

2025 Edition

The Ecommerce Holiday Calendar

Grow your business & drive
sales throughout the entire
year with over 100
ecommerce holidays



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Holidays are the perfect excuse to come up with an enticing offer for your business!

But with everything else you're juggling, it can be so easy for them to slip through the cracks.

That's why we put together this calendar with over 100 ecommerce holidays — so you never miss one again!

But we couldn't possibly cover them all, so here's a few more dates to consider →

Other Events to Consider:

- Your brand's birthday
- Viral moments
- Prime Day
- Current Events
- Made up holidays (we won't tell 🙊)

+ Check out our [Swipe File](#) for campaign ideas and subject line inspiration!



JANUARY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
29	30	31	01 New Year's Day Dry January begins	02	03	04
05 National Keto Day	06	07	08	09	10	11
12	13 National Gluten-Free Day	14	15 National Hat Day	16	17	18 National Use Your Gift Card Day
19	20 Martin Luther King Jr. Day	21	22 National Hot Sauce Day	23	24	25
26	27	28	29 National Puzzle Day	30	31	01



FEBRUARY

Black History Month

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
26	27	28	29	30	31	01
02 Groundhog Day	03	04	05	06	07	08
09 Super Bowl Sunday National Pizza Day	10	11	12	13 Galentine's Day	14 Valentine's Day	15
16	17 Presidents' Day	18	19 Lash Day	20	21	22
23	24	25	26	27 National Protein Day	28	01



MARCH

Women's History Month

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
23	24	25	26	27	28	01 First Day of Ramadan
02	03	04	05	06 National Dress Day	07	08 International Women's Day
09	10	11	12	13	14 National Pi Day	15 National Sleep Day
16	17 St. Patrick's Day	18 March Madness begins	19	20 World Happiness Day First Day of Spring	21 National Fragrance Day	22
23	24	25	26	27	28	29
30	31	01	02	03	04	05



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APRIL

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
30	31	01 April Fool's Day	02	03	04	05 National Self Care Day
06	07 World Health Day March Madness ends	08	09	10 National Sibling Day	11 National Pet Day	12 Record Store Day
13	14	15 Tax Day	16	17	18	19
20 Easter Sunday	21	22 Earth Day	23 World Book Day	24	25	26
27	28	29	30	01	02	03



MAY

Asian American & Pacific Islander Heritage Month

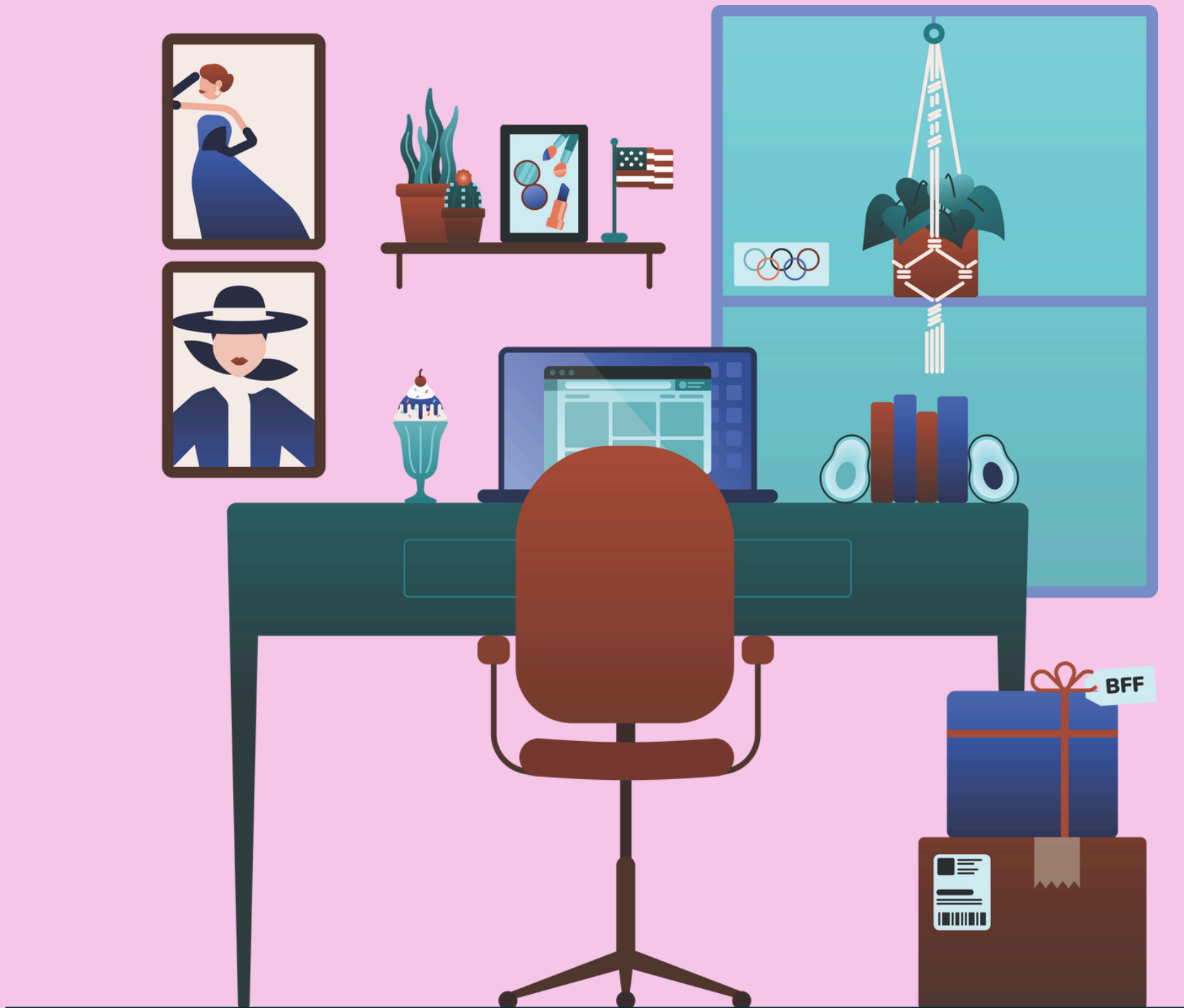
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
27	28	29	30	01	02	03 National Fitness Day
04	05 Cinco de Mayo	06	07	08	09	10
11 Mother's Day	12	13 Fair Trade Day	14	15	16	17
18	19	20	21 World Meditation Day	22	23	24
25 National Wine Day	26 Memorial Day	27 World Sunscreen Day	28 National Hamburger Day	29	30	31



JUNE

LGBTQ+ Pride
Month

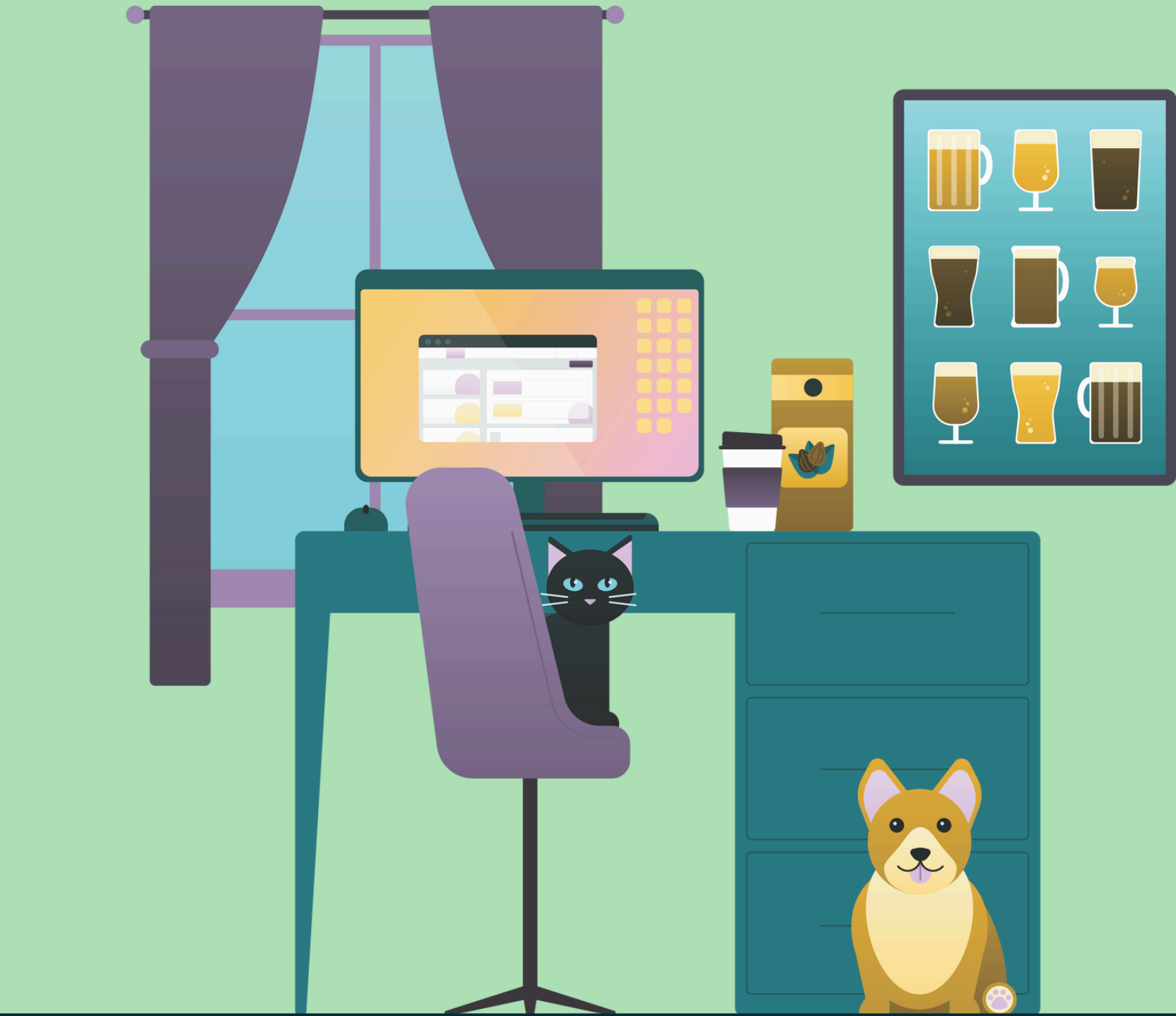
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
01 Nail Polish Day	02	03	04	05	06 National Eyewear Day National Donut Day	07
08	09	10	11	12	13	14
15 Father's Day	16	17	18	19 Juneteenth	20 First Day of Summer	21 National Yoga Day
22	23 National Hydration Day	24	25	26	27	28
29	30	01	02	03	04	05



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JULY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
29	30	01	02	03	04 Fourth of July	05 National Bikini Day
06	07 National Chocolate Day	08	09 Fashion Day	10	11	12
13	14	15 National Clean Beauty Day	16	17	18	19
20 National Ice Cream Day	21	22	23	24	25	26
27	28	29	30 International Day of Friendship	31 National Avocado Day	01	02



AUGUST

Back to School Month

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
27	28	29	30	31	01 International Beer Day	02
03	04	05	06	07	08 International Cat Day	09
10	11	12	13 International Left-Handers Day	14	15 National Relaxation Day	16 National Tell a Joke Day
17	18	19	20	21	22 World Plant Milk Day	23
24	25	26 National Dog Day	27	28	29	30
31	01	02	03	04	05	06



SEPTEMBER

Hispanic Heritage Month

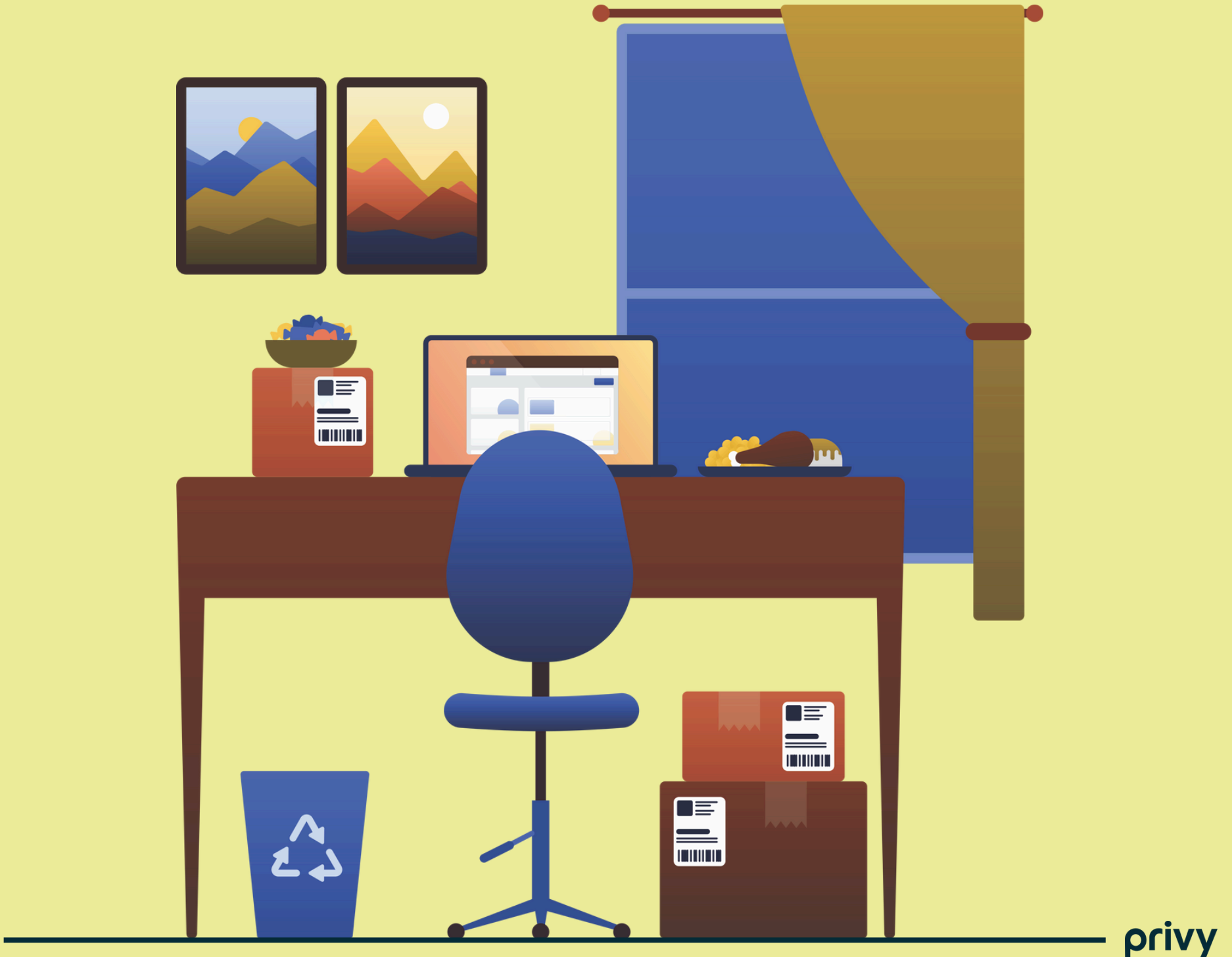
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
31	01 Labor Day	02	03	04	05	06 World Beard Day
07 Grandparents' Day	08	09	10	11	12	13
14	15	16	17	18 National Cheeseburger Day	19	20
21 International Day of Peace	22 First Day of Fall	23	24	25	26	27
28	29	30	01	02	03	04



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OCTOBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
28	29	30	01 National Hair Day National Coffee Day	02	03	04
05	06	07 National Taco Day	08	09	10 World Mental Health Day	11
12	13 Indigenous People's Day	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31 Halloween	01



NOVEMBER

Black Friday Month

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
26	27	28	29	30	31	01
02	03	04 National Candy Day	05	06	07	08
09	10	11 Veteran's Day Single's Day	12	13	14	15 National Recycling Day
16	17 Take a Hike Day	18	19	20	21	22
23	24	25	26	27 Thanksgiving	28 Black Friday	29 Small Business Saturday
30	01	02	03	04	05	06



DECEMBER

Holiday Season

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
30	01 Cyber Monday	02 Giving Tuesday	03	04 National Sock Day	05	06 National Candle Day
07	08	09	10	11	12	13
14 Free Shipping Day First Day of Hanukkah	15	16	17	18	19	20
21 First Day of Winter	22	23	24 Christmas Eve	25 Christmas Day	26 Boxing Day First Day of Kwanzaa	27
28	29	30	31 New Year's Eve	01	02	03