

# Japanese holiday calendar

Holiday	What customers buy
 <p>1/1/2018 <b>New Year's Day</b> 1/1/2019</p>	<p>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).</p>
 <p>2/14/2018 <b>Valentine's Day</b> 2/14/2019</p>	<p>Chocolate, men's jewelry, ties, wallets, fragrances, gifts for men, greeting cards, baking supplies, wrapping paper, and other decorations associated with Valentine's Day.</p>
 <p>3/3/2018 <b>Girls' Day/Hinamatsuri</b> 3/3/2019</p>	<p>Hina dolls, girls' dresses, gifts associated with girls.</p>
 <p>3/14/2018 <b>White Day</b> 3/14/2019</p>	<p>Candy, cookies, small gifts (including jewelry), flowers, and other gifts for women.</p>
 <p>4/1/2018 <b>Back to school</b> 4/1/2019</p>	<p>School-related items (including stationery and lunch boxes), digital cameras, video cameras, and memory cards.</p>
 <p>March–April <b>Cherry blossom/ Hanami season</b></p>	<p>Snack foods, beverages, party goods (including party hats, costumes, and games), blankets, portable chairs, and picnic-related items.</p>
 <p>4/28–5/6/2018 <b>Golden Week (national holiday week)</b> 4/29–5/7/2019</p>	<p>Travel goods, digital cameras, video cameras, and memory cards.</p>
 <p>5/13/2018 <b>Mother's Day</b> 5/12/2019</p>	<p>Small items and gifts for women (including jewelry and perfume), flowers, greeting cards, and sweets (especially chocolate).</p>

# Plan ahead for peak shopping periods

Holiday	What customers buy
 <p>6/17/2018 <b>Father's Day</b> 6/16/2019</p>	Gifts targeted toward men, including ties, books, socks, and fragrances.
 <p>In July (date announced shortly beforehand) <b>Prime Day</b></p>	Highly discounted items across all categories.
 <p>In September <b>Silver Week</b></p>	Travel goods.
 <p>September–October <b>School Sports Day season</b></p>	Kids' tennis shoes (sneakers), digital cameras, videos, memory cards.
 <p>10/31/2018 <b>Halloween</b> 10/31/2019</p>	Costumes of all kinds, makeup, accessories, masks, wigs, beverages, and scary items such as fake blood and scary contact lenses.
 <p>11/23/2018 &amp; 11/26/2018 <b>Black Friday &amp; Cyber Monday</b> 11/29/2019 &amp; 12/2/2019</p>	Highly discounted items across all categories.
 <p>11/23–12/25/2018 <b>Christmas season</b> 11/29–12/25/2019</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 <b>Bonenkai season</b></p>	Party goods, including party hats, costumes, and games.