

European holiday calendar: plan ahead for peak shopping periods

Holiday

What customers buy



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

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.



1/6/2020
Epiphany
1/6/2021

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



1/25/2020
Lunar New Year
(aka Chinese New Year)
2/12/2021

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



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

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



2/25/2020
Carnival/Mardi Gras
2/16/2021

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



3/8/2020
Women's Day
3/8/2021

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



3/17/2020
St. Patrick's Day
3/17/2021

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



4/21/2020
Easter
4/4/2021

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

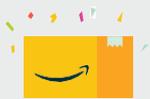
Holiday



6/21/2020

Father's Day

6/21/2021



In July (date announced shortly
beforehand)

Prime Day



9/15/2020

First day of school

9/15/2021



10/31/2020

Halloween

10/31/2021



11/27/2020

Black Friday

11/26/2021



11/30/2020

Cyber Monday

11/29/2021



11/27-12/26/2020

Christmas season and Boxing Day

11/26-12/26/2021



12/31/2020

New Year's Eve

12/31/2021

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.