

# **RETAIL CALENDAR**

# **2025**

# JANUARY

MON	TUE	WED	THU	FRI	SAT	SUN
		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		

## HOLIDAYS

- January 1: New Year's Day
- January 1–31: Dry January
- January 1–31: Veganuary
- January 2: Science Fiction Day
- January 4: National Trivia Day
- January 6: Epiphany
- January 10: World Hindi Day
- January 13: National Sticker Day
- January 15: National Hat Day (USA)
- January 16: Get to Know Your Customers Day
- January 20: Martin Luther King Jr. Day
- January 27: Chocolate Cake Day
- January 29: Chinese New Year (Snake)

2025

# FEBRUARY

ADSPERT  
A MIRAKL COMPANY

MON	TUE	WED	THU	FRI	SAT	SUN
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## HOLIDAYS

- February 1–28: Black History Month (UK)
- February 4: World Cancer Day
- February 5: World Nutella Day
- February 9: National Pizza Day (USA)
- February 9: Super Bowl
- February 12: Darwin Day
- February 14: Valentine’s Day
- February 15: Singles Awareness Day
- February 17: Random Act of Kindness Day (USA)
- February 20: Love Your Pet Day (USA)
- February 22: National Walking the Dog Day
- February 27: National Chili Day (USA)

2025

# MARCH

MON	TUE	WED	THU	FRI	SAT	SUN
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HOLIDAYS

- March 1: World Compliment Day
- Ramadan start
- March 3–4: Carnival
- March 4: Shrove Tuesday
- March 6: World Book Day (UK)
- March 8: International Women’s Day
- March 14: International Day of Mathematics
- March 17: Saint Patrick’s Day
- March 20: First Day of Spring
- March 22: Earth Hour
- March 23: National Puppy Day
- March 25: International Waffle Day
- March 30: Mother’s Day (UK)
- End of Ramadan

2025

# APRIL

**ADSPERT**  
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MON	TUE	WED	THU	FRI	SAT	SUN
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## HOLIDAYS

- April 1: April Fool's Day  
International Children's Book Day
- April 2: National Walking Day
- April 10: National Siblings Day
- April 11: National Pet Day (USA)
- April 13: International Plant Appreciation Day
- April 14: National Gardening Day
- April 18: Good Friday
- April 20: Easter Sunday
- April 21: Easter Monday  
National Tea Day (UK)
- April 22: Earth Day
- April 23: World Book Day  
St George's Day (UK)
- April 29–May 5: Golden Week (Japan)

# 2025

# MAY

MON	TUE	WED	THU	FRI	SAT	SUN
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## HOLIDAYS

- May 1: Labor Day
  - May 2: International Harry Potter Day
  - April 29–May 5: Golden Week (Japan)
  - May 4: Star Wars Day
  - May 5: Cinco de Mayo (Mexico, USA)
  - May 9: Father’s Day (Germany)
  - May 11: National Eat What You Want Day
- Mother’s Day (USA)
- May 13: World Cocktail Day
  - May 13–17: Eurovision Song Contest
  - May 16: International Day of Light
  - May 17: World Baking Day
  - May 26: Spring Bank Holiday (UK)
- Memorial Day (USA)

# JUNE

MON	TUE	WED	THU	FRI	SAT	SUN
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HOLIDAYS

- June 1–30: Pride Month
- June 1: Global Day of Parents
- June 3: World Bicycle Day
- June 14: World Gin Day
- June 15: National Beer Day (UK)  
Father’s Day (UK, USA)
- June 21: International Day of Yoga  
Beginning of Summer
- June 23: School Holidays (differs per school)
- June 24: Midsummer’s Day
- June 27: Micro-, Small and Medium-Sized  
Enterprises Day

2025

# JULY

MON	TUE	WED	THU	FRI	SAT	SUN
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## HOLIDAYS

- July 1: Canada Day, International Joke Day
- July 4: Independence Day (USA)
- July 7: World Chocolate Day
- July 15: National Give Something Away Day
- July 16: National Cherry Day
- July 17: World Emoji Day
- July 20: International Chess Day
- July 22: National Hammock Day
- July 28: Parents' Day
- July 29: National Lipstick Day
- July 30: International Day of Friendship
- July 31: National Avocado Day

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# AUGUST

**ADSPERT**  
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MON	TUE	WED	THU	FRI	SAT	SUN
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## HOLIDAYS

- August 1: National Girlfriend Day  
International Beer Day
- August 6: Playday - National Day for Play
- August 8: International Cat Day
- August 9: Book Lovers Day
- August 10: Lazy Day
- August 11: National Son and Daughter Day
- August 16: Tell a Joke Day
- August 19: World Photography Day
- August 21: National Burger Day (UK)
- August 25: Summer Bank Holiday (UK)
- August 26: International Dog Day
- August 29: Qixi Festival  
(Chinese Valentine's Day)

# 2025

# SEPTEMBER

MON	TUE	WED	THU	FRI	SAT	SUN
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**ADSPERT**  
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## HOLIDAYS

- September 1: Back to School (differs per school)
- September 1: Labor Day (USA)
- September 6: Read a Book Day
- September 6: World Beard Day
- September 12: Chocolate Milkshake Day (USA)
- September 13: Positive Thinking Day
- September 15: National Wife Day
- September 16: World Guacamole Day (USA)
- September 20 – October 5: Oktoberfest (Germany)
- September 21: International Peace Day
- September 22: First Day of Fall
- September 26: European Day of Languages
- September 27: World Tourism Day

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# OCTOBER

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## HOLIDAYS

- October 1–31: Breast Cancer Awareness Month
- October 1–31: Go Sober for October (UK)
- October 1: International Coffee Day
- October 1: World Vegetarian Day
- October 2–4: Rosh Hashanah (Jewish New Year)
- October 3: Unity Day (Germany)
- October 10: World Mental Health Day
- October 11: Double Ninth Festival (China)
- October 13: Canadian Thanksgiving (Canada)
- October 16: World Food Day
- October 22–31: Navratri (India)
- October 25: World Pasta Day
- October 26: National Pumpkin Day
- October 31: Halloween

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# NOVEMBER

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## HOLIDAYS

- November 1–31: Movember
- November 1: World Vegan Day
- November 2: Dia de Muertos  
(Mexico, Latin America)
- November 5: Guy Fawkes Night (UK)
- November 9: Remembrance Sunday (UK)
- November 11: Single’s Day (China)
- November 13: World Kindness Day
- November 19: International Men's Day
- November 27: Thanksgiving (USA)
- November 28: Black Friday
- November 29: Small Business Saturday
- November 30: St Andrew’s Day (UK)

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# DECEMBER

**ADSPERT**  
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## HOLIDAYS

- December 1–24: Advent
- December 1: Cyber Monday
- December 4: National Cookie Day
- December 12: Christmas Jumper Day
- December 14 – 22: Hanukkah
- December 21: First Day of Winter
- December 24: Christmas Eve
- December 25: Christmas Day
- December 26: Boxing Day
- December 26 – January 1: Kwanzaa  
(African American)
- December 31: New Year's Eve

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