Holiday Price Adjustment Dates 2026

Target, Best Buy and Walmart windows, Oct. 30, 2026 to Jan. 15, 2027

DATE	WHAT HAPPENS	DONE
Fri., Oct. 30	Best Buy holiday window opens (purchases Oct. 30 to Dec. 31)	☐
Sun., Nov. 1	Target holiday window opens for purchases	☐
Thu., Nov. 26	Thanksgiving	☐
Fri., Nov. 27	Black Friday	☐
Mon., Nov. 30	Cyber Monday	☐
Thu., Dec. 24	Target price must drop on or before this day	☐
Thu., Dec. 31	Best Buy holiday purchases end	☐
Jan. 15, 2027 (Fri.)	Best Buy holiday price match claims end	☐

My notes

Source: Target Price Match Guarantee, Best Buy Price Match Guarantee and Walmart Price Match Policy, checked Oct. 30, 2026. Walmart.com does not refund later drops; Amazon terms not confirmed.