

The Complete Retail Marketing Calendar for 2026



by Martin Heubel · 12 November 2025

Retail Marketing Calendar

A complete overview of all the dates and events you need to know about.

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This is the complete retail marketing calendar for the year 2026.

If you run an ecommerce business, you know the drill: Having a promotional

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And the most successful brands plan their participation in promotions and sales events well in advance.

That's why I've put together the **most comprehensive month-by-month retail shopping event calendar** you'll find online.

Including all the key sales dates for Amazon sellers and online shop owners alike. So you know exactly when and how to delight your shoppers and increase your sales in 2026.

Let's dive right in.

[January](#) · [February](#) · [March](#) · [April](#) · [May](#) · [June](#) · [July](#) · [August](#) · [September](#)
· [October](#) · [November](#) · [December](#)



FREE RETAIL CALENDAR PDF

Do you want a **free copy** of the 2025 marketing calendar as a printable PDF?

Get Your Free Printable PDF Version (2025)

Simply click the link below, and you'll be directed to a printable PDF version of the retail marketing calendar.

» Free 2025 Retail Marketing Calendar (High-Quality PDF Version) «

January

With customers looking for opportunities to spend their Christmas money and redeem gift cards, January is one of the most attractive months for online shoppers and sellers alike. Post-holiday sales attract savvy shoppers with an appetite to consume. And this can be a great opportunity to introduce your brand to new customers.

Plus, most consumers spend on their New Year's resolutions. Veganuary and Dry January are the perfect opportunities to help shoppers with your products to achieve their goals. Right before Chocolate Cake Day arrives at the end of the month 😊

Key dates in January:

2026

- 1st January – New Year's Day
 - 1st – 31st January – Dry January
 - 1st – 31st January – Ginuary
 - 1st – 31st January – Veganuary
 - 6th January – National Shortbread Day
 - 19th January – Martin Luther King Jr. Day
 - 20th January – Blue Monday
 - 25th January – Burns Night
 - 26th January – Australia Day
 - 27th January – Chocolate Cake Day
-

February

With New Year's resolutions widely abandoned, February holds a lot for dreamers, lovers, and sweet tooths. From World Nutella Day to Valentine's Day to Shrove Tuesday. You can set your creativity free this month and use promotions on top sellers to grow your sales.

Key dates in February:

2026

- 1st – 29th February – LGBT History Month
 - 2nd February – Yorkshire Pudding Day
 - 2nd February – Groundhog Day
 - 4th February – World Cancer Day
 - 5th February – World Nutella Day
 - 8th February – Super Bowl LX (Santa Clara)
 - 9th February – National Pizza Day
 - 14th February – Valentine's Day
 - 16th February – BAFTA's
 - 16th February – Presidents' Day
 - 17th February – Shrove Tuesday
 - 17th February – Pancake Day
 - 17th February – Chinese New Year (Year of the Horse)
 - 17th February – Ramadan begins (estimated)
 - 17th February – Random Act of Kindness Day
 - 18th February – Ash Wednesday
 - 20th February – Love Your Pet Day
-

March

Leaving the cold winter months behind, many hope for the first days with temperatures above the 20 degrees mark. So why not use this happy mood to celebrate International Women's Day or Mother's Day with email campaigns that bring loyal customers back to your store to shop for their loved ones? And with Saint Patrick's Day around the corner, you can even bring some (green) colour to your ads. If that's not a way to change things up, what is?

Key dates in March:

2026

- 6th March – World Book Day
 - 8th March – International Women’s Day
 - 8th March – Daylight Saving Time begins
 - 12th March – Popcorn Lovers Day
 - 15th March – Mother’s Day (UK)
 - 15th March – March Madness Selection Sunday
 - 17th March – St Patrick’s Day
 - 20th March – End of Ramadan
 - 20th March – First Day of Spring
 - 25th March – International Waffle Day
 - 29st March – BST starts
-

April

With the consumption of chocolate eggs and other sweet temptations at its peak before Christmas, buckle up your retail marketing efforts. The upcoming April Fool’s Day is an ideal opportunity for you and your brand(s) to show some discounts that seem too good to be true. And if that’s not your thing, you can lean back and market your products as Easter gifts to shoppers in the week before Easter Sunday instead. April: Sorted.

Key dates in April:

2026

- 1st April – April Fool’s Day
- 3rd April – Good Friday
- 5th April – Easter Sunday
- 6 April – Easter Monday
- 10th April – Siblings Day
- 11th April – National Pet Day
- 15th April – Tax Day

- 23rd April – St George's Day
-

May

With temperatures climbing above the 20 degrees mark, why not celebrate the return of summer feelings with the long-awaited World Cocktail Day? And if drinking is not your thing, you can send your shoppers back to the kitchen with shopping stimuli around World Baking or National Biscuit Day.

Key dates in May:

2026

- 1st May – Labour Day (UK)
 - 4th May – Star Wars Day
 - 4th May – Early May Bank Holiday
 - 10th May – Mother's Day (U.S.)
 - 11th May – National Eat What You Want Day
 - 13th May – World Cocktail Day
 - 16th May – International Day of Light
 - 17th May – World Baking Day
 - 20th May – World Bee Day
 - 25th May – Spring Bank Holiday
 - 25th May – Memorial Day
 - 29th May – National Biscuit Day
-

June

June. A busy month when it comes to our retail marketing calendar. Wold Gin Day, National Beer Day, Father's Day and the beginning of summer should give you and your marketing teams enough ideas to fire up social media campaigns. And if you're

willing to engage in a month-long event, why not sponsor your local pride community to build your brand?

Key dates in June:

2026

- 1st – 30th June – Pride Month
 - 1st June – Global Day of Parents
 - 3rd June – Bicycle Day
 - 14th June – World Gin Day
 - 15th June – National Beer Day (UK)
 - 19th June – Juneteenth
 - 20th June – Midsummer's Day
 - 21st June – Father's Day (UK, US)
 - 21st June – International Day of Yoga
 - 21st June – Summer Solstice
 - 21st June – Beginning of Summer
 - 24th June – Islamic New Year
 - 29th June – Wimbledon Starts (ends 12th July)
-

July

While July may seem like a quiet month, you should use the slower period to stock up on your inventory and create marketing plans for the upcoming back-to-school business. In July, you can still delight your customers by using World Chocolate Day or the start of the school holidays as a hook for your sales campaigns.

Key dates in July:

2026

- 4th July – American Independence Day

- 17th July – World Emoji Day
 - 21st July – Summer School Holidays (differs per school)
 - 30th July – International Day of Friendship
 - 31st July – National Avocado Day
 - TBA July – Amazon Prime Day
-

August

With everyone in holiday mode, getting your customers' attention can be hard. Thankfully, shoppers are also online this month. But you may have to become a bit more specific about which customers you want to target:

Book Lovers Day, World Photo Day or National Dog Day attract a wide consumer base but with very distinct interests. Don't overcomplicate it. Just pick the relevant events that fit your brand.

Key dates in August:

2026

- 1st – 31st August – Back-to-School Promotions
 - 1st August – International Beer Day
 - 3rd August – Summer Bank Holiday (Scotland)
 - 8th August – International Cat Day
 - 9th August – Book Lovers Day
 - 19th August – World Photography Day
 - 26th August – National Dog Day
 - 28th August – National Burger Day
 - 31st August – Summer Bank Holiday (England and Wales)
-

September

With most shoppers returning from holidays, their kids have to go back to school. That's an ideal time to offer promotions and discounts to your customer base. World Guacamole Day spices things up if you're active in the food industry (or have a creative marketing team).

Key dates in September:

2026

- 2nd September – Back to School (differs by school)
 - 6th September – Read a Book Day
 - 7th September – Labour Day (US)
 - 12th September – National Chocolate Milkshake Day
 - 16th September – World Guacamole Day
 - 23rd September – Autumn Begins
 - 27th September – World Tourism Day
-

October

October holds some really interesting sales dates for ecommerce sellers: If you want to raise the energy levels of your buyers, use International Coffee Day to attach some coffee samples to your shipments. You can do the same for your vegetarian customer base.

Pumpkin Day and Halloween are proven events to run some effective discounts and promotions on seasonal products at the end of the month.

Key dates in October:

2026

- 1st – 31st October – Black History Month (UK)
- 1st – 31st October – Breast Cancer Awareness Month

- 1st October – International Coffee Day
 - 1st October – World Vegetarian Day
 - 10th October – World Mental Health Day
 - 16th October – World Food Day
 - 22nd October – National Nut Day
 - 25th October – World Pasta Day
 - 25th October – National Pumpkin Day
 - 29th October – National Cat Day
 - 25th October – BST ends
 - 31st October – Halloween
 - TBA October – Amazon Fall Prime Event
-

November

This is the month most retailers love and hate the most at the same time. No other month in the year is as busy, exciting and nerve-racking. Make sure your inventory levels and sales plans are up-to-date. The week before Black Friday can be as busy as Black Friday itself. And even if you don't sell tech, ensure your top sellers are discounted and promoted on Cyber Monday. Those events are not made to offer small discounts.

Key dates in November:

2026

- 1st – 30th November – Movember (Men's Health Awareness Month)
- 1st November – Daylight Saving Time ends
- 1st November – World Vegan Day
- 5th November – Guy Fawkes Night
- 8th November – Remembrance Sunday
- 8th November – Diwali
- 11th November – Remembrance Day

- 27th November – Black Friday
 - 30th November – Cyber Monday
 - 30th November – St Andrew's Day
-

December

By now, you've hopefully reached your sales targets. And if not, don't worry. Demand is still VERY high, as everyone searches for Christmas gifts for their loved ones. Make sure you promote and discount your most giftable products with a clear lead-time promise. This ensures your customers understand if their order arrives in time for Christmas.

Key dates in December:

2026

- 4th December – National Cookie Day
 - 4th – 12th December – Hanukkah
 - 10th December – Christmas Jumper Day
 - 21st December – Winter Solstice
 - 24th December – Christmas Eve
 - 25th December – Christmas Day
 - 26th December – Boxing Day
 - 28th December – Boxing Day Bank Holiday (UK)
 - 31st December – New Year's Eve
-

The Retail Marketing Calendar 2025 (Infographic)

Now that you know all the key shopping dates you need to look out for in 2025, [here's a handy infographic](#) you can download to plan your promotions ahead.

JANUARY

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SUN	MON	TUE	WED	THU	FRI	SAT
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5	6	7	8	9	10	11
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2025

FEBRUARY

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SUN	MON	TUE	WED	THU	FRI	SAT
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23	24	25	26	27	28	


2025

- ◆ 1st – 29th February – LGBT History Month
- ◆ 4th February – World Cancer Day
- ◆ 5th February – World Nutella Day
- ◆ 9th February – National Pizza Day
- ◆ 13 February – Shrove Tuesday
- ◆ 14 February – Ash Wednesday
- ◆ 14th February – Valentine's Day
- ◆ 16th February – BAFTA's
- ◆ 17th February – Random Act of Kindness Day
- ◆ 20th February – Love Your Pet Day
- ◆ 28 February – Ramadan Start

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MARCH

SUN	MON	TUE	WED	THU	FRI	SAT
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30	31					

- 1st March – St David's Day
- 4th March – Pancake Day
- 6th March – World Book Day
- 8th March – International Women's Day
- 13th March – Popcorn Lovers Day
- 17th March – St Patrick's Day
- 20th March – First Day of Spring
- 25th March – International Waffle Day
- 30th March – Mother's Day (UK)
- 30th March – End of Ramadan
- 30th March – BST starts


2025

APRIL

SUN	MON	TUE	WED	THU	FRI	SAT
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- 1st April – April Fool's Day
- 10th April – Siblings Day
- 11th April – National Pet Day
- 18th April – Good Friday
- 20th April – Easter Sunday
- 21 April – Easter Monday
- 21st April – National Tea Day
- 22nd April – Earth Day
- 23rd April – St George's Day


2025

MAY

SUN	MON	TUE	WED	THU	FRI	SAT
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18	19	20	21	22	23	24
25	26	27	28	29	30	31

- 1st May – Labour Day (UK)
- 4th May – Star Wars Day
- 5th May – Early May Bank Holiday
- 11th May – National Eat What You Want Day
- 13th May – World Cocktail Day
- 16th May – International Day of Light
- 17th May – World Baking Day
- 20th May – World Bee Day
- 26th May – Spring Bank Holiday
- 29th May – National Biscuit Day

2025

JUNE

SUN	MON	TUE	WED	THU	FRI	SAT
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15	16	17	18	19	20	21
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29	30					

- 1st June – Global Day of Parents
- 1st June – 30th – Pride Month
- 3rd June – Bicycle Day
- 14th June – World Gin Day
- 15th June – National Beer Day (UK)
- 15th June – Father's Day (UK)
- 21st June – International Day of Yoga
- 21st June – Summer Solstice
- 21st June – Beginning of Summer
- 24th June – Midsummer's Day
- 25th – 29th June – Glastonbury Festival
- 25th June – Islamic New Year
- 30th June – Wimbledon Starts (ends 13th July)

2025

JULY

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

- 4th July – American Independence Day
- 7th July – World Chocolate Day
- 17th July – World Emoji Day
- 18th July – Back to School (ends early September)
- 23rd July – Summer School Holidays (differs per school)
- 30th July – International Day of Friendship
- 31st July – National Avocado Day



AUGUST

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SUN	MON	TUE	WED	THU	FRI	SAT
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31						

- 1st August – International Beer Day
- 4th August – Summer Bank Holiday (Scotland)
- 8th August – International Cat Day
- 9th August – Book Lovers Day
- 19th August – World Photography Day
- 25th August – Summer Bank Holiday (England and Wales)
- 26th August – National Dog Day
- 28th August – National Burger Day



SEPTEMBER

SUN	MON	TUE	WED	THU	FRI	SAT
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14	15	16	17	18	19	20
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28	29	30				

- 1st September – Back to School (differs by school)
- 2nd September – Labour Day (US)
- 6th September – Read a Book Day
- 12th September – National Chocolate Milkshake Day
- 16th September – World Guacamole Day
- 22nd September – Autumn Begins
- 27th September – World Tourism Day

2025

OCTOBER

SUN	MON	TUE	WED	THU	FRI	SAT
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- 1st – 31st October – Black History Month (UK)
- 1st – 31st October – Breast Cancer Awareness Month
- 1st – 31st October – Go Sober for October (Stopober)
- 1st October – International Coffee Day
- 1st October – World Vegetarian Day
- 10th October – World Mental Health Day
- 16th October – World Food Day
- 22nd October – National Nut Day
- 25th October – World Pasta Day
- 25th October – National Pumpkin Day
- 29th October – National Cat Day
- 26th October – BST ends
- 31st October – Halloween

2025

NOVEMBER

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SUN	MON	TUE	WED	THU	FRI	SAT
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			30			

- 1st – 30th November – Movember (Men's Health Awareness Month)
- 1st November – World Vegan Day
- 5th November – Guy Fawkes Night
- 9th November – Remembrance Sunday
- 11th November – Remembrance Day
- 28th November – Black Friday
- 30th November – St Andrew's Day



DECEMBER

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SUN	MON	TUE	WED	THU	FRI	SAT
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21	22	23	24	25	26	27
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- 1st December – Cyber Monday
- 4th December – National Cookie Day
- 11th December – Christmas Jumper Day
- 21st December – Winter Solstice
- 24th December – Christmas Eve
- 25th December – Christmas Day
- 26th December – Boxing Day
- 27th December – Bank Holiday
- 31st December – New Year's Eve



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About Martin Heubel

Hi, I'm Martin Heubel – founder of Consulterce and independent Amazon strategy consultant, based in London, UK. I help global consumer brands reliably increase their margins with Amazon Vendor Central.

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