

European holiday calendar: plan ahead for peak shopping periods

Holiday	What customers buy
 <p data-bbox="320 427 549 517">1/1/2019 New Year's Day 1/1/2020</p>	<p data-bbox="836 405 1442 517">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.</p>
 <p data-bbox="320 636 459 725">1/6/2019 Epiphany 1/6/2020</p>	<p data-bbox="836 613 1418 669">Electronics, toys, sporting goods, watches, jewelry, clothing, shoes, and all sorts of digital products.</p>
 <p data-bbox="320 831 555 965">2/5/2019 Lunar New Year (aka Chinese New Year) 1/25/2020</p>	<p data-bbox="836 828 1442 884">Traditional Chinese or Asian attire, red-and-gold boxes, plastic flowers, and traditional décor.</p>
 <p data-bbox="320 1066 549 1155">2/14/2019 Valentine's Day 2/14/2020</p>	<p data-bbox="836 1043 1394 1099">Greeting cards, chocolates, cards, sex toys, flowers, heart-shaped cookies, and candles.</p>
 <p data-bbox="320 1274 624 1364">3/5/2019 Carnival/Mardi Gras 3/5/2019</p>	<p data-bbox="836 1258 1374 1314">All manner of costumes, masks, wigs, makeup, comedic accessories, and beverages.</p>
 <p data-bbox="320 1489 523 1579">3/8/2019 Women's Day 3/8/2020</p>	<p data-bbox="836 1473 1434 1529">Female-targeted products such as cosmetics, flowers, jewelry, clothing, handbags, and books.</p>
 <p data-bbox="320 1704 560 1794">3/17/2019 St. Patrick's Day 3/17/2020</p>	<p data-bbox="836 1688 1422 1744">Irish-themed and green items, including T-shirts, hats, party supplies, Irish symbols, party favors, and accessories.</p>
 <p data-bbox="320 1919 427 2009">4/21/2019 Easter 4/12/2020</p>	<p data-bbox="836 1904 1445 1960">Religious goods, candy, eggs, lamb and rabbit toys, small gifts, and kitchenware.</p>

Holiday

What customers buy



6/16/2019

Father's Day

6/21/2020

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



In July (date announced shortly beforehand)

Prime Day

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.



9/15/2019

First day of school

9/15/2020

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



10/31/2019

Halloween

10/31/2020

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.



11/29/2019

Black Friday

11/27/2020

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.



12/2/2019

Cyber Monday

11/30/2020

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.



11/29–12/26/2020

Christmas season and Boxing Day

11/27–12/26/2020

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



12/31/2018

New Year's Eve

12/31/2019

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