

European holiday calendar: plan ahead for peak shopping periods

Holiday

What customers buy



1/1/2022
New Year's Day
1/1/2023

Greeting cards and small gifts and items associated with luck. Resolution item categories including personal health, sporting goods, books, healthy and organic food, exercise equipment, gym clothing, athletic shoes, and electronic fitness devices.



1/6/2022
Epiphany
1/6/2023

Electronics, toys, sporting goods, watches, jewelry, clothing, shoes, and all sorts of digital products.



2/1/2022
Lunar New Year
(aka Chinese New Year)
1/22/2023

Traditional Chinese or Asian attire, red-and-gold boxes, plastic flowers, and traditional décor.



2/14/2022
Valentine's Day
2/14/2023

Greeting cards, chocolates, cards, sex toys, flowers, heart-shaped cookies, and candles.



3/1/2022
Carnival/Mardi Gras
2/21/2023

All manner of costumes, masks, wigs, makeup, comedic accessories, and beverages.



3/8/2022
Women's Day
3/8/2023

Female-targeted products such as cosmetics, flowers, jewelry, clothing, handbags, and books.



3/17/2022
St. Patrick's Day
3/17/2023

Irish-themed and green items, including T-shirts, hats, party supplies, Irish symbols, party favors, and accessories.



4/17/2022
Easter
4/9/2023

Religious goods, candy, eggs, lamb and rabbit toys, small gifts, and kitchenware.

Holiday



6/19/2022

Father's Day

6/18/2023



In July (date announced shortly
beforehand)

Prime Day



9/15/2022

First day of school

9/15/2023



10/31/2022

Halloween

10/31/2023



11/25/2022

Black Friday

11/24/2023



11/28/2022

Cyber Monday

11/27/2023



11/25-12/26/2022

Christmas season and Boxing Day

11/25-12/26/2023



12/31/2022

New Year's Eve

12/31/2023

What customers buy

Accessories for trekking and picnicking, beverages, and male-targeted gifts such as ties, books, and socks.

All categories, although the focus tends to be on more expensive items, as well as high-demand and high-volume items. Discounted prices and promotional sales are essential.

Student-related products, including stationery, writing materials, office software, books, notebooks, pads, pens, pencils, rulers, backpacks, electronics, productivity software, and clothes.

Costumes of all types, makeup, accessories, masks, wigs, beverages, horror movies, and general scary and novelty items such as fake blood and scary contact lenses.

All categories, although the focus tends to be on more expensive items, as well as high-demand and high-volume items. Discounted prices and promotional sales are essential.

All categories, although the focus tends to be on electronics, as well as high-demand and high-volume items. Discounted prices and promotional sales are essential.

All categories related to gifting, as well as candles, Christmas goods and decorations, greeting cards, advent calendars, and calendars.

Party accessories and decorations, indoor fireworks, beverages, greeting cards, and calendars.