

Sony Days 2026 Year End Promotion: BRAVIA, camera and audio deals plus five island-wide roadshows

Description

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Sonyâ??s big year-end push is here. **Sony Days 2026**, the brandâ??s Year End Promotion, runs from **5 November 2026 to 3 January 2027**, and this year it is more than a list of markdowns. Alongside discounts on BRAVIA TVs, cameras and headphones, Sony is bringing its Official Goods merchandise to Singapore for the first time, launching a personalisation counter at its 313@somerset flagship and taking the promotion on the road to five malls.

If you are already planning Christmas gifts, or eyeing a new TV before the school holidays, here is what is worth knowing.



Image: Sony Electronics Singapore

Sony Days 2026 deals on TVs, cameras and audio

BRAVIA TVs from S$1,399

Sonyâ??s latest BRAVIA televisions start from S$1,399 during the promotion, with free gifts worth up to S$598 on selected screen sizes. For anyone building a proper home cinema, the BRAVIA Theatre Quad speaker system comes with savings of up to S$1,350 plus a complimentary SA-SW5 subwoofer worth S$1,019.

Cameras: up to S$800 off and a free workshop

Selected digital imaging products get savings of up to S$800, and buyers also receive a complimentary Introduction Workshop. That is a sensible add-on if you are upgrading from a phone camera for a year-end trip and want to learn the basics before you fly.

Up to 60% off selected Sony audio

Headphones and earbuds are the easiest gift to get right, and selected Sony audio products are up to 60% off. The promotion also introduces the new WH-1000XM4C headphones. If you are weighing up other Sony gear, our earlier look at the Sony Xperia 10 VIII and LinkBuds Clip covers prices and availability.

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Sony Days 2026 roadshow dates and locations

You can try the products before you buy at five Sony Days roadshows, which also carry on-site savings, limited-time bundles and roadshow-only deals:

- **Parkway Parade** (Level 1 Atrium): 9 to 15 November 2026
- **Jurong Point** (Level 1 Atrium): 16 to 22 November 2026
- **Millenia Walk** (outside Harvey Norman): 30 November to 6 December 2026
- **Funan** (Basement 2 Atrium): 14 to 20 December 2026
- **Westgate** (Level 2 Atrium): 14 to 27 December 2026


SONY
SONY DAYS
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PARKWAY PARADE
LEVEL 1 ATRIUM
9 - 15 NOV 26
JURO
LE
16
MILLENIA WALK
OUTSIDE HARVEY NORMAN
30 NOV - 6 DEC 26
FUN
BASE
14
SONY
WESTGATE
LEVEL 2 ATRIUM
14 - 27 DEC 26

Image: Sony Electronics Singapore

Sony Official Goods make their Singapore debut

The most interesting addition for long-time fans arrives in December. Sonyâ??s Official Goods collection, designed by Sony Creative Center, turns three classic products into T-shirts, canvas bags and keychains: the CDix IV Metal46 cassette tape, the Flamingo (PS-F9) portable vinyl player and the Walkman WM-F5 sports model. It is a nostalgic pick for anyone who grew up with a Walkman, and a fun one for younger fans who have only seen them in films.

Personalised gifts at Sony Store 313@somerset

Sonyâ??s flagship at 313@somerset is launching a new Personalisation counter, with complimentary personalisation on selected products. There is also a curated Female corner: spend S$500 on Sony products and you receive a K-beauty set with the Romantic Blush Lip & Cheek and the Sheer Blur Pot.

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Play Otter Bound to win vouchers

New and existing Sony members can play Otter Bound, an interactive game on the Sony Days microsite, for a chance at S$20, S$30 or S$50 vouchers. There is also a free-gift voucher redeemable at Sony Stores with no purchase needed, so it is worth a few minutes even if you are just browsing.

Is Sony Days 2026 worth waiting for?

With 11.11 and Black Friday around the corner, it pays to compare. Sonyâ??s promotion runs well into January, so there is no rush to buy on day one, but the roadshow-only bundles are limited to their dates. Check prices against the other year-end sales in our 11.11 sale guide, and if you are planning a festive weekend out, our things to do this weekend round-up has more ideas.

Full details are on the Sony Days 2026 microsite. Terms and conditions apply.

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Author
vanessakoh