

The Retail Marketing Calendar 2024

powered by [Consulterce.com](https://www.consulterce.com)

Consulterce

The Retail Marketing Calendar 2024

powered by [Consulterce.com](https://www.consulterce.com)

20
24

JANUARY

- ◆ 1st January – New Year’s Day
- ◆ 1st – 31st January – Dry January
- ◆ 1st – 31st January – Ginuary
- ◆ 1st – 31st January – Veganuary
- ◆ 6th January – National Shortbread Day
- ◆ 15th January – Blue Monday
- ◆ 25th January – Burns Night
- ◆ 26th January – Australia Day
- ◆ 27th January – Chocolate Cake Day

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Consulterce

The Retail Marketing Calendar 2024

powered by [Consulterce.com](https://www.consulterce.com)

20
24

FEBRUARY

- ◆ 1st – 29th February – LGBT History Month
- ◆ 4th February – World Cancer Day
- ◆ 4th February – Yorkshire Pudding Day
- ◆ 5th February – World Nutella Day
- ◆ 9th February – National Pizza Day
- ◆ 10th February – Chinese New Year (Year of the Dragon)
- ◆ 13 February – Pancake Day
- ◆ 13 February – Shrove Tuesday
- ◆ 14 February – Ash Wednesday
- ◆ 14th February – Valentine’s Day
- ◆ 17th February – Random Act of Kindness Day
- ◆ 20th February – Love Your Pet Day

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29		

Consulterce

The Retail Marketing Calendar 2024

powered by [Consulterce.com](https://www.consulterce.com)

20
24

MARCH

- ◆ 1st March – St David’s Day
- ◆ 7th March – World Book Day
- ◆ 8th March – International Women’s Day
- ◆ 10th March – Mother’s Day
- ◆ 10th March – Ramadan Start
- ◆ 14th March – Popcorn Lovers Day
- ◆ 17th March – St Patrick’s Day
- ◆ 18th March – BAFTA’s
- ◆ 20th March – First Day of Spring
- ◆ 25th March – International Waffle Day
- ◆ 29th March – Good Friday
- ◆ 31st March – BST starts
- ◆ 31st March – Easter Sunday

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Consulterce

The Retail Marketing Calendar 2024

powered by [Consulterce.com](https://www.consulterce.com)

20
24

APRIL

- ◆ 1st April – April Fool's Day
- ◆ 1 April – Easter Monday
- ◆ 8th April – End of Ramadan
- ◆ 10th April – Siblings Day
- ◆ 11th April – National Pet Day
- ◆ 19th April – Bicycle Day
- ◆ 21st April – National Tea Day
- ◆ 22nd April – Earth Day
- ◆ 23rd April – St George's Day

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
22	23	24	25	26	27	28
28	29	30				

Consulterce

The Retail Marketing Calendar 2024

powered by [Consulterce.com](https://www.consulterce.com)

20
24

MAY

- ◆ 1st May - Labour Day (UK)
- ◆ 4th May - Star Wars Day
- ◆ 6th 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
- ◆ 27th May - Spring Bank Holiday
- ◆ 29th May - National Biscuit Day

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

The Retail Marketing Calendar 2024

powered by [Consulterce.com](https://www.consulterce.com)

20
24

JUNE

- ◆ 1st June – Global Day of Parents
- ◆ 1st June – 30th – Pride Month
- ◆ 10th June – World Gin Day
- ◆ 15th June – National Beer Day (UK)
- ◆ 16th June – Father's Day (UK)
- ◆ 20th June – Summer Solstice
- ◆ 20th June – Beginning of Summer
- ◆ 21st June – International Day of Yoga
- ◆ 24th June – Midsummer's Day
- ◆ 26th – 30th June – Glastonbury Festival

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

Consulterce

The Retail Marketing Calendar 2024

powered by [Consulterce.com](https://www.consulterce.com)

20
24

JULY

- ◆ 3rd July - Wimbledon Starts (ends 16th July)
- ◆ 4th July - American Independence Day
- ◆ 6th July - Islamic New Year
- ◆ 7th July - World Chocolate Day
- ◆ 17th July - World Emoji Day
- ◆ 24th July - School Holidays (differs per school)
- ◆ 24th July - Back to School (ends early September)
- ◆ 30th July - International Day of Friendship
- ◆ 31st July - National Avocado Day

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Consulterce

The Retail Marketing Calendar 2024

powered by [Consulterce.com](https://www.consulterce.com)

20
24

AUGUST

- ◆ 2nd August – International Beer Day
- ◆ 5th August – Summer Bank Holiday (Scotland)
- ◆ 8th August – International Cat Day
- ◆ 9th August – Book Lovers Day
- ◆ 19th August – World Photography Day
- ◆ 24th August – National Burger Day
- ◆ 26th August – National Dog Day
- ◆ 26th August – Summer Bank Holiday (England and Wales)

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Consulterce

The Retail Marketing Calendar 2024

powered by [Consulterce.com](https://www.consulterce.com)

20
24

SEPTEMBER

- ◆ 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

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

Consulterce

The Retail Marketing Calendar 2024

powered by [Consulterce.com](https://www.consulterce.com)

20
24

OCTOBER

- ◆ 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
- ◆ 26th October – National Pumpkin Day
- ◆ 29th October – National Cat Day
- ◆ 29th October – BST ends
- ◆ 31st October – Halloween

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Consulterce

The Retail Marketing Calendar 2024

powered by [Consulterce.com](https://www.consulterce.com)

20
24

NOVEMBER

- ◆ 1st – 30th November – Movember (Men’s Health Awareness Month)
- ◆ 1st November – World Vegan Day
- ◆ 5th November – Guy Fawkes Night
- ◆ 10 November – Remembrance Sunday
- ◆ 11th November – Remembrance Day
- ◆ 29th November – Black Friday
- ◆ 30th November – St Andrew’s Day

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Consulterce

The Retail Marketing Calendar 2024

powered by [Consulterce.com](https://www.consulterce.com)

20
24

DECEMBER

- ◆ 2nd December – Cyber Monday
- ◆ 4th December – National Cookie Day
- ◆ 13th 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

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Consulterce