Black Friday Comes Early: Ollie's Survey Says Shoppers Want Deals Now

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Ollie's Brings Good Stuff Cheap® to 75 More Communities This Holiday Season

HARRISBURG, Pa., Nov. 16, 2026 /PRNewswire/ -- Shoppers aren't waiting for Black Friday to find great deals this year. A new survey from Ollie's shows that 78% of shoppers want deep discounts earlier in the season or are already bargain hunting before Black Friday. Ollie's is answering the call with **Daily Deal Reveals**, featuring a new brand-name bargain each day from November 22nd through November 25th, followed by Ollie's strongest selection of doorbusters ever on **Black Friday, November 27th**. But bargain hunters better act fast, because **when it's gone, it's gone!**

In addition to the Daily Deal Reveals, Ollie's stores are packed with brand-name gifts, toys, décor, and holiday essentials at up to 70% off the fancy stores' prices. The deals won't stop coming after Black Friday, with more Daily Deal Reveals leading into Christmas for last-minute gifts and stocking stuffers. With 75 new stores opened this year, even more bargain hunters can experience the thrill of the find and discover Good Stuff Cheap® at Ollie's this holiday season.

"Black Friday is no longer just one day of deals. Shoppers want great bargains all season long, and Ollie's is delivering," said Eric van der Valk, President and Chief Executive Officer of Ollie's. "Our Daily Deal Reveals give bargain hunters even more reasons to visit our stores throughout the holiday season, with name brands, incredible savings, and the thrill of finding something totally unexpected every time they shop."

2026 Ollie's Holiday Shopper Survey Highlights:

- 85% say bargains are very or extremely important to stretching holiday budgets.
- 78% want deep discounts earlier in the season or shop for bargains before Black Friday.
- 77% are seeking more bargains than ever before or becoming more selective about where they shop.
- 71% say great deals are very or extremely important to keeping the holiday magic alive for families.

"Our survey confirms that families are starting their holiday shopping earlier and looking for ways to make every dollar go further, and we're proud that Ollie's can help keep the holiday magic alive," added van der Valk. "Reaching our goal of opening 75 new stores this year means we can serve even more communities and bring Good Stuff Cheap® to more families across the country this holiday season."

About Ollie's

Ollie's is a leading off-price retailer of brand name household products. Since our founding in 1982, our mission has been to sell Good Stuff Cheap®. We do this through a flexible buying model that focuses on closeout merchandise and excess inventory from suppliers and manufacturers around the world. Our stores offer Real Brands!, Real Bargains!® in a treasure hunt environment at prices up to 70% below traditional retailers. As of August 1, 2026, we operated 686 stores in 36 states and growing! For more information, visit www.ollies.com.

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