

20

KEY E-COMMERCE DATES FOR RETAILERS

Just keep moving *forward.*



presents

23

2023

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				

February

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26	27	28				

March

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April

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May

SUN	MON	TUE	WED	THU	FRI	SAT
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June

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July

SUN	MON	TUE	WED	THU	FRI	SAT
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23	24	25	26	27	28	29
30	31					

August

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
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27	28	29	30	31		

September

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
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24	25	26	27	28	29	30

October

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15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

November

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

December

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						





01.

JANUARY / 2023

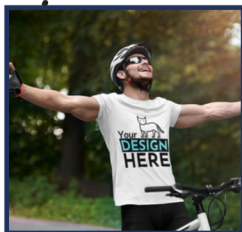
NOTES:

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 NEW YEAR'S DAY	2	3	4	5	6	7
8	9	10	11	12	13 NATIONAL STICKER DAY	14
15 NATIONAL HAT DAY	16	17 MARTIN LUTHER KING JR. DAY	18	19	20 NATIONAL CHEESE LOVER 'S DAY	21 NATIONAL HUGGING DAY
22 LUNAR NEW YEAR'S DAY	23	24	25	26 NATIONAL SPOUSE'S DAY	27	28
29	30	31				1

1st JANUARY

New Year's Day

New Year's deals targeting health, wellness and fitness are sure to be popular. For the first month, come up with designs that your customers can look up to stay motivated throughout the year.



17th JANUARY

Martin Luther King Jr. Day

This American federal holiday marks the birthday of Dr. Martin Luther King Jr. This is generally celebrated by nonprofit organizations through service opportunities.

Encourage people to volunteer and immerse themselves in US history.

21st JANUARY

National Hugging Day



20th JANUARY

National Cheese Lover's Day

People don't necessarily shop for cheese online. However, they love cheese and that's enough to prompt them to purchase cheese related accessories.



26th JANUARY

National Spouse's Day

National Spouses Day is a great day to introduce gifts for HIM & HER to catch the attention of loyal customers and those who may not be knowledgeable about this holiday.



15th JANUARY

National Hat Day

This day is perfect for stores that offer ball caps and beanies. Depending on where you live, you may want to consider introducing a new hat design or opting for a one-day promotion.

22nd JANUARY

Happy Lunar New Year



Many customs and traditions are practiced during Tết in Vietnam, such as visiting a person's house on the first day of the new year, ancestor worship, exchanging New Year's greetings, giving lucky money to children and elderly people, opening a shop, visiting relatives, friends and neighbors.






02.

FEBRUARY / 2023

NOTES:

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3 NATIONAL WOMEN PHYSICIANS DAY	4
5	6	7	8	9 NATIONAL PIZZA DAY	10	11
12	13  GALENTINE'S DAY	14  VALENTINE'S DAY	15 SINGLES AWARENESS DAY	16	17 NATIONAL DRINK WINE DAY	18
19	20  LOVE YOUR PET DAY	21	22	23	24	25
26	27	28				1

3rd FEBRUARY

National Women Physicians Day

National Women Physicians Day is also known as Women in Medicine Day. It's a day to recognize and give thanks to dedicated female boss babes who help others. Depending on what field of occupation you're in, you may want to consider giving a shoutout or organizing donations for a good cause.



9th FEBRUARY

National Pizza Day

Some of us indulge in pizza daily - others save pizza for special occasions. Regardless of how often you consume pizza, you know there are so many ways to use pizza as a profitable driver in your online biz.



14th FEBRUARY

Valentine's Day

The day of love and romance is celebrated just about in every corner of the world, in recent years, Valentine's Day, has become a day to celebrate friendships too, keep that in mind when you are preparing for this holiday. To help you get started, take a look at the Top 10 Valentine's Day marketing ideas in CustomCat's blog.



15th FEBRUARY

Singles Awareness Day

If you plan to celebrate Valentine's Day you most certainly should consider adding Singles Day, known as the anti-Valentine's celebration to the list. On this day everyone, regardless of Many others would love this tradition too - especially in the world of treat yourself culture.






03.

MARCH / 2023

NOTES:

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
5	6 NATIONAL EMPLOYEE APPRECIATION DAY	7	8 INTERNATIONAL WOMEN'S DAY	9 NATIONAL NAPPING DAY	10	11 NATIONAL PROMPOSAL DAY
12 NATIONAL GIRL SCOUT DAY	13	14	15	16	17 ST. PATRICK'S DAY 	18
19 LET'S LAUGH DAY	20 INTERNATIONAL DAY OF HAPPINESS	21 WORLD DOWN SYNDROME DAY	22	23	24	25 INTERNATIONAL WAFFLE DAY
26	27	28	29	30	31 NATIONAL PROM DAY	1

9th MARCH

National Napping Day

Napping is a cultural phenomenon, and studies have shown that naps have significant health benefits. Design funny sleep shirts that both men and women will love. Choose a fabric that is comfy to touch.



16th MARCH

National Panda Day

Pandas are cute, and your panda designs can be too! There are no limits to what you can do for Panda Day. Include features of pandas with things like bamboo, boxing gloves, noodles, chopsticks, glasses, and more.



11st MARCH

National Promposal Day

Highschoolers across North America are preparing to propose to their high school sweethearts. Design variations of a question, "Will you go to prom with me?" and you will reap the benefits of National Promposal Day!



21st MARCH

World Down Syndrome Day

In for a good deed? Advocate and build awareness for people with Trisomy-21 by designing a new line of tees or have a percentage of profits go to local schools and organizations. If all fails, go seek out volunteering opportunities to offer your talents or give a presentation about ecommerce business.

17th MARCH

St. Patrick's Day

St. Patrick's Day is a popular holiday across the states with a few distinctive cities where people go all out for St. Patrick's Day. Create designs based on a specific location; Chicago's Green River and Southie in Boston. Anything beer and green-related will work.





04.

APRIL / 2023

NOTES:

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
30						1 APRIL FOOLS' DAY
2	3	4	5	6	7 NATIONAL BEER DAY	8 HOLY SATURDAY
9 EASTER SUNDAY	10 EASTER MONDAY NATIONAL SIBLING DAY	11 NATIONAL PET DAY	12	13	14	15
16	17	18	19	20	21	22 EARTH DAY
23 WORLD BOOK DAY	24	25	26	27	28	29

1st APRIL

April Fool's Day

A day of pranks and jokes. You can be subtle or you can go all out. The world is your oyster.

You can design tees that showcase a fake lottery win, chocolate vs. raisin cookies, tin foil office, and more.



7th APRIL

National Beer Day

National Beer Day has been celebrated in the United States since its origin in 2009, and it is mostly recognized in five states; South Dakota, Iowa, Wisconsin, Nebraska, and Montana.

9th APRIL

Easter Day

Easter is considered by some to be a more meaningful holiday than Christmas. People don't usually go shopping on Easter. Instead, they get together with family and friends to celebrate Jesus and all the blessings in life. Easter week may be a good week to start introducing spring sales as everyone will be gearing up for spring/summer soon!

10th APRIL

Siblings Day

Siblings Day is celebrated around the world, primarily in Western countries where small holidays like these are driving sources of the economy. Similar to Mother's Day and Father's Day, Siblings Day is all about expressing gratitude to one and other. Personalized, matching, and complementary items are perfect products for this day.

11th APRIL

National Pet Day

Pet owners have one thing in common, and they love to spoil their furry friends. Even if you don't sell pet products, you can play with your imagination to design products for pet owners instead – dog mom, doodle mama, a rescue pup, etc. Plus, you can ask your audience to submit a photo of their furry friends on social media to enter sweepstakes and win a prize.









05.

MAY / 2023

NOTES:

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2 BROTHERS & SISTERS DAY	3	4 STAR WARS DAY	5	6
7	8	9 EUROPE DAY 	10	11	12	13
14 MOTHER'S DAY 	15	16	17	18	19	20
21	22 VICTORIA DAY 	23	24	25 NATIONAL WINE DAY	26	27
28	29 MEMORIAL DAY 	30	31 NATIONAL SMILE DAY			



4th MAY

National Star Wars Day

The date was chosen to pun on 'May The Force Be With You,' and many Star Wars fans continue to celebrate this holiday in fashion. Typical celebrations may include Star Wars Movie Marathons or Star Wars-themed gatherings. It's a day of EAT, BREATH, STAR WARS.

14th MAY

Mother's Day

This day offers sons, daughters, and anyone with a mother the chance to show their appreciation. Mothers are typically thanked with personalized gifts, cards, flowers, or by agreeing to do all the household chores.

31st MAY

National Smile Day

A smile is the best accessory to wear on this day! It's a good day for a selfie contest—encourage your customers to combine their smile with your products. #nationalsmileday

29th MAY

Memorial Day

Memorial Day is a federal holiday in the US to honor all the people who lost their lives in service of the United States. Memorial Day is a somber day in the US. Be mindful of the tone and the message you want to put to your customers on this day









06.

JUNE / 2023

NOTES:

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2 NATIONAL DOUGHNUT DAY	3
4	5 WORLD ENVIRONMENT DAY	6	7	8 BEST FRIEND DAY	9	10
11 INTERNATIONAL CHILDREN'S DAY	12	13	14 AMERICAN FLAG DAY 	15	16 NATIONAL FLIP FLOP DAY	17
18 FATHER'S DAY   	19	20	21 INTERNATIONAL YOGA DAY	22	23	24
25	26	27	28	29	30 SOCIAL MEDIA DAY	



2nd JUNE

National Doughnut/Donut Day

If you are a skilled graphic designer, put together a contest where you have your audience send you a photo of a donut. The most creative-looking donut will be recreated to a graphic for your next clothing line!

14th JUNE

Flag Day

National Flag Week is meant as a time to display the red, white, and blue. However, you may want to consider adding a discount in honor of the National Flag Day for all your flags regardless if they are American themed. Also, check out #NationaFlagWeek to see what your competitors are doing.

21st JUNE

International Yoga Day

Yoga is a fun way to relax, strengthen those muscles, and get your head back in the game. Many Westerners have incorporated yoga into their lives. With different types of yoga classes, yin, ashtanga, and vinyasa, there is a place for everyone.



16th JUNE

National Flip Flop Day

Summer is underway and many people are heading out to enjoy the sunshine and refreshing plunges to cool off. Whether your customers love the pool, ocean, or lake - we've got flip flops for everyone.

18th JUNE

Father's Day

Father's Day is celebrated internationally in all corners of the world on different dates, honoring the unique bonds that come with fatherhood.






07.

JULY / 2023

NOTES:

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
30 INTERNATIONAL FRIENDSHIP DAY	31					1 CANADA DAY 
2	3	4 INDEPENDENCE DAY 	5 NATIONAL BIKINI DAY	6 INTERNATIONAL KISSING DAY	7 WORLD CHOCOLATE DAY	8
9	10	11	12	13	14	15
16	17 WORLD EMOJI DAY	18	19	20	21	22
23	24	25	26	27	28	29

1st JULY
Canada Day

Much like Independence Day in the USA, Canada Day is a holiday to celebrate the ratification of the country's constitution in 1867. If you sell primarily to an audience in Canada, this date should most definitely be on your list. Canada typically celebrates with fireworks, parades, and music.

4th JULY
Independence Day

Gearing up for one of the biggest holidays of the year is paramount to the success of your business in the summer. Try spicing things up with your campaigns leading up to the 4th.



5th JULY

National Bikini Day

Since July 5, 1946, women have been hitting the beach in bikinis. National Bikini Day marks the anniversary of the invention of this revealing two-piece bathing suit.

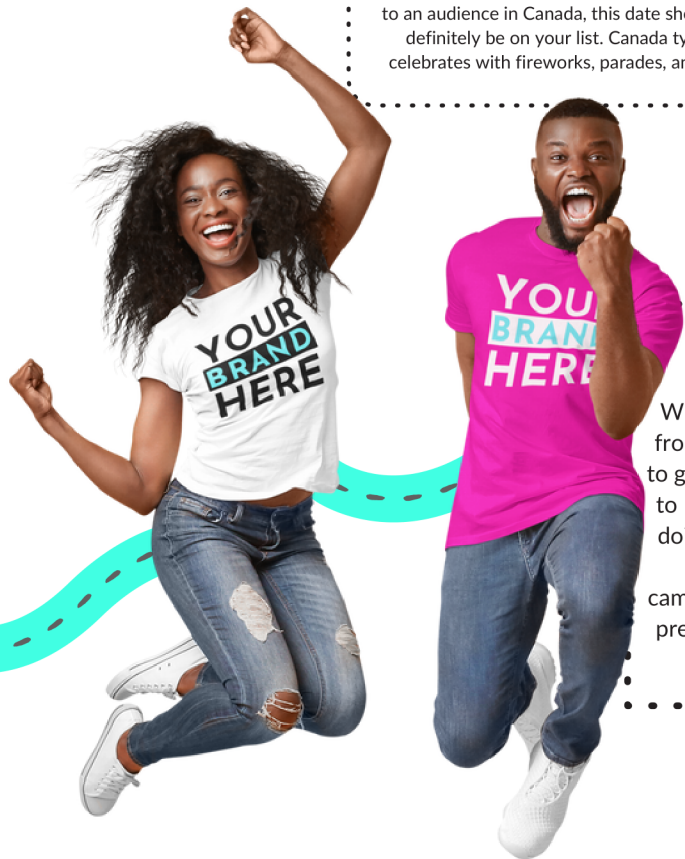
This is a great opportunity to promote any summer marketing campaign that ties in with chilling on a nice beach towel in swimwear.



17th JULY

World Emoji Day

We have 3,363 emojis to choose from and that number is expected to grow, with an extra 31 new ones to be added in 2023. If you're not doing it already, try incorporating emojis into your marketing campaigns to see if your customers prefer your brand messaging with more emojis or not.





08.

AUGUST / 2023

NOTES:

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3	4	5
6	7	8 INTERNATIONAL CAT DAY	9 BOOK LOVERS DAY	10 INTERNATIONAL LAZY DAY	11 SON & DAUGHTER DAY	12
13	14	15	16	17	18	19 WORLD PHOTOGRAPHY DAY
20	21	22	23	24	25	26 INTERNATIONAL DOG DAY
27	28	29	30	31		

8th AUGUST

International Cat Day

This day is typically celebrated by being affectionate to your cat, giving it treats, or by donating to local cat shelters.

9th AUGUST

Book Lovers Day

Book Lovers Day seeks to encourage reading on the traditional printed medium, the book. Reading books is easier on eyes than reading on electronic devices. Reading a book can stimulate your mind, reduce stress, and help you acquire knowledge. It can also improve your focus and concentration.

19th AUGUST

World Photography Day

World Photography Day seeks to celebrate the artistic craft, science, and history of photography. Photography captures the precise elements of the present which in the future can be an insightful artifact of the past. Many organizations sponsor photography related contests on this day.



26th AUGUST

National Dog Day

Dog parents are utterly obsessed with their furry friends. Design dog parent themed apparel that pet owners can wear to tell everyone of their fuzziest best friend.








09.

SEPTEMBER / 2023

NOTES:

SUNDAY		TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2 FATHER'S DAY 
3	4 LABOR DAY 	5	6	7	8	9
10 NATIONAL GRANDPARENTS DAY	11	12 NATIONAL VIDEO GAMES DAY	13	14	15	16 OKTOBERFEST (SEP 16 - OCT 3) 
17	18	19	20	21 INTERNATIONAL DAY OF PEACE	22	23 FIRST DAY OF FALL
24	25	26	27 WORLD TOURISM DAY	28	29	30

4th SEPTEMBER

Labor Day

Labor Day is considered a farewell to summer and the start of the holiday season. Labor Day is a federal holiday, during which Americans and Canadians celebrate the economic achievement of workers. Take advantage of seasonal change to ignite buying behavior with a few creative marketing ideas.

10th SEPTEMBER

National Grandparents Day

National Grandparents Day is a day to appreciate all the joy and wisdom that grandparents bring into our lives. Grandparents usually just want to spend time with their grandkids, but if the families are too far apart from each other, a little gesture of love in a small gift that warms their souls is always appreciated.

Check out all things mugs in our catalog



23rd SEPTEMBER

First Day of Fall

Summer's out—the first day of fall means pumpkin-spice everything, and yes, getting your wardrobe fall and winter ready. If you have customers in the Northern Hemisphere, this is the time to start promoting your fall and winter apparel.

16th SEPTEMBER

Oktoberfest

Oktoberfest is the most prominent folk & beer festival in the world. Not only is it celebrated in Germany, but the United States partakes in this phenomenon too.

Here are a few popular types of beer: Spaten-Franziskaner-Bräu, Paulaner, Hofbräu München, Hacker-Pschorr, Löwenbräu, Augustiner Brä

27th SEPTEMBER

World Tourism Day

The United Nations created this holiday more than 40 years ago to celebrate the joys of traveling. Engage with your customers by asking them to share their favorite travel destinations and stories, or promote products for traveling, like custom water bottle or cooler packer...





10.

SEPTEMBER / 2023

NOTES:

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4 NATIONAL TACO DAY	5 WORLD TEACHERS' DAY	6 WORLD SMILE DAY	7
8	9 THANKSGIVING 	10	11	12	13	14
15	16 BOSS'S DAY	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31 HALLOWEEN				

4th OCTOBER

National Taco Day

National Taco Day is celebrated in the United States to promote all the taco joints. Americans consume over 4.5 billion tacos every year - how many of those are fast food vs. traditional? Words that you can incorporate into your taglines & email titles - salsa, avocado, guacamole, cilantro, tomatoes, Mexico, taco shop (Taquería), street tacos, and more.

5th OCTOBER

World Teachers' Day

Kids can show their appreciation by giving their teacher a heartfelt "thank you" card, surprising them with homemade crafts or drawings, or by writing a poem of admiration. Maybe a mug or t-shirt with your child's face is in order.



16th OCTOBER

Boss's Day

Boss's Day seeks to recognize the bosses and supervisors of the world by showing them support and appreciation. This day aims to improve relations between bosses and employees. Office gifts like posters, mugs, and t-shirts make great presents on occasions like this.



31st OCTOBER

Halloween

The Irish brought this holiday to the US, and the commercialization made Halloween the biggest dress-up celebration of the year. Halloween is the second most popular holiday for decorations, candy, and custom product sales in the US. Use this day to add an extra flair to your marketing, run a special promo, share a spooky story, or simply deck out your online store in scary fashion.











11.

NOVEMBER / 2023

NOTES:

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 WORLD VEGAN DAY	2	3	4
5	6	7	8	9	10	11 VETERANS DAY  SINGLES' DAY  REMEMBRANCE DAY   
12	13	14	15	16	17	18
19 INTERNATIONAL MEN'S DAY	20	21	22	23 THANKSGIVING 	24 BLACK FRIDAY	25 SMALL BUSINESS SATURDAY
26	27 CYBER MONDAY	28	29	30		

11th NOVEMBER

Veterans Day

Veterans Day honors everyone who has served in the US military. Be sensitive to the meaning of this holiday, commercialization of US military holidays is not recommended.



23rd NOVEMBER

Thanksgiving

Every year on this holiday, families and friends get together to celebrate the season of gratitude with a meal. This is a perfect opportunity to thank your customers for their loyalty to your business.

24th NOVEMBER

Black Friday

Everyone in North America will be expecting sales and deals. Seasoned sellers start preparing for this unofficial holiday well in advance. As an ecommerce seller, you can't afford to miss Black Friday. Many sellers report that the majority of their annual revenue comes from Black Friday. You should have a marketing strategy, and tactics in place come the first of November.

27th NOVEMBER

Cyber Monday

The Monday after Black Friday is a must on your list, especially when your audience lives in North America. Every year, Cyber Monday sets a new record for the biggest online spending day throughout the year.

25th NOVEMBER

Small Business Saturday

Many Ecommerce retailers are considered small businesses. Show off your entrepreneurial spirit or shout out to a local/relevant business to support a small business for free.






12.

DECEMBER / 2023

NOTES:

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
31 NEW YEARS EVE					1	2
3	4 NATIONAL SOCK DAY	5	6	7	8	9
10	11	12	13	14 NATIONAL FREE SHIPPING DAY	15	16
17	18	19	20	21	22 WINTER SOLSTICE	23
24 CHRISTMAS EVE	25 CHRISTMAS DAY	26 BOXING DAY 	27	28	29	30



21st DECEMBER
Winter Solstice

Yoga and winter Solstice go hand in hand. It may be a good idea to introduce a new apparel line dedicated to yoga practice.



25th DECEMBER
Christmas Day

In the US, kids wake up at the crack of dawn to race down the stairs to open their presents. It may be a good idea to market Christmas morning apparel, such as matching PJs leading up to this very day.



31st DECEMBER
New Years Eve

The last day of the year is usually celebrated with parties, fireworks, and alcohol. Similar to Christmas sweaters, it's another opportunity to get creative. Don't forget to wish everyone a prosperous year, and thank them for choosing you as a business.

