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Media Release

BLACK FRIDAY DEALS UNLOCKED: TOP OFFERS ON TECH, GAMING AND HOME OFFICE APPLIANCES

From laptops and monitors to gaming tech and family organisation tools, Officeworks reveals the products expected to be in highest demand this Black Friday.

Monday 16 November – With Black Friday and Cyber Monday fast approaching, Officeworks has revealed the technology, home appliances and everyday essentials expected to top Australians' shopping lists during one of the biggest retail events of the year.

Black Friday has become much more than a sales event, with Australians increasingly using the shopping period to get organised for Christmas, make considered purchases and stretch their budgets further. According to new research from Pureprofile, 58% of Australians plan to purchase Christmas gifts during the Black Friday and Cyber Monday sales, highlighting the importance of finding great value ahead of the festive season.

From upgrading home appliances and ticking off Christmas gift lists to getting a head start on Back to School shopping list for 2027, Officeworks is encouraging customers to plan ahead and make the most of the savings on offer.

This year, Officeworks is seeing strong interest in products that help Australians work, learn, create and stay organised. From laptops for study and work, through to gaming accessories and smart home organisation tools, shoppers are looking to maximise value on products they've had on their wish lists all year.

Gaming is also continuing to be a popular form of entertainment and gifting option for Australians. According to research released by the Interactive Games & Entertainment Association (IGEA) in June 2026, gaming hardware sales grew 37% in 2025, highlighting strong consumer investment in gaming technology. With Black Friday approaching, shoppers have an opportunity to upgrade their setups for less, from gaming monitors and accessories to chairs.

“Black Friday has evolved beyond traditional Christmas shopping with Australians becoming more considered about how and when they spend. They are now looking for opportunities to make their budgets go further and get more value from the things they need,” said Sinead Bell, Officeworks Chief Commercial Officer.

“At Officeworks, our customers are at the heart of everything we do, and we know that keeping costs down matters to Australian families. We're committed to delivering great value and low prices every day, and Black Friday is another opportunity to help customers save on the products they need and love.

Whether it's upgrading gaming set ups, investing in appliances for your home or getting a head start on Back to School essentials for 2027, we want to help Australians make their budgets go further without compromising on quality.”

THE PRODUCTS SET TO FLY OFF THE SHELVES

Technology continues to be one of the most sought-after categories during Black Friday, with customers looking to upgrade devices, create better study and work-from-home setups, and invest in gaming and entertainment experiences.

All pricing available from Monday 16 November unless otherwise stated

- Lenovo 14" IdeaPad Slim 3 Ultra 5 16/512GB CoPilot+ PC was $1,497 now **$997**
- Acer 14" Aspire Lite Ryzen 5 8/512GB Laptop was $897 now **$647**
- Lenovo 34" WQHD 120Hz 12ms Monitor L34W-4C was $499 now **$297**
- Lenovo 24" FHD 165Hz IPS Monitor was $199 now **$99**
- Blaupunkt Smart Family Digital Calendar was $197 now **$167**

- FujiFilm INSTAX mini Link 3 Instant Printer was $118 now **$98**
- ONEX RTC Embrace Large Alcantara Premium Gaming Chair was $297 now **$229**
- Logitech G512 Mechanical Gaming Keyboard was $148 now **$98**

Officeworks expects laptops, monitors and gaming accessories to be among the standout performers as Australians look to upgrade their work and gaming setups ahead of the summer holidays and new school year. Family organisation technology is also gaining momentum, with products such as the Blaupunkt Smart Family Digital Calendar helping households stay on top of increasingly busy schedules.

Officeworks for Business customers can unlock even greater value on the Black Friday deals, with registered customers receiving an additional 5 per cent off eligible products. This helps small businesses save more on everyday essentials and workspace upgrades when shopping through their Officeworks for Business account.

- Lenovo 14" Yoga Slim 7 OLED Core Ultra 5 16/512GB Copilot+ PC was $1,997 now **$1,422**
- Lenovo 34" WQHD 120Hz Curved Monitor was $499 now **$282**
- Pago Matrix Mesh Deluxe Heavy Duty Chair Black was $209 now **$179**

BLACK FRIDAY REWARDS FOR ONEPASS MEMBERS

In addition to Black Friday savings, Officeworks is giving OnePass members even more reasons to shop this sales event, with exclusive offers designed to help customers maximise value. Up until Wednesday 2 December, customers who sign up to OnePass will receive a $20 reward, which can be put towards their Black Friday purchases and everyday shopping needs.

To shop Officeworks Black Friday visit: Black Friday Sale 2026 | Officeworks. Customers can shop the Black Friday sales in-store, online, via the Officeworks app or Kmart Marketplace **from 16 November.**

END

Available opportunities include:

- High-res imagery here
- In-store filming and photography access
- B-roll and product imagery for broadcast and online use
- Interviews with Officeworks spokesperson **Sinead Bell, Chief Commercial Officer**

Research

- More than half (58%) of Australians plan to use the shopping period to help manage their budgets" – Source: Mi3, 2026
- "Gaming hardware sales surged 37% year-on-year, highlighting growing" Source: Australian Video Game Consumer Sales Results – IGEA, 2025.
- "Six million Australians take advantage of Black Friday sales, with shoppers spending an average of $800 during this period." Source: Australian Retailers Association (ARA), 2025.

Media Contacts

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About Officeworks

More than 30 years of helping Australians bring big ideas to life at low prices.

Since opening our first store in Richmond, Victoria in 1994, Officeworks has grown to become Australia's leading destination for technology, stationery, furniture, education and art supplies.

Today, Officeworks operates more than 175 stores nationwide, offers 40,000 products at low prices, and provides specialised services including Print & Create and Geeks2U. Supported by thousands of team members across Australia and our global offices in India and the Philippines, we help families, students and businesses work, learn, create and connect.

Alongside delivering a seamless omnichannel experience, we're committed to creating positive impacts for our people, customers and the communities where we live and work.