Black Friday in 2026 falls on **November 27**. For Blu-ray and 4K UHD collectors, though, that date is better treated as the high point of the holiday shopping season than as the one day to start hunting. Retailers often launch **early Black Friday sales** well before the Friday itself, while boutique labels may run their own promotions on different schedules.

That matters more now that physical media costs are rising and the old bargain-bin routine is fading. A tempting sale badge does not necessarily mean a real discount—especially once shipping is added. The practical answer to "What is the **blu-ray deals start date**?" is: start watching in early November, then check retailer and label promotions throughout the month. If you're after a particular release, don't assume it will be cheapest on November 27.

Black Friday 2026: The Date and the Disc-Buying Window

Black Friday follows U.S. Thanksgiving, which is Thursday, November 26 in 2026. The next day— **Friday, November 27, 2026**—is Black Friday. Cyber Monday follows on November 30.

For disc collectors, the useful shopping window is likely to be broader than that four-day stretch. Retailers can put up holiday sale pages or start discounting selected titles ahead of Black Friday. Label stores may choose their own dates, sometimes tying promotions to a seasonal event rather than matching a retailer's calendar. Exact 2026 offers and launch dates won't be confirmed until companies announce them, so treat any specific pre-sale timing as something to monitor rather than a guarantee.

A sensible planning window is:

- **October:** Review your watch list and note current prices, including normal retailer pricing.
- **Early November:** Begin checking for early Black Friday sales and retailer holiday pages.
- **Mid-to-late November:** Compare new offers with your saved prices and look for label-specific promotions.
- **November 27 to November 30:** Recheck the biggest retailer offers, but buy only when the total cost and discount make sense.

Why Disc Deals Often Start Before Black Friday

Holiday sales have become a season rather than a single shopping day. Retailers want to spread out demand, and shoppers now expect discounts to appear early. That means the first visible deal could show up weeks before Black Friday—but early does not automatically mean good.

Retail holiday sale pages usually collect offers across many categories. You may find studio releases, catalogue titles, box sets, and a changing selection of 4K UHD and Blu-ray discs on the same page. The range can be broad, but the discounts vary. Some titles may be meaningfully reduced; others may simply carry a sale label beside a price that is close to what the retailer has charged before.

Label promotions work differently. A boutique label might discount selected editions through its own shop, run a limited promotion, or feature a particular part of its catalogue. The selection can be more focused, and the stock may include editions that are hard to find elsewhere. But shipping can eat into the savings—particularly on orders from a U.K. label store. A good-looking item price is not the same thing as a good delivered price.

Retailer sales and label promotions are not interchangeable

Keep two kinds of sale on your radar:

- **Retailer promotions:** Check Amazon, Barnes & Noble, and other retailers for holiday sale pages, rotating discounts, and changes in availability.
- **Label promotions:** Check boutique label stores directly for catalogue sales, limited-time offers, and editions that retailers may not stock.

The Action Elite can also be useful to collectors keeping an eye on disc news and releases. When a deal catches your attention, verify the current price and terms at the seller before you order. A post or listing can help you find an offer, but it cannot replace checking the live page, shipping, and final checkout total.

The Predictable Annual Sale Calendar for Physical Media

There is no single official calendar that every disc seller follows. Still, the same broad annual rhythms give collectors a useful framework for planning purchases. The point is not to wait blindly for a particular week; it is to know when to check and to have a fair-price reference ready.

Shopping period What to watch for Collector's check January Post-holiday markdowns and leftover seasonal stock Confirm the title is one you actually want, not just an attractive price. Spring Retailer promotions and possible label or catalogue offers Compare the offer with recent prices and the cost of shipping. Criterion sale periods A major recurring tentpole for Criterion titles Check whether the discount applies at the retailer or label store, and compare totals. Summer Mid-year retailer events and selected label promotions Look for specific titles rather than assuming the whole catalogue is discounted. November Early Black Friday sales, Black Friday, and Cyber Monday offers Track prices early; check stock, shipping, and return terms before buying. December Last-minute promotions and gift-season offers Allow for delivery cut-offs and avoid paying extra for a rushed order unless needed.

The **Criterion sale** is one of the clearest recurring tentpoles for collectors, but its timing and participating sellers can vary. It is worth keeping an eye on each year rather than assuming the same dates or exact terms. Black Friday season is the other major checkpoint, with a broader mix of retailers and titles. Between those periods, individual label promotions and retailer markdowns can still produce worthwhile buys.



How to Tell Whether a Black Friday Price Is Actually Good

When physical media prices are climbing and bargain bins are disappearing, it is tempting to buy quickly as soon as a familiar title gets a discount. A little price tracking helps separate a genuine deal from a sale badge.



1. **Set a target price.** Keep a wish list with target prices for the editions you want. Include format and edition details so you're comparing the same release.
2. **Record the everyday price.** Compare the offer with Amazon's everyday pricing and, where relevant, its recent price history. A discount from a high list price may still be ordinary in practice.
3. **Compare retailers before buying.** Check Amazon, Barnes & Noble, the label's own store, and any other reliable seller carrying that exact edition.
4. **Calculate the delivered cost.** Add shipping, taxes, and any applicable import charges before judging a U.S. or U.K. order.
5. **Check the edition, not just the title.** Confirm the disc format, region compatibility where relevant, packaging, and included extras.
6. **Recheck availability and terms.** A low price may come with a long wait, limited stock, or different return conditions.

For example, a boutique 4K release can list for about **$45**. If the label store takes a percentage off but charges enough for shipping to bring the delivered total close to the regular price at another seller, the label promotion may not be the better buy. Conversely, if you are ordering several titles together, the shipping cost per disc may fall enough to make the label sale worthwhile. Do the maths on the basket, not just the headline price.

Building a 2026 Black Friday Wish List

A simple wish list makes the holiday rush less confusing. For each title, record the edition you want, the current price, your target, and where you've checked. Note whether the price includes shipping or only the item itself. That gives you a quick comparison when early Black Friday sales begin.

A practical tracking table

Title or edition Current price Target price Retailers checked Shipping included? Example 4K edition $45 Your chosen limit Amazon, Barnes & Noble, label store Record the delivered total

Keep the target personal. A sought-after edition with packaging or extras you care about may be worth more to you than a standard disc, while a routine catalogue title may be easy to skip until it reaches a lower price. The useful question is not “Is this discounted?” but “Is this the edition I want, at a price I’m comfortable paying after shipping?”

So, When Do Blu-ray Deals Start in 2026?

Black Friday 2026 is November 27, but disc deals may start earlier. Begin checking retailer holiday sale pages in early November, while watching boutique label stores for promotions that disc sale shipping costs may follow a separate schedule. Keep the Criterion sale and Black Friday season on your annual calendar, but wait for confirmed dates and terms before planning around a specific offer.

Most importantly, use your wish list with target prices and compare retailers before buying. Check Amazon’s everyday pricing, look at Barnes & Noble and label-store offers, and compare the full delivered cost. With rising prices and fewer reliable bargain bins, a few minutes of price checking can make the difference between a genuine saving and a sale badge that doesn’t save you anything.