

# European holiday calendar

Holiday	What customers buy
 <p>1/1/2018 <b>New Year's Day</b> 1/1/2019</p>	<p>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>1/6/2018 <b>Epiphany</b> 1/6/2019</p>	<p>Electronics, toys, sporting goods, watches, jewelry, clothing, shoes, and all sorts of digital products.</p>
 <p>2/16/2018 <b>Lunar New Year</b> (aka Chinese New Year) 2/5/2019</p>	<p>Traditional Chinese or Asian attire, red-and-gold boxes, plastic flowers, and traditional décor.</p>
 <p>2/14/2018 <b>Valentine's Day</b> 2/14/2019</p>	<p>Greeting cards, chocolates, cards, sex toys, flowers, heart-shaped cookies, and candles.</p>
 <p>2/13/2018 <b>Carnival/Mardi Gras</b> 3/5/2019</p>	<p>All manner of costumes, masks, wigs, makeup, comedic accessories, and beverages.</p>
 <p>3/8/2018 <b>Women's Day</b> 3/8/2019</p>	<p>Female-targeted products such as cosmetics, flowers, jewelry, clothing, handbags, and books.</p>
 <p>3/17/2018 <b>St. Patrick's Day</b> 3/17/2019</p>	<p>Irish-themed and green items, including T-shirts, hats, party supplies, Irish symbols, party favors, and accessories.</p>
 <p>4/1/2018 <b>Easter</b> 4/21/2019</p>	<p>Religious goods, candy, eggs, lamb and rabbit toys, small gifts, and kitchenware.</p>

# Plan ahead for peak shopping periods

## Holiday

## What customers buy



6/17/2018  
**Father's Day**  
6/16/2019

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



In July 2018 (date announced shortly  
beforehand)  
**Prime Day**  
In July 2019

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.



9/15/2018  
**First day of school**  
9/15/2019

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



10/31/2018  
**Halloween**  
10/31/2019

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.



11/23/2018  
**Black Friday**  
11/29/2019

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.



11/26/2018  
**Cyber Monday**  
12/2/2019

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.



11/23–12/26/2018  
**Christmas season  
and Boxing Day**  
11/29–12/26/2019

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.