

Amazon Rolls Out Early Price Cuts on Apple Gear Ahead of Fall Prime Day

Amazon has started offering early discounts on Apple products before Prime Big Deal Days.

- **Event Timing:** Amazon's official Prime Big Deal Days event runs from October 6 to October 7.
- **You'll find deals on** AirPods, iPads, MacBooks, and Apple Watches.
- Select MacBooks and Apple audio devices are available at lower prices.
- **Some early deals are open to everyone, but you'll need a Prime membership for the main event. Offers can change quickly.**
- **Stock and prices change often during big sales, so it's smart to check deals early.**

Amazon Starts Cutting Apple Prices Early

Amazon has already dropped prices on iPads, MacBooks, and other Apple products, even before the Prime Big Deal Days begin.

If you've been waiting to upgrade, these early deals are a good way to beat the rush. The 48-hour [sale starts October 6](#), but you don't have to wait for top offers.

AirPods Lead the Early Apple Deals

Audio accessories frequently anchor Amazon's tech sales, and this year is no exception. Apple's AirPods lineup has seen notable decreases across multiple tiers.

The AirPods Pro model has dropped to [\\$199](#) from its standard retail price of \$249, offering a solid 20% savings for buyers seeking active noise cancellation. (Amazon's Prime Big Deal Days is official, and here's [53 deals I'd shop now, 2026](#)) Meanwhile, over-ear enthusiasts can find the AirPods Max available at reduced rates, making Apple's premium listening gear slightly more approachable for casual shoppers and daily commuters alike. Readers interested in technical specs can explore our [AirPods coverage](#) for deep dives into active noise cancellation.

MacBook Air Discounts Reach \$200

Portable computing deals are often the most heavily scrutinised by students and remote professionals. Amazon's early slate includes steep price drops on high-end portable machines.

M5 MacBook Air configurations have dropped by up to [\\$200](#) off standard retail prices, bringing powerful performance to more manageable entry points. (Kahn, 2026) Buyers weighing whether to replace an older Intel-based laptop or an early Apple Silicon machine will find these portable discounts particularly compelling as work and academic schedules ramp up for the fall. You can also consult our comprehensive [Apple product guides](#) to choose the right configuration.

iPad Air and iPad Mini Prices Drop

Tablets occupy a sweet spot for media consumption, digital note-taking, and travel. Apple's iPad lineup is well represented in the early inventory shakeup.

The 11-inch M4 iPad Air has seen its price slashed by roughly 13%, bringing the cost down to [\\$649](#) from its usual [\\$749](#) retail tag. (H, 2026) Smaller form-factor models and standard iPads are also seeing modest adjustments, delivering flexible choices for people seeking a secondary screen for reading or creative projects.

Apple Watch SE 3 Gets a Price Cut

Fitness trackers and smartwatches round out the wearable category of early promotions. The Apple Watch SE 3 has dropped to around [\\$199](#), saving \$50 off its regular [\\$249](#) price. (Prime Day Deal: Apple Watch SE 3 Drops to \$199 at Amazon, \$50 Off MSRP, 2026)

This reduction makes Apple's entry-to-mid-tier health tracking easier to justify for first-time smartwatch buyers or parents looking to equip family members with safety and communication tools.

When Prime Big Deal Days Starts

The official Amazon Prime Big Deal Days event launches on [October 6](#) and runs through [October 7](#). During these 48 hours, Amazon will cycle through thousands of lightning deals and spotlight offers across every department.

Access to the core event pricing requires an active Amazon Prime membership. Shoppers who don't currently subscribe often use a 30-day trial to unlock member-exclusive savings.

What Shoppers Should Know Before Buying

Navigating early retail sales requires caution. Because third-party platforms and manufacturers manage these promotional windows, prices can fluctuate rapidly based on supply and demand.

Popular configurations—especially entry-level storage tiers for MacBooks and specific colourways for iPads—frequently sell out well before a shopping event officially concludes. (I review laptops for a living - 7 early October Prime Day MacBook deals I recommend, 2026)
Anyone eyeing a specific piece of hardware should check the live product page on Amazon to confirm that the discount is still active before completing a purchase.

Apple AirPods Pro	Standard / ANC	\$199.00	\$249.00	\$50.00
Apple iPad Air (11-inch)	M4	\$649.00	\$749.00	\$100.00
Apple Watch SE 3	Standard	\$199.00	\$249.00	\$50.00
Apple MacBook Air	M5	\$1,399.00	\$1,599.00	\$200.00

Frequently Asked Questions

- **When does Amazon Prime Big Deal Days start?** The official 48-hour event runs from October 6 through October 7.
- **Do I need a Prime membership to get these deals?** Yes, the core event requires an active Amazon Prime subscription, though some early discounts may occasionally appear for all shoppers.
- **How much can I save on a MacBook Air?** Select M5 MacBook Air configurations are currently marked down by up to \$200.
- **Can Apple product prices change during the sale?** Yes, pricing and stock availability shift frequently based on live inventory levels on Amazon.
- **Are these discounts available on current-generation Apple devices?** Yes, the early markdowns cover recent hardware iterations, including M-series MacBooks and modern iPad Air models.

SEO & Publishing Metadata

- **SEO Title:** Amazon Starts Early Apple Discounts Ahead of Prime Big Deal Days
- **Meta Description:** Amazon is offering early discounts on Apple AirPods, iPads, MacBooks, and Apple Watch ahead of its October Prime Big Deal Days event. Check the best deals.
- **URL Slug:** [amazon-early-prime-day-apple-deals-2026](#)
- **Focus Keyword:** Amazon early Prime Day Apple deals
- **Secondary Keywords:** Prime Big Deal Days Apple discounts, MacBook Air sale, AirPods Pro discount, iPad Air price drop

Sources

- **Amazon** — *Prime Big Deal Days: Our biggest deals to kick off fall and holiday shopping* (<https://www.aboutamazon.com/news/retail/prime-big-deal-days-best-deals-savings-2026>)
- **Esquire** — *The Apple October Prime Day Deals Worth Your Money* (<https://www.esquire.com/lifestyle/tech/a73960036/apple-prime-big-deal-days-october-2026/>)