

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

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

Holiday	Description	What Customers Buy
1/1 New Year's Day 2019: 1/1	In many places around the United Kingdom's coast, groups of people dress up in fancy costumes and run into the cold sea. Also new year's resolutions that would lead to a healthier lifestyle are supported by government advertising campaigns.	Little gifts and items associated with luck, (good luck) greeting cards, products associated with new year's resolutions, e.g. personal health, sports, books, fitness gear and electronic devices.
2/16 Lunar/Chinese New Year 2019: 2/5	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 decor.
2/14 Valentine's Day 2019: 2/14	Many people send Valentine's Day cards, gifts or text messages to their partner or somebody for whom they have romantic feelings.	Greeting cards, small items (e.g. jewelry) and personal gifts related to romantic love, lingerie, sex-toys, family planning, flowers, electronic gadgets or accessories, mobile phones.
2/13 Carnival 2019: 3/5	Shrove Tuesday in the United Kingdom is commonly known as Pancake Tuesday. It is a time for people to eat pancakes or participate in pancake races. Kids usually dress up as cartoons or superheros during carnival.	Kitchenware, pancake makers, syrups, flours, specialty sugars, and kid cartoon costumes.
3/17 St. Patrick's Day 2019: 3/17	Celebrations concentrate on Irish themed parties, drinks and food. Many people get into the spirit by dressing in green clothing and eating green colored food.	St. Patrick's T-shirts, green hats, green party supplies, shamrock and leprechaun's themed party favors and accesories.
3/11 Mother's Day 2019: 3/31	Mother's Day is a day for many people to show their appreciation towards mothers and mother figures.	Small items and gifts (e.g. jewelry, perfumes), flowers, greeting cards, sweets (especially chocolate), targeted audience female.
4/1 Easter 2019: 4/21	Good Friday, Easter, Easter Monday are religious celebrations observed by millions of people in Europe. These celebrations are also associated with the beginning of the spring.	Religious goods, candy, Easter-goods like eggs etc., toys, mainly smaller gifts. Outdoor items and camping equipment.

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6/17 Father's Day 2019: 6/16	Groups of male friends or male relatives spend a day together. They often take part in an outdoor activities.	Accessories for tracking, picnicking and beverages, gifts for male target group, e.g. ties, books, socks, perfumes, etc.
In July (date announced shortly beforehand) Prime Day 2019: In July	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.
10/31 Halloween 2019: 10/31	Halloween is a celebration observed in a number of countries. Activities include trick-or-treating, attending Halloween costume parties, carving pumpkins into jack-o'-lanterns, lighting bonfires, apple bobbing, divination games, playing pranks, visiting haunted attractions, telling scary stories and watching horror films.	Costumes of all kinds, make-up, accessories (masks, wigs), beverages, scary items.
11/5 Bon Fire Night 2019: 11/5	A night time annual celebration characterized by bonfires and fireworks to mark the anniversary of the failure of Guy Fawkes' actions in 1605.	Outdoor gear, jackets, firepits, electronic musical devices.
11/23 Black Friday 2019: 11/29	Black Friday marks the beginning of the holiday season sales in the United States. This begins the Friday after Thanksgiving. International companies offer one to five days with huge discounts for customers.	Focus on any kind of electronics, but also anything else, high demand for and awareness of discounted prices.
11/26 Cyber Monday 2019: 12/2	Monday after Black Friday and American Thanksgiving sales and big offers on-line. Cyber Monday allows customers to shop online from the comfort of their offices and homes. This date is traditionally considered as the beginning of the Christmas shopping season.	Focus on any kind of electronics, but also anything else, high demand for and awareness of discounted prices.
11/29–12/25 Christmas season 2019: 11/29–12/25	Originally a Christian celebration, Christmas Day has become an increasingly commercial opportunity, with a lot of families buying all sort of gifts. Many people put up Christmas trees, decorate their homes, visit family or friends and exchange gifts.	Candles, Christmas goods/decorations, anything people like to buy as a present, greeting cards, advent calendars, Nativity sets.
12/26 Boxing Day 2019: 12/26	National Holiday and the beginning of UK's annual sales. The sales often last for a whole week between Christmas Day and New Year's Eve.	All sort of merchandise in high demand, winter clothing, electronics, kitchenware, shoes, sports equipment, specially hunting. Make up, perfumes, watches, jewelry, anything marked on sale.
12/31 New Year's Eve 2019: 12/31	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. As the Big Ben strikes midnight people sing the Auld Lang Syne and toast for the New Year.	Party accessories and decorations, indoor fireworks, beverages, greeting cards, glassware, liquor, party apparel.