

Japanese holiday calendar

Holiday

What customers buy



1/1/2020
New Year's Day
1/1/2021

Lucky bags (an assortment of items sold at a high discount) and items for the winter sale season (when various products are sold at high discounts).



2/14/2020
Valentine's Day
2/14/2021

Chocolate, men's jewelry, ties, wallets, fragrances, gifts for men, greeting cards, baking supplies, wrapping paper, and other decorations associated with Valentine's Day.



3/3/2020
Girls' Day/Hinamatsuri
3/3/2021

Hina dolls, girls' dresses, gifts associated with girls.



3/14/2020
White Day
3/14/2021

Candy, cookies, small gifts (including jewelry), flowers, and other gifts for women.



4/1/2020
Back to school
4/1/2021

School-related items (including stationery and lunch boxes), digital cameras, video cameras, and memory cards.



March-April
**Cherry blossom/
Hanami season**

Snack foods, beverages, party goods (including party hats, costumes, and games), blankets, portable chairs, and picnic-related items.



4/29-5/6/2020
**Golden Week
(national holiday week)**
4/29-5/6/2021

Travel goods, digital cameras, video cameras, and memory cards.



5/10/2020
Mother's Day
5/9/2020

Small items and gifts for women (including jewelry and perfume), flowers, greeting cards, and sweets (especially chocolate).

Plan ahead for peak shopping periods

Holiday	What customers buy
 <p>6/21/2019 Father's Day 6/20/2021</p>	Gifts targeted toward men, including ties, books, socks, and fragrances.
 <p>In July (date announced shortly beforehand) Prime Day</p>	Highly discounted items across all categories.
 <p>In September Silver Week</p>	Travel goods.
 <p>September-October School Sports Day season</p>	Kids' tennis shoes (sneakers), digital cameras, videos, memory cards.
 <p>10/31/2020 Halloween 10/31/2021</p>	Costumes of all kinds, makeup, accessories, masks, wigs, beverages, and scary items such as fake blood and scary contact lenses.
 <p>11/27/2020 & 11/30/2020 Black Friday & Cyber Monday 11/26/2021 & 11/29/2021</p>	Highly discounted items across all categories
 <p>11/27-12/25/2020 Christmas season 11/26-12/25/2021</p>	Christmas goods and decorations, ornaments, advent calendars, greeting cards, gift-wrapping items, and gifts for various age groups and genders.
 <p>Mid to late December Bonenkai season</p>	Party goods, including party hats, costumes, and games.