

Selling to European shoppers on Amazon's 5 European Marketplaces is a great way to grow your business.

This calendar provides an overview of some of the major shopping holidays in Europe, so that you can plan your business around peak shopping periods for European customers, ensuring that your products are available when customers are searching for them. Be sure to familiarize yourself with all of the tools Amazon provides, which make selling on Amazon five European Marketplaces simpler and easier to manage.

Holiday	Description	What Customers Buy
1/1 New Year's Day 2018: 1/1	Traditionally, people make resolutions to improve their healthy living habits and wish friends and family good luck in the New Year.	Small gifts and items associated with luck and greeting cards. Resolution items include personal health, sports, books, healthy and organic food, exercise equipment, gym clothing, sports shoes, and fitness electronic devices.
1/6 Epiphany 2018: 1/6	A Christian feast day celebrated in various countries throughout the world, including Europe.	Electronics, toys, sports, watches and jewelry, clothing, shoes, and all sorts of electronic devices and digital products.
1/28 Lunar New Year (aka "Chinese New Year") 2018: 2/16	Many individuals and communities, notably Chinese communities, take part in Lunar New Year celebrations, including parades, traditional costumes, firecrackers, and feasting. It is customary for families and friends to exchange gifts and money.	Traditional Chinese or Asian attire, red and gold boxes, plastic flowers and traditional décor.
2/14 Valentine's Day 2018: 2/14	A celebration of romantic love and friendship. Stores offer a full range of romantic paraphernalia, gifts, cards, and chocolate.	Greeting cards, chocolates, cards, sex toys, flowers, heart-shaped cookies, and candles.
2/28 Carnival/Mardi Gras 2018: 2/13	Carnival (aka Mardi Gras or Fasnacht) is a time of celebration. Many people dress up in eye-catching costumes and attend balls and parties.	All manner of costumes, masks, wigs, make-up, (funny) accessories and items, and beverages.
3/8 Women's Day 2018: 3/8	International day to celebrate women and their achievements.	Female-targeted products, including cosmetics, flowers, jewelry, clothing, handbags, and books.
3/17 St. Patrick's Day 2018: 3/17	Celebrations concentrate on Irish-themed parties, drinks, and food. Many people dress in green clothing and eat green-colored food.	Irish-themed and green items, including t-shirts, hats, party supplies, Irish symbols, party favors, and accessories.

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<p>4/16</p> <p>Easter</p> <p>2018: 4/1</p>	<p>Good Friday, Easter Sunday, and Easter Monday are religious celebrations observed by millions of people around the world, including North America and Europe. These celebrations are associated with the beginning of spring.</p>	<p>Religious goods, candy, eggs, lamb and rabbit toys, small gifts, and kitchenware.</p>
<p>6/18</p> <p>Father's Day/Men's Day</p> <p>2018: 6/17</p>	<p>A celebration honoring fathers and celebrating fatherhood, paternal bonds, and the influence of fathers in society. Groups of male friends or relatives often spend time together, participating in outdoor activities.</p>	<p>Accessories for tracking, picnicking, beverages, and male-targeted gifts, such as ties, books, and socks.</p>
<p>In July (date announced shortly beforehand)</p> <p>Prime Day</p> <p>2018: In July</p>	<p>Prime Day is an Amazon sales event for Prime members in which all kinds of items across categories are sold at substantial discount on Amazon.</p>	<p>All categories, although the focus tends to be on more expensive items. High demand/volume items. Discounted prices and promotional sales are essential.</p>
<p>9/15</p> <p>First Day of School</p> <p>2018: 9/15</p>	<p>First day of school for elementary, middle, and high school.</p>	<p>Student-related products including stationery, writing material, office software, books, notebooks, pads, pens, pencils, rulers, and backpacks; electronics and productivity software; clothes.</p>
<p>10/31</p> <p>Halloween</p> <p>2018: 10/31</p>	<p>Halloween is a celebration observed in a number of countries. Activities include giving candy to children, attending costume parties, carving pumpkins, visiting haunted attractions, telling scary stories, and watching horror films.</p>	<p>Costumes of all types, make-up, accessories (masks and wigs), beverages, horror movies, general scary, and novelty items, such as fake blood, scary contact lenses, etc.</p>
<p>11/24</p> <p>Black Friday</p> <p>2018: 11/23</p>	<p>Black Friday is the day following Thanksgiving. Since 1952, it has been regarded as the beginning of the Christmas shopping season, and most major retailers open very early and offer promotional sales. Shoppers expect substantial discounts.</p>	<p>All categories, although the focus tends to be on more expensive items. High demand/volume items. Discounted prices and promotional sales are essential.</p>
<p>11/27</p> <p>Cyber Monday</p> <p>2018: 11/26</p>	<p>The Monday after U.S. Thanksgiving and Black Friday. Cyber Monday is focused on online shopping. Ecommerce stores offer large sales and discounts. It is a newer holiday that is rapidly gaining adoption in various countries.</p>	<p>All categories, although the focus tends to be on electronics. High demand/volume items. Discounted prices and promotional sales are essential.</p>
<p>11/29–12/26</p> <p>Christmas season and Boxing Day</p> <p>2018: 12/25</p>	<p>Originally a Christian celebration, Christmas is now a global holiday celebrated by both Christians and non-Christians. It involves the giving of gifts and sharing meals, putting up Christmas trees, decorating homes, and visiting family and friends.</p>	<p>All categories related to gifting, candles, Christmas goods/decorations, greeting cards, advent calendars, and calendars.</p>
<p>12/31</p> <p>New Year's Eve</p> <p>2018: 12/31</p>	<p>New Year's Eve is a major social holiday. Many people hold parties at home or attend special gatherings to celebrate the upcoming New Year.</p>	<p>Party accessories and decorations, indoor fireworks, beverages, greeting cards, and calendars.</p>