

Selling to American shoppers on Amazon.com is a great way to grow your business.

This calendar provides an overview of some of the major shopping holidays in the US, so that you can plan your business around peak shopping periods for American 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.com simpler and easier to manage.

Holiday	Description	What Customers Buy
1/1 New Year's Day <i>Inbound by: 10/3/2016</i>	Celebration and welcoming of the solar new year. Traditionally, people make resolutions to improve their healthy living habits and wish friends and family good luck in the New Year.	Products associated with resolutions for the new year, e.g.: personal health, sports, books, e-cigarettes, healthy and organic food, exercise equipment, gym clothing, sports shoes, fitness electronic devices, diet products, greeting cards.
1/28 Lunar New Year (aka "Chinese New Year") <i>Inbound by: 10/30/2016</i>	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, traditional décor.
2/14 Valentine's Day <i>Inbound by: 11/16/2016</i>	A celebration of romantic love and friendship. Stores offer a full range of romantic paraphernalia, gifts, cards, and chocolate.	Greeting cards, chocolates, cards, adult toys, flowers, heart-shaped cookies, candles.
3/17 St. Patrick's Day <i>Inbound by: 12/17/2016</i>	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, accessories.
4/16 Easter <i>Inbound by: 1/16/2017</i>	Good Friday, Easter Sunday, and Easter Monday are religious celebrations observed by millions of people in the U.S. These celebrations are also associated with the beginning of spring.	Easter-related goods including plastic eggs, bunny rabbit-themed items, toys, smaller gifts, decorations, religious goods, pastel-toned party favors, cards.
5/14 Mother's Day <i>Inbound by: 2/13/2017</i>	Many people send cards or gifts to their mother or mother figures. Common gifts include flowers, chocolate, jewelry and treats.	Female-targeted products, including cosmetics, flowers, jewelry, clothing, handbags, books, greeting cards, chocolates, beauty, household items.
6/18 Father's Day <i>Inbound by: 3/20/2017</i>	A celebration honoring fathers and celebrating fatherhood, paternal bonds, and the influence of fathers in society.	Male-targeted products, including ties, books, socks, perfumes (cologne), shavers, home improvement, sports and outdoor equipment.

Holiday	Description	What Customers Buy
7/4 American Independence Day <i>Inbound by: 4/5/2017</i>	This patriotic holiday commemorates the date on which the U.S. declared independence and is celebrated with picnics and barbecues, outdoor games, and swimming activities.	Grilling and kitchenware; outdoor products including picnic sets, swimming gear, outdoor games, and patio sets; festive paraphernalia including U.S. flags, balloons, and fireworks.
In July (date announced shortly beforehand) Prime Day <i>Inbound by: 4/13/2017</i>	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.	All categories, although the focus tends to be on more expensive items. High demand/volume items. Discounted prices and promotional sales are essential.
8/8 Back to School season <i>Inbound by: 5/10/2017</i>	Millions of students of all educational levels and ages start classes all over the country.	Student-related products including stationery, writing material, office software, books, notebooks, pads, pens, pencils, rulers, and backpacks; electronics and productivity software; clothes.
10/31 Halloween <i>Inbound by: 8/2/2017</i>	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.	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.
11/23 Thanksgiving <i>Inbound by: 8/25/2017</i>	Thanksgiving Day is a public holiday widely observed in North America. It originated as a harvest festival, but nowadays families travel all over the country and gather for a communal meal that often includes turkey.	Down jackets, gloves, scarves, wooly hats, skiing equipment, ski suits. Kitchen utensils, turkey pans, pots, aprons.
11/24 Black Friday <i>Inbound by: 8/26/2017</i>	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.	All categories, although the focus tends to be on more expensive items. High demand/volume items. Discounted prices and promotional sales are essential.
11/27 Cyber Monday <i>Inbound by: 8/29/2017</i>	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.	All categories, although the focus tends to be on electronics. High demand/volume items. Discounted prices and promotional sales are essential.
12/25 Christmas season <i>Inbound by: 9/26/2017</i>	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.	All categories related to gifting. Christmas goods/decorations, greeting cards, candles, advent calendars, lights.
12/31 New Year's Eve <i>Inbound by: 10/2/2017</i>	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.	Party accessories and decorations, fireworks, beverages, greeting cards, calendars.