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E-Commerce Marketing
Holiday
Calendar
2026





January 2026

Holidays

- New Year's Day**
January 1
- Quitters Day**
January 9
- International Thank-You Day**
January 11
- National Hat Day**
January 15
- Blue Monday**
January 19
- Australia Day**
January 26
- International Puzzle Day**
January 29

SUN	MON	TUE	WED	THU	FRI	SAT
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4	5	6	7	8	9	10
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18	19	20	21	22	23	24
25	26	27	28	29	30	31

Interesting Fact

January is a traditional winter holiday month, but it is calmer than December. New Year and Christmas have passed, and people try to begin a new life with better habits (usually from January 1st or from any Monday available). Still, it's not a dead season at all – people in many countries continue to celebrate. Besides, due to traditionally snowy and frosty weather, many people take on winter activities like sliding, skiing, winter saunas, and even Polar bear plunge (swimming in ice-cold water in lakes).

The logo for amasty, featuring the word "amasty" in a bold, black, sans-serif font. The letter "a" has an orange horizontal bar underneath it.

February 2026

Holidays

- ❤️ **World Nutella Day**
February 5
- ❤️ **Super Bowl Sunday**
February 8
- ❤️ **Galentine's Day**
February 13
- ❤️ **Valentine's Day**
February 14
- ❤️ **Singles Awareness Day**
February 15
- ❤️ **Lunar New Year**
February 17
- ❤️ **Cat Day**
February 22

SUN	MON	TUE	WED	THU	FRI	SAT
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Interesting Fact

February's Valentine's Day makes U.S. consumers only spend over \$18 billion on gifts, cards, and chocolate. More to that, many people prefer Valentine's Day presents for their pets, most typically dogs. February is also a month of the Super Bowl, which increases the sales of snacks to enjoy while watching the game.



March 2026

Holidays

-  **Purim, Holi**
March 2
-  **International Women's Day**
March 8
-  **Pi Day**
March 14
-  **St. Patrick's Day**
March 17
-  **Nowruz Persian New Year, Spring Equinox**
March 20
-  **International Happiness Day**
March 20
-  **Earth Hour**
March 28

SUN	MON	TUE	WED	THU	FRI	SAT
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29	30	31				

Interesting Fact

85% of women are the primary decision-makers for household purchases – they influence over \$31.8 trillion in global spending annually. Women are rational decision-makers who decide to buy items only after doing thorough research to make sure the purchase suits their needs. This is actually true for all types of goods, from big household items like TVs, cars, and furniture to beauty products such as skincare and SPA treatment.



April 2026

Holidays

- **April Fool's Day**
April 1
- **Easter (Catholic Christianity)**
April 5
- **World Health Day**
April 7
- **National Pet Day**
April 11
- **Easter (Orthodox Christianity)**
April 12
- **Earth Day**
April 22
- **Netherlands King's Birthday**
April 27

SUN	MON	TUE	WED	THU	FRI	SAT
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26	27	28	29	30		

Interesting Fact

While being one of the most important holidays for Christians, Easter is a major marketing event that generates tons of sales. In the U.S., the 2025 Easter spending reached \$23.6B, with an average bill of \$189.26 (higher than for Halloween). People typically spend money on food (chicken and eggs) for festive meals, candies, chocolate, and home decorations.



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May 2026

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Holidays

- 🍼 International Labor Day
May 1
- 🍼 Harry Potter Day
May 2
- 🍼 Star Wars Day
May 4
- 🍼 Cinco de Mayo
May 5
- 🍼 Mother's Day
May 10
- 🍼 World Baking Day
May 17
- 🍼 World No Tobacco Day
May 31

SUN	MON	TUE	WED	THU	FRI	SAT
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24	25	26	27	28	29	30
31						

Interesting Fact

May geeky holidays like Harry Potter Day and Star Wars Day generate a notable rise in the sales of themed toys like Funko, Hasbro, and even those expensive, huge LEGO Millennium Falcons, Death Stars, and Hogwarts castles. Even jewelry brands like Pandora regularly issue themed pieces like bracelet charms with Darth Vader, R2D2, Golden Snitch, and Hedwig.

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June 2026

Holidays

- ☀️ **Global Running Day**
June 3
- ☀️ **World Environment Day**
June 5
- ☀️ **Best Friends Day**
June 8
- ☀️ **World Productivity Day**
June 20
- ☀️ **Father's Day**
June 21
- ☀️ **First Day of Summer**
June 21
- ☀️ **National Selfie Day**
June 21

SUN	MON	TUE	WED	THU	FRI	SAT
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28	29	30				

Interesting Fact

While neckties remain one of the most popular "Dad" gifts on Father's Day, many dads would be glad to get something by brands like Apple, UnderArmour, Nike, Netflix, Lexus, LEGO, Levi's, Kobalt, and Harley-Davidson. Besides, many June shoppers say that they are planning to buy Father's Day gifts for their husbands, brothers, sons, uncles, and mentors who may not actually be fathers but play an important role in a person's life.

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July 2026

Holidays

- Ice cream Canada Day
July 1
- Ice cream Independence Day (US)
July 4
- Ice cream World Chocolate Day
July 7
- Ice cream Amazon Prime Day
July 14-15
- Ice cream World Emoji Day
July 17
- Ice cream National Ice Cream Day
July 19
- Ice cream International Friendship Day
July 30

SUN MON TUE WED THU FRI SAT

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Interesting Fact

Last year, the July 4th spending reached \$9B on food only. \$4B was spent on alcohol (beer), and \$656M on wine. \$2.8B was spent on fireworks, and 150M hot dogs were sold on this day alone. While July 4th is not celebrated all over the world, this summer feast and BBQ tendency is super widespread, making July one of the best months to sell picnic-related things.



August 2026

Holidays

International Beer Day

August 7

National Lazy Day

August 10

World Lion Day

August 10

World Photography Day

August 19

World Plant Milk Day

August 22

International Dog Day

August 26

Back-to-School Season

All month

SUN MON TUE WED THU FRI SAT

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30	31						

Interesting Fact

In 2025, the U.S. spending for the back-to-school season was estimated to \$39.4B for schools (55% online) and \$88.8B for colleges (48% online). Electronic goods traditionally made up a lion's share of these sums due to their prices, while the most commonly bought items are still traditional school supplies (copybooks, pencils, etc.) and clothes.

September 2026

Holidays

-  **World Beard Day**
September 5
-  **Labor Day (US)**
September 7
-  **International Literacy Day**
September 8
-  **Programmers' Day**
September 13
-  **Talk Like a Pirate Day**
September 19
-  **World Gratitude Day**
September 21

SUN	MON	TUE	WED	THU	FRI	SAT
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		29	30			

Interesting Fact

September is a great time to launch products, as studies show that in the autumn, employees are 20% more productive than in winter and 11% more than in spring. Besides, many people return from summer vacation and get back to business with double productivity and inspiration. September is also a traditional "harvest" month, being one of the commerce peak seasons of the year.



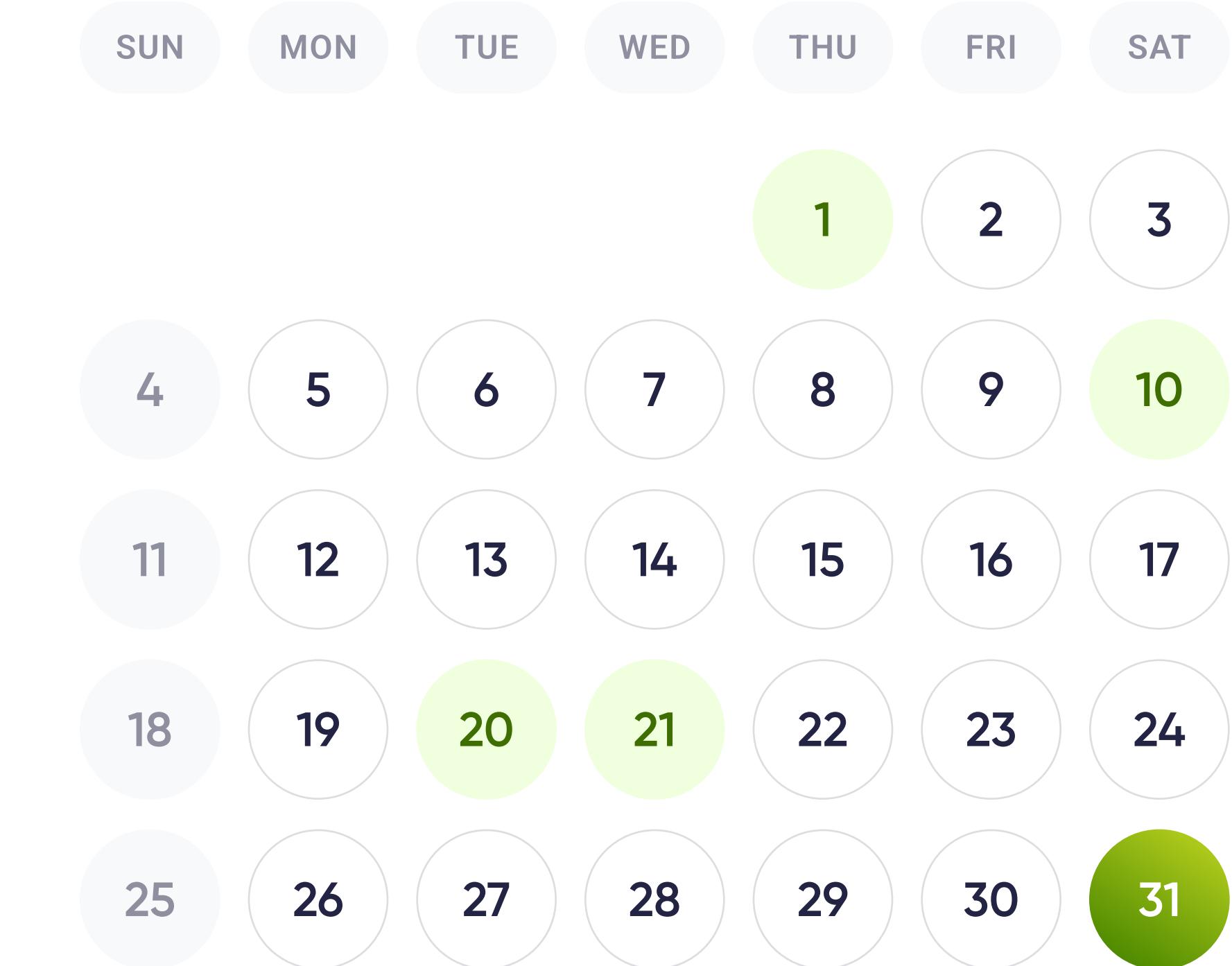
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October 2026

Holidays

SUN MON TUE WED THU FRI SAT

-  **World Vegetarian Day**
October 1
-  **World Mental Health Day**
October 10
-  **National Dessert Day**
October 14
-  **International Sloth Day**
October 20
-  **Durga Puja**
October 21
-  **Halloween**
October 31
-  **Breast Cancer Awareness Month**
All month



Interesting Fact

While the Halloween average spending per person doesn't usually exceed \$200, some spend hundreds and even thousands of dollars on costumes. The most expensive Halloween outfits historically sold on eBay were: an Iron Man suit for \$4,999, a Robocop costume for \$3,550, a Hercules costume for \$3,050, and a vintage Playboy bunny from the 70's for \$3,000.



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November 2026

Holidays

 **World Vegan Day**

November 1

 **Diwali**

November 8-9

 **Singles' Day (11.11)**

November 11

 **World Kindness Day**

November 13

 **Thanksgiving**

November 26

 **Black Friday**

November 27

 **Cyber Monday**

November 30

SUN	MON	TUE	WED	THU	FRI	SAT
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29	30					

Interesting Fact

While everyone's so concerned about Black Friday, the Double 11 (or Singles' Day) generates 4 times the sales of BF and Cyber Monday together. 11.11, originated as a bachelor day by a group of Chinese students, quickly became a shopping festival, and, unlike Black Friday, originated online on platforms like Aliexpress and Taobao. Maybe it's a good idea to combine 11.11 and BF?



December 2026

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Holidays

- Hanukkah**
December 5
- Green Monday**
December 14
- Ugly Christmas Sweater Day**
December 18
- Christmas Eve**
December 24
- Christmas Day**
December 25
- National Thank-You Note Day**
December 26
- New Year's Eve**
December 31

SUN	MON	TUE	WED	THU	FRI	SAT
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12	13	14	15	16	17	18
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Interesting Fact

December spending typically reaches up to \$1 trillion, making this month the highest spending season of the year. While 70% of buyers prefer online shopping, Gen Z, who are actually not kids anymore but at least teenagers or people in their mid-20s (some of them have their own kids!), prefer omnichannel experiences (55%). Omnichannelness is a combination of online and physical shopping, so businesses should pay attention to the preferences of future paying consumers.