

## Selling to Japanese shoppers on Amazon's Japan Marketplace is a great way to grow your business.

This calendar provides an overview of some of the major shopping holidays in Japan, so that you can plan your business around peak shopping periods for Japanese 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's Japan Marketplace simpler and easier to manage.

Holiday	Description	What Customers Buy
1/1 <b>New Year's Day</b> 2019: 1/1	Traditionally, people make resolutions to improve their healthy living habits and wish friends and family good luck in the New Year.	Lucky bags (an assortment of items sold at a high discount rate), Winter sale season (various products are sold at high discount rates)
2/14 <b>Valentine's Day</b> 2019: 2/14	Valentine's Day is typically an occasion for girls/women to give gifts, most commonly chocolate, to boys/men as an expression of love, courtesy, and friendship.	Chocolate, men's jewelry, ties, wallets, perfume, personal gifts related to men, greeting cards, baking supplies, wrapping paper, and other decoartions associated with Valentine's Day.
3/3 <b>Girls' Day/Hinamatsuri</b> 2019: 3/3	Wishing girls their health, growth, happiness, and good fortune. Hinaningyo (dolls) are displayed in households with little girls.	Hina dolls, girls dresses, gifts associated with girls
3/14 <b>White Day</b> 2019: 3/14	Boys/men give gifts to girls/women in return to what they received on Valentine's Day.	Candy, cookies, small gifts (e.g. jewelry), flowers, personal gifts related to women
4/1 <b>Back to School</b> 2019: 4/1	New school year starts in April for most schools (kindergarten to university)	School related items (e.g. stationery, lunch box), digital cameras/videos, memory cards
March – April <b>Cherry blossom/Hanami season</b> 2019: March – April	Cherry blossom viewing is a popular activity in Japan that often involoves a picnic party with lots of food and drinks.	Snack food, beverage, party goods (e.g. party hats, costumes, games), blankets, portable chairs, picnic related items
April 28 – May 6 <b>Golden Week (national holiday week)</b> 2019: April 29 – May 7	It is the period containing a series of public holidays. People often travel during this period.	Travelling goods, digital cameras/videos, memory cards

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5/13 <b>Mother's Day</b> <i>2019: 5/12</i>	A celebration honoring mothers and celebrating motherhood, maternal bonds, and the influence of mothers in society. People to show their appreciation toward their mothers and mother figures.	Small items and gifts (e.g. jewelry, perfumes), flowers, greeting cards, sweets (especially chocolate), targeted audience female.
6/17 <b>Father's Day/Men's Day</b> <i>2019: 6/16</i>	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.	Gifts for male target group, e.g. ties, books, socks, perfumes, etc.
In July (date announced shortly beforehand) <b>Prime Day</b> <i>2019: In July</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.	Anything sold with a high discount rate across all categories
In September <b>Silver Week</b> <i>2019: September</i>	Unusual occurrence of a five-day break caused by a weekend followed by 3 consecutive public holidays. This only happens once every few years (2015, 2020, 2026...)	Travelling goods
September – October <b>School Sports Day season</b> <i>2019: September – October</i>	Many schools have a Sports Day event where students take part in competitive activities such as tug of war, beanbag toss, relay race, etc. May-June is also a popular season for Sports Day.	Kids tennis shoes (sneakers), digital cameras, videos, memory cards
10/31 <b>Halloween</b> <i>2019: 10/31</i>	Halloween has become a widely acknowledged event in Japan over the past years among a wide range of age groups from small children to young adults.	Costumes of all kind, make-up, accessories (masks, wigs), beverages, scary items (fake blood, scary contact lenses etc.)
11/23 & 11/26 <b>Black Friday &amp; Cyber Monday</b> <i>2019: 11/29 &amp; 12/02</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.	Anything sold with a high discount rate across all categories
11/29 – 12/25 <b>Christmas season</b> <i>2019: 11/29 – 12/25</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.	Christmas goods/decorations, ornaments, advent calendars, greeting cards, gift wrapping items, gifts targeted towards all age groups and genders, greeting cards
Mid-to-late December <b>Bonenkai season</b> <i>2019: Mid-to-late December</i>	Drinking party generally held among groups of friends or co-workers to forget the past year and move on to the next.	Party goods (e.g. party hats, costumes, games)