Monday on 30 November, with special offers, rewards and gifts with purchase, subject to availability. Check the live page for gifts, because they can change daily.

LEGO Cyber Monday Singapore: what is marked down

The Cyber Monday deals page shows two reductions, both 30% off:

- Blueyâ??s Family House with Memory Game: S$73.40, from S$104.90
- Emperor Palpatine Key Chain: S$7.70, from S$11.00, tagged â??Retiring soonâ?•

The Bluey set saves S$31.50.

The deals page itself is a short one. Most of what sits below the banner is regular-priced stock sorted into Bestsellers, Gifts for kids, LEGO Merchandise and an 18+ tab, so you will need to know what you want before you start browsing.

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Image: LEGO Singapore

Everything else on the page, at full price

Plenty of popular sets sit on the same page without a discount, so the price below is the regular one:

- Santaâ??s Holiday Sleigh Adventure: S$45.90
- The Fast and The Furious Toyota Supra MK4: S$39.90
- Nike Air Force 1 x LEGO Set: S$149.90
- Tudor Corner: S$349.90
- Jabbaâ??s Sail Barge: S$719.90
- The Lord of the Rings: Minas Tirith: S$929.90

That mix matters if you are shopping for Christmas. The festive sleigh set is a stocking-stuffer price, while Tudor Corner is a grown-up build for the long weekend.

The Cyber Monday page also lists accessories. LEGO key chains, including Dug the Dog, Luke Skywalker Pilot and Minnie, are each S$11.00 at full price. Only the Palpatine one carries a discount on the page, so it is the cheapest way into a themed gift.

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Image: LEGO Singapore

Delivery and the Insiders angle

LEGO advertises free delivery on orders above S$120, with an asterisk for the terms. Gifts with purchase are subject to availability, and the page does not list which gifts apply on 30 November.

Members of LEGO Insiders get deals all year round, plus extra offers during Insiders Weekend, which LEGO says happens a week before the Black Friday and Cyber Monday weekend. If you are not a member, signing up is free on the LEGO site.

Do the sums on delivery before you add filler. A S$73.40 Bluey set alone does not clear the S$120 line, so a second set or a pair of key chains is what tips the order into free delivery.

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Image: LEGO Singapore

Quick checks before you buy

- The Cyber Monday sale takes place on 30 November 2026
- Only the Bluey memory game bundle and the Palpatine key chain showed a discount
- Free delivery needs more than S$120 in the bag
- Gifts with purchase depend on availability

Date Created
29/11/2026
Author
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