



## USA & CANADA

# 2025 RETAIL SEASONAL PROMOTION CALENDAR

## KEY SHOPPER MARKETING HOLIDAYS, SEASONAL EVENTS & MICRO OCCASIONS

Retail shopping windows, usually driven by a holiday or seasonal event, are days where consumption behavior increases - online and in-store. These represent a crucial opportunity for brands to align their marketing strategies with the right occasions and create more targeted, personalized and engaging experiences to connect with their audience, ultimately driving sales and customer loyalty. If you think this only means occasions like the Holidays or Back-to-School, think again! There is a growing trend of 'micro occasions' that is driving customers to spend more. Micro occasions are smaller moments/days brands can leverage to further connect with consumers (think National Coffee Day or National Pet Day!). We've put together a list of key national and international holidays, seasonal shopping windows and some interesting micro occasions to consider in 2025.

### Q1 JANUARY

- 1 New Year's Day
- 2 National Science Fiction Day
- 12 Golden Globes
- 12 Australian Open (Tennis)
- 15 National Bagel Day
- 16 Get to Know Your Customers Day
- 16 Religious Freedom Day
- 20 Martin Luther King Jr. Day
- 20 National College Football Playoffs
- 20 Blue Monday
- 21 National Hugging Day
- 23 National Pie Day (USA)
- 23 Winter X Games
- 25 National Irish Coffee Day (USA)
- 26 Chinese New Year
- 31 National Hot Chocolate Day
- Winter Clearance Sales
- NFL playoffs

### FEBRUARY

- 2 Groundhog Day
- 4 World Cancer Awareness Day
- 9 Super Bowl LIX
- 9 National Pizza Day (USA)
- 11 National Latte Day
- 12 NHL 4 Nations Face-Off
- 13 Galentine's Day
- 14 Valentine's Day
- 16 NBA All Star Game
- 17 Presidents' Day (USA)
- 17 Family Day (CAN)
- 17 Random Act of Kindness Day
- 20 Love Your Pet Day
- 22 National Margarita Day
- 22 MLS Soccer Season
- 27 National Chili Day (USA)
- 28 Ramadan Starts
- American Heart Month
- Black History Month
- LGBT History Month

### MARCH

- 3 World Wildlife Day
- 3 Academy Awards
- 4 Pancake Day / Shrove Tuesday
- 7 National Day of Unplugging
- 8 International Women's Day
- 17 St. Patrick's Day
- 18 March Madness (NCAA)
- 18 Global Recycling Day
- 20 First Day of Spring
- 20 International Day of Happiness
- 21 World Poetry Day
- 21 International Day of Forests
- 22 World Water Day
- 27 MLB Opening Day
- 29 Mom & Pop Business Owner Day
- Allergy Season
- National Nutrition Month (USA)

### Q2 APRIL

- 1 April Fools' Day
- 3 National Burrito Day (USA)
- 7 World Health Day
- 7 National Beer Day
- 10 The Masters - Golf
- 10 National Siblings Day
- 11 National Pet Day
- 12 Passover Begins
- 15 Tax Day (USA)
- 18 Good Friday
- 18 World Heritage Day
- 19 NBA Playoffs begin
- 20 Easter Sunday
- 20 4/20!
- 21 World Creativity & Innovation
- 21 Boston Marathon
- 22 Earth Day
- 23 World Book Day
- 28 National Superhero Day
- Diversity Month
- Coachella Music Festival

### MAY

- 1 May Day (Int'l Workers' Day)
- 3 National Fitness Day (USA)
- 4 Star Wars Day
- 4 National Lemonade Day
- 4 World Laughter Day
- 5 Cinco de Mayo
- 5 African World Heritage Day
- 6 National Teachers' Day (USA)
- 11 Mother's Day
- 17 World Baking Day
- 19 Victoria Day (CAN)
- 25 National Wine Day
- 25 French Open (Tennis)
- 26 Memorial Day
- Mental Health Awareness Month
- National BBQ Month

### JUNE

- 1 Global Day of Parents
- 4 National Cheese Day
- 5 NBA Finals (Start Date)
- 5 World Environment Day
- 6 National Donut Day
- 8 Pentecost
- 12 US Open (Golf)
- 14 Global Wellness Day
- 14 Flag Day (USA)
- 15 Father's Day
- 19 Juneteenth (USA)
- 21 First Day of Summer
- 21 National Selfie Day (USA)
- 21 World Music Day
- 21 International Yoga Day
- 23 Stanley Cup Finals
- 27 National Sunglasses Day
- 30 World Social Media Day
- 30 Wimbledon (Tennis)
- LGBTQ Pride Month
- National Camping Month

### Q3 JULY

- 1 Canada Day
- 1 Arbor Day
- 2 Made in the USA Day
- 4 Independence Day (USA)
- 5 Tour de France (bicycle race)
- 6 International Kissing Day
- 7 World Chocolate Day
- 13 The Open Championship (Golf)
- 14 Bastille Day
- 15 MLB All Star Game
- 16 National Hot Dog Day
- 17 World Emoji Day
- 20 National Ice Cream Day
- 21 National Parents' Day
- 23 Amazon Prime Day
- 27 National Junk Food Day
- National Grilling Month
- National Picnic Month
- National Cell Phone Courtesy Month

### AUGUST

- 1 International Beer Day
- 2 National Ice Cream Sandwich Day
- 3 National Sister's Day (USA)
- 3 Friendship Day
- 5 National Night Out
- 8 International Cat Day
- 9 National Book Lovers' Day (USA)
- 10 National S'mores Day
- 12 International Youth Day
- 13 Little League World Series
- 19 World Photography Day
- 21 World Senior Citizens' Day
- 25 US Open (Tennis)
- 26 International Dog Day
- 26 Women's Equality Day
- 30 International Bacon Day
- Back to School Season
- National Sandwich Month
- NCAA Football Season
- Black Business Month

### SEPTEMBER

- 1 Labor Day
- 5 National Cheese Pizza Day
- 6 National Tailgating Day
- 7 Grandparents' Day
- 8 International Literacy Day
- 11 Patriot Day
- 13 Positive Thinking Day
- 16 National Guacamole Day
- 20 Oktoberfest begins
- 21 National Pecan Cookie Day
- 22 National Family Day
- 27 World Tourism Day
- 29 National Coffee Day (USA)
- 30 International Podcast Day
- Back to School Season
- NFL Regular Season
- Self Improvement Month
- Friendship Month
- Hispanic Heritage Month

### Q4 OCTOBER

- 1 International Coffee Day
- 1 World Vegetarian Day
- 4 World Animal Day
- 5 World Teachers' Day
- 10 World Mental Health Day
- 13 Columbus Day (USA)
- 13 Thanksgiving (CAN)
- 14 National Dessert Day
- 16 National Boss's Day
- 16 World Food Day
- 17 National Pasta Day
- 20 National Pharmacy Week
- 21 Diwali
- 29 National Cat Day (USA)
- 31 Halloween
- National Pizza Month
- Breast Cancer Awareness Month
- National Popcorn Popping Month
- NBA Regular Season
- Amazon Prime Day
- Target Circle Days

### NOVEMBER

- 1 World Vegan Day
- 3 National Sandwich Day
- 4 National Candy Day
- 11 Veterans' Day
- 11 Remembrance Day (CAN)
- 13 World Kindness Day
- 15 National Recycling Day (USA)
- 19 International Men's Day
- 23 National Espresso Day
- 27 Thanksgiving (USA)
- 28 Black Friday
- 29 Small Business Saturday
- November
- MLS Cup Playoffs
- Cold & Flu Season
- National Family Caregivers Month
- National Entrepreneurship Month
- National Native American Heritage Month
- Holiday Season

### DECEMBER

- 1 World AIDS Day
- 1 Cyber Monday
- 2 Giving Tuesday
- 3 Make A Gift Day
- 4 National Cookie Day
- 8 National Brownie Day
- 8 Green Monday
- 13 National Cocoa Day
- 14 Hanukkah Begins
- 14 National Free Shipping Day (USA)
- 19 National Ugly Christmas Sweater Day
- 20 Super Saturday
- 21 Winter Solstice
- 24 Christmas Eve
- 25 Christmas Day
- 26 Day after Christmas / Boxing Day
- 26 Kwanzaa
- 27 National Fruitcake Day
- 31 National Champagne Day
- 31 New Years Eve
- Holiday Season

## Boost Your Shopper Marketing Seasonal Promotions

Snipp's turnkey contests, sweepstakes and shopper marketing promotions solutions – powered by our market-leading receipt validation platform – can help you acquire and engage customers while capturing first-party consumer purchase and behavioral data!

LET'S TALK