

THE RETAIL MARKETING CALENDAR 2026

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01

January

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

- ◆ 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



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02

February



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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

- ◆ 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

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03

March



SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
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22	23	24	25	26	27	28
29	30	31				

- ◆ 1st March – St David’s Day
 - ◆ 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

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04 April

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SUN	MON	TUE	WED	THU	FRI	SAT
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12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

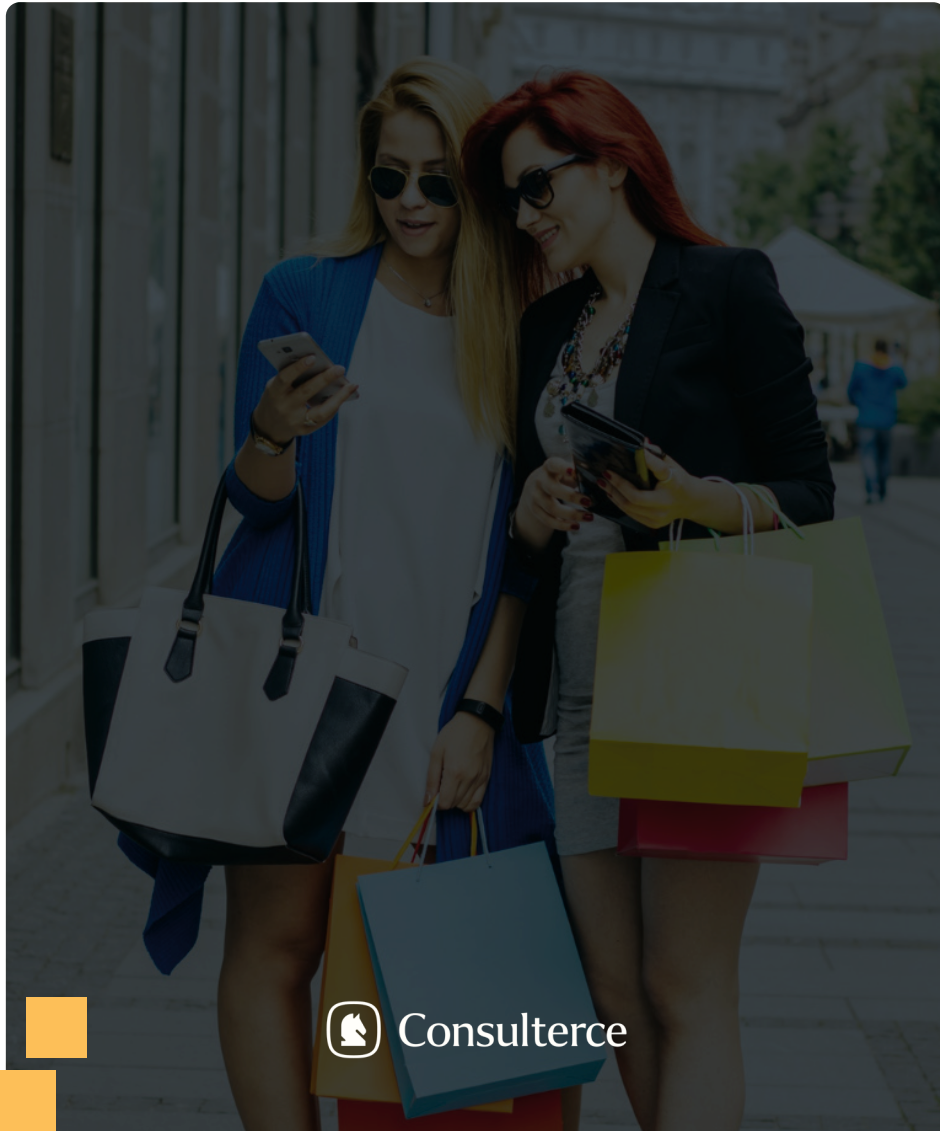
- ◆ 1st April – April Fool’s Day
- ◆ 3rd April – Good Friday
- ◆ 5th April – Easter Sunday
- ◆ 6 April – Easter Monday
- ◆ 10th April – Siblings Day
- ◆ 11th April – National Pet Day
- ◆ 15th April – Tax Day
- ◆ 21st April – National Tea Day
- ◆ 22nd April – Earth Day
- ◆ 23rd April – St George’s Day

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05

May



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SUN	MON	TUE	WED	THU	FRI	SAT
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17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

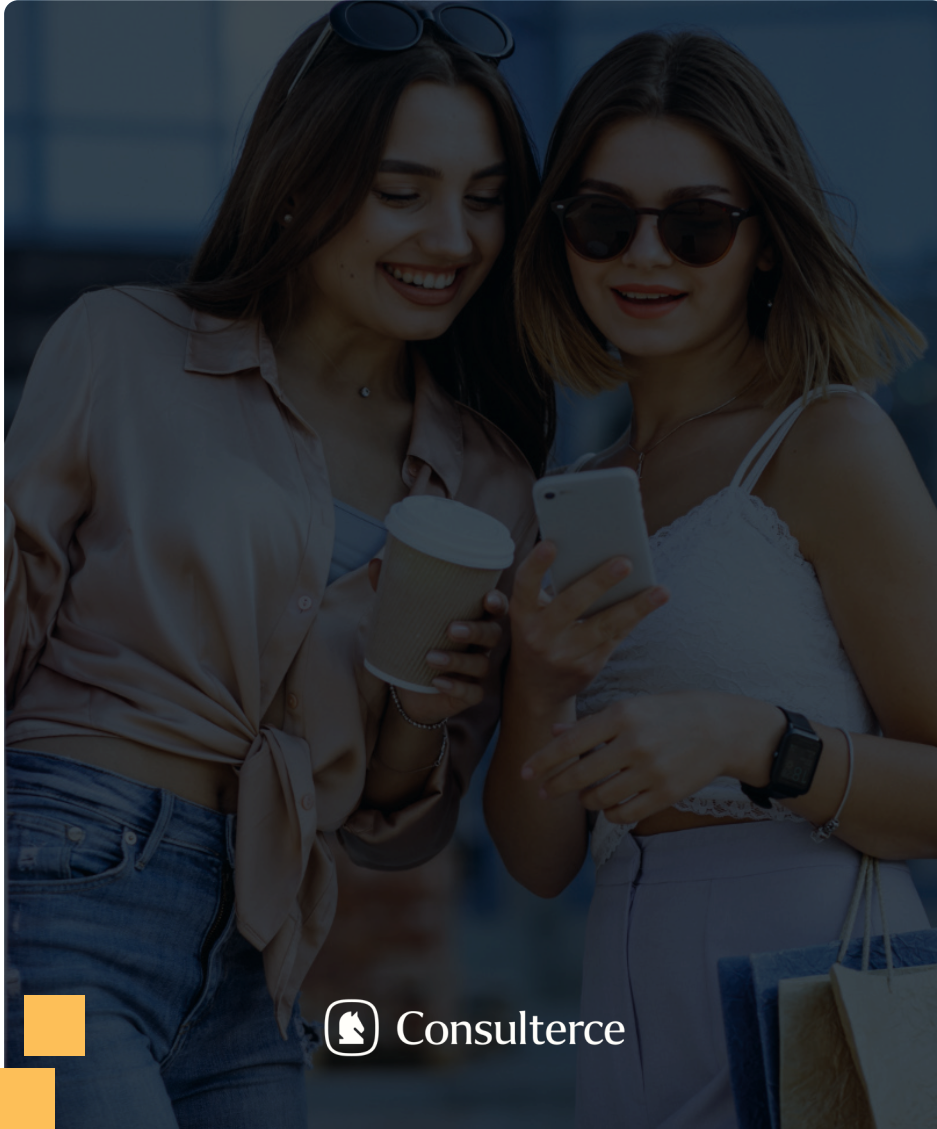
- ◆ 1st May – Labour Day (UK)
- ◆ 4th May – Star Wars Day
- ◆ 4th May – Early May Bank Holiday
- ◆ 10th May – Mother's Day (U.S.)
- ◆ 11th May – National Eat What You Want Day
- ◆ 13th May – World Cocktail Day
- ◆ 16th May – International Day of Light
- ◆ 17th May – World Baking Day
- ◆ 20th May – World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

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06

June



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

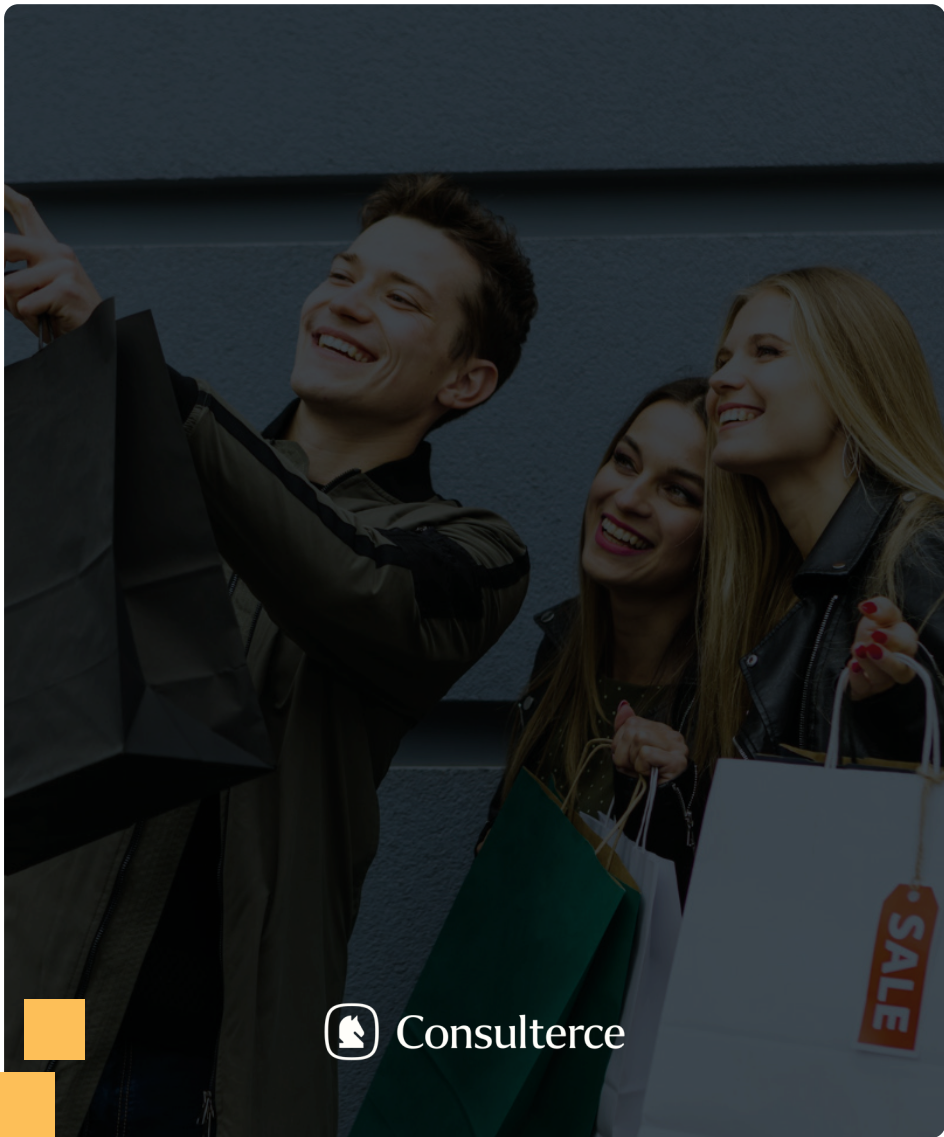
- ◆ 1st – 30th June – Pride Month
- ◆ 1st June – Global Day of Parents
- ◆ 3rd June – Bicycle Day
- ◆ 14th June – World Gin Day
- ◆ 15th June – National Beer Day (UK)
- ◆ 19th June – Juneteenth
- ◆ 20th June – Midsummer's Day
- ◆ 21st June – Father's Day (UK, US)
- ◆ 21st June – International Day of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

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07

July



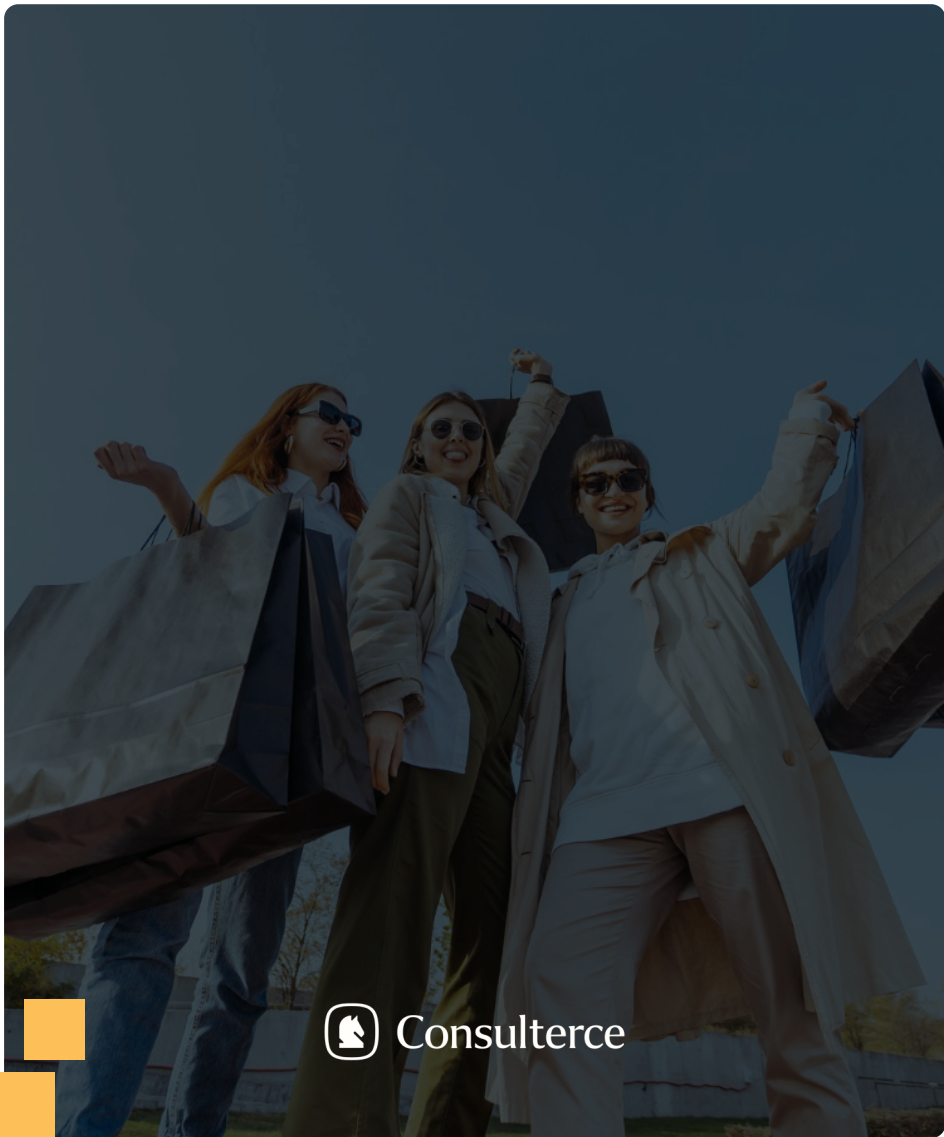
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12	13	14	15	16	17	18
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- ◆ 4th July – American Independence Day
- ◆ 7th July – World Chocolate Day
- ◆ 17th July – World Emoji Day
- ◆ 21st July – Summer School Holidays (differs per school)
- ◆ 30th July – International Day of Friendship
- ◆ 31st July – National Avocado Day
- ◆ TBA July – Amazon Prime Day

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08 August



SUN	MON	TUE	WED	THU	FRI	SAT
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16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

- ◆ 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)

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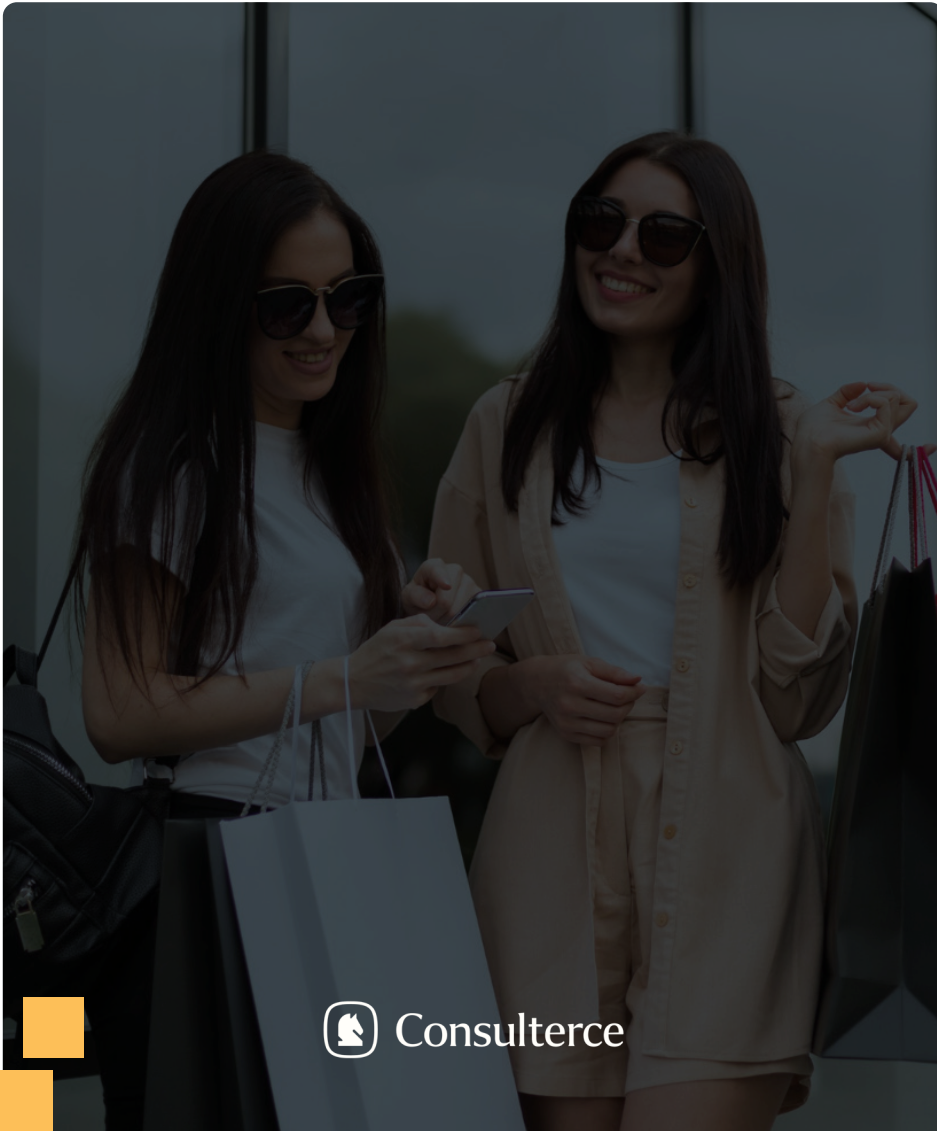
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September

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

- ◆ 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

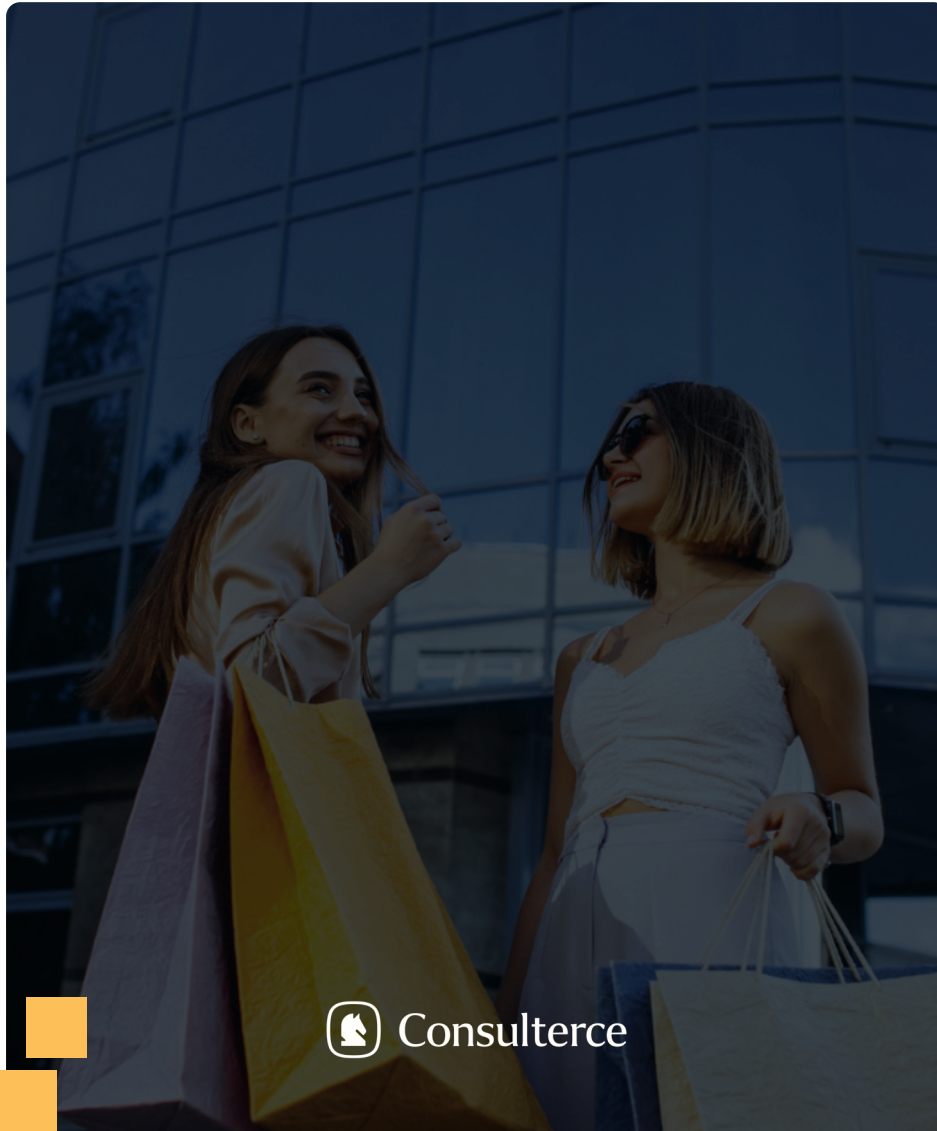


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October



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SUN	MON	TUE	WED	THU	FRI	SAT
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4	5	6	7	8	9	10
11	12	13	14	15	16	17
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25	26	27	28	29	30	31

- ◆ 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
- ◆ 25th October – BST ends
- ◆ 31st October – Halloween
- ◆ TBA October – Amazon Fall Prime Event

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11 November



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

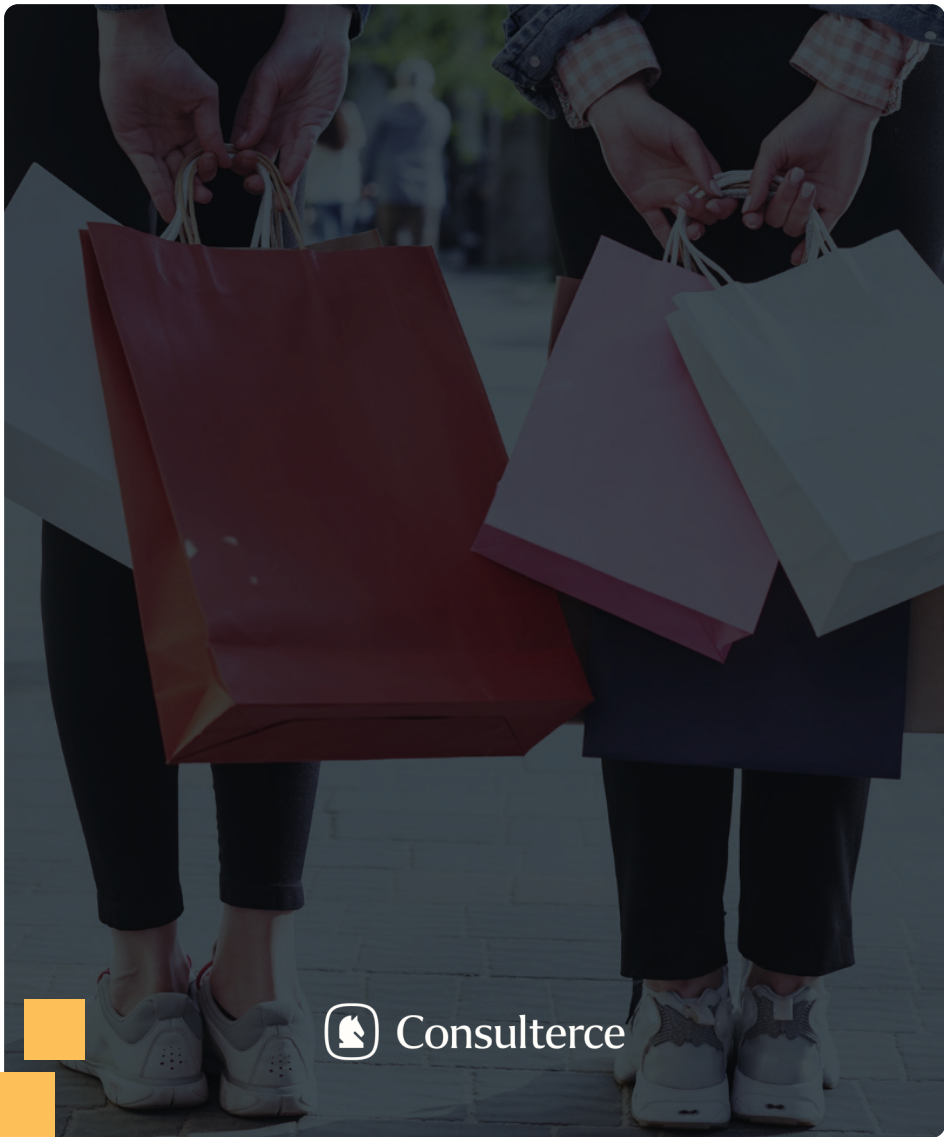
- ◆ 1st – 30th November – Movember (Men’s Health Awareness Month)
- ◆ 1st November – Daylight Saving Time ends
- ◆ 1st November – World Vegan Day
- ◆ 5th November – Guy Fawkes Night
- ◆ 8th November – Remembrance Sunday
- ◆ 8th November – Diwali
- ◆ 11th November – Remembrance Day
- ◆ 11th November – Veterans Day
- ◆ 26th November – Thanksgiving
- ◆ 27th November – Black Friday
- ◆ 30th November – Cyber Monday
- ◆ 30th November – St Andrew’s Day

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December



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		

- ◆ 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