



2026 Retail Marketing Calendar

This handy calendar is packed with key dates and monthly themes to spark campaign and content ideas that will keep your customers engaged all year long.



01 2026

January

Monthly Themes

Wellness & healthy habits

"New Year, New You"

Winter clearance

Content Ideas

Resolution-focused product bundles

Tips or how-tos tied to your products (e.g. storage solutions, wellness tips)

Clearance sale on 2025 inventory

Notes

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1 New Year's Day	2	3
4	5	6	7	8	9	10
11	12	13	14 National Dress Up Your Pet Day	15	16	17
18	Martin Luther King, Jr. Day	20	21	22	23	24
25	National Spouses Day	27	28	29	30	31

02 2026

February

Monthly Themes

Black History Month

Valentine's Day (red, pink & hearts)

Self-love

Content Ideas

Valentine's gift guides by recipient
(partner, pet, friend, self)

Self-care product bundles

Early spring merchandise preview

Notes

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2 Groundhog Day	3	4	5 National Chocolate Fondue Day	6	7
8	9	10	11	12	13 Galentine's Day	14 Valentine's Day
15 Singles Awareness Day	16 Presidents' Day	Mardi Gras Ramadan Begins 17 Lunar New Year	18 Ash Wednesday	19	20	21
22	23	24	25	26	27	28

03 2026

March

Monthly Themes

Spring cleaning and home refresh

Seasonal fashion and color trends

Sports & March Madness

Content Ideas

“Lucky you” themed promo for St. Patrick’s Day

Spring cleaning & decluttering guide featuring your products

“Fresh picks” for spring

Notes

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2 Purim	3	4 Holi	5	6	7
International Women's Day 8 Daylight Savings Day	9	10	11	12	13	14 Pi Day
15	16	17 St. Patrick's Day	18	19	20 Spring Equinox	21
22	23	24	25	26	27	28
29 Palm Sunday	30	31				



04 2026

April

Monthly Themes

Easter celebrations & gifting

Spring break travel essentials

Sustainability and eco-friendly promotions

Content Ideas

April Fools' Day social content

Spring styling tips (*fashion & home*)

Earth Day campaign

Notes

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 April Fool's Day	2	3	4
5 Easter	6	7	8	9	10	11
12	13	14	15 Tax Day	16	17	18
19	20	21	22 Earth Day	23	24	25
26 Get Organized Day	27	28	29	30		

05 2026

May

Monthly Themes

- Mother's Day gifting
- Graduation celebrations
- Summer fashion & outdoor living

Content Ideas

- Gift guide for different types of moms
- Teacher appreciation
- Gifts for grads

Notes

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					Vesak 1 Beltane	2
3 National Small Business Week	Star Wars Day <i>May the fourth be with you!</i> 4 May Day	Teacher Appreciation Day 5 Cinco de Mayo	6	7	8	9
10 Mother's Day	11	12	13	14	15	16
17	18	19	20	21	22	23
31	24	25 Memorial Day	26	27	28	30

06 2026

June

Monthly Themes

- Father's Day gifting
- Pride-themed campaigns
- Summer travel & wedding season

Content Ideas

- Summer product roundups (*picnic gear, travel accessories, etc.*)
- Pride Month features (*rainbow edits, partner with LGBTQ+ creators*)
- Gift guide for Dads based on interests & hobbies

Notes

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
7	8 National Best Friends Day	9	10	11	12	13
14 Flag Day	15	16	17	18	19 Dragon Boat Festival Juneteenth	20
Summer Solstice 21 Father's Day	22	23	24	25	26	27
28	29	30				

07 2026

July

Monthly Themes

Patriotic promotions
(red, white & blue)

Outdoor & backyard living

Content Ideas

Travel hacks or packing guide
with your products

Fourth of July sale or red/white/
blue product roundup

"Christmas in July" sale

Notes

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2 <small>Made in the USA Day</small>	3	4 <small>Independence Day</small>
5	6	7	8	9	10	11
12	13	14 <small>Amazon Prime Day</small>	15	16	17 <small>World Emoji Day</small>	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

08 2026

August

Monthly Themes

Back-to-school & dorm essentials

Fall fashion previews

Black Business Month

Content Ideas

Product bundles for college students / back-to-school

Organization hacks or workspace makeovers

End of summer clearance sale

Teacher or student discounts

Notes

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1 National Girlfriends Day
2	3	4	5	6	7	8
9	10	11	12 Solar eclipse	13	14	15
16	17	18	19	20	21	22
30	23	24	25	26 National Dog Day	27	28
	31					29

09 2026

September

Monthly Themes

National Latino/Hispanic Heritage Month
(runs from September 15 to Oct 15)

Labor Day sales

Harvest & cozy fall products

Back-to-school final push

Content Ideas

Fall lookbooks or styling tips

Labor Day weekend promotion

Promotion tied to football season kickoff

Notes

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7 Labor Day	8	9	10	11 Rosh Hashanah	12 National Video Games Day
13	14	15	16	17	18	19 Oktoberfest begins
20 Yom Kippur	21	22 Fall Equinox	23	24	25	26
27	28	29 National Coffee Day	30			

10 2026

October

Monthly Themes

- Breast Cancer Awareness Month
- Fall fashion & home decor
- Pink for Breast Cancer Awareness
- Halloween costumes, candy & spooky fun

Content Ideas

- Product roundup for DIY Halloween costumes
- “Scary good deals” sale
- Halloween decor “how-to’s”

Notes

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6	7	8	9	10 World Mental Health Day
11	12 Indigenous Peoples' Day	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29 National Cat Day	30	31 Halloween

11 2026

November

Monthly Themes

Gratitude & family connections

Holiday gift guides

Black Friday / biggest sales of the year

Content Ideas

Black Friday & Cyber Monday sale previews

Small Business Saturday storytelling posts

Gratitude notes from founder or staff

Notes

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 All Saints' Day	2	3	4	5	6	7
8 Diwali	9	10	11 Veterans Day	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26 Thanksgiving	27 Black Friday	28 Small Business Saturday
29 Artists Sunday	30 Cyber Monday					

12 2026

December

Monthly Themes

Holiday gifting for everyone
on the list

Winter & holiday party fashion

Year-end clearance &
New Year prep

Content Ideas

“12 Days of Deals” promotions

Last-minute gift ideas & gift cards

Gift guides for every budget

New Year’s Eve essentials

Notes

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 Giving Tuesday	2	3	4 Hanukkah Begins	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21 Winter Solstice	22	23	24 Christmas Eve	25 Christmas	Kwanzaa 26 Boxing Day
27	28	29	30	31 New Year's Eve		