



USA & CANADA

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' in retail marketing 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 2024.

Q1

Q2

JANUARY	
1	New Year's Day
2	National Science Fiction Day
7	Golden Globes
14	Australian Open (Tennis)
15	National Bagel Day
15	Martin Luther King Jr. Day
15	Blue Monday
16	Religious Freedom Day
18	Get to Know Your Customer Day
21	National Hugging Day
23	National Pie Day
26	Australia Day
31	National Hot Chocolate Day
	NFL Playoffs
	Winter Olympics
	Tax Season

FEBRUARY	
1	Black History Month
2	Groundhog Day
3	NHL All Star Game
4	World Cancer Awareness Day
9	National Pizza Day (US)
10	Chinese New Year
11	Super Bowl Sunday
11	National Latte Day
13	Galentine's Day
14	Valentine's Day
17	Random Act of Kindness Day
18	NBA All Star Game
19	Family Day (Can)
19	Presidents' Day (US)
22	National Margarita Day
	MLS Soccer Season
	American Heart Month

MARCH	
1	National Day of Unplugging
3	World Wildlife Day
8	International Women's Day
10	Academy Awards
17	St. Patrick's Day
18	Global Recycling Day
19	March Madness
20	First Day of Spring
20	International Day of Happiness
21	World Poetry Day
21	International Day of Forests
22	World Water Day
29	Mom & Pop Business Owner Day
29	Good Friday
31	Easter
	Allergy Season

APRIL	
1	April Fools' Day
4	National Burrito Day (US)
7	World Health Day
7	National Beer Day
8	The Masters - Golf
10	National Siblings Day
11	National Pet Day
18	World Heritage Day
20	4/20!
22	Earth Day
22	Passover Begins
23	World Book Day
28	National Superhero Day
29	International Dance Day
	NBA Playoffs
	MLB Regular Season
	Diversity Month

MAY	
4	National Fitness Day (US)
4	Star Wars Day
5	Cinco de Mayo
5	African World Heritage Day
5	World Laughter Day
7	World Teachers' Day
12	Mother's Day
19	World Baking Day
20	Victoria Day (Canada)
20	French Open (Tennis)
27	Memorial Day
	NHL Playoffs
	Mental Health Awareness Month

JUNE	
4	National Cheese Day
5	World Environment Day
7	National Donut Day
8	Global Wellness Day
10	US Open (Golf)
14	Flag Day (US)
14	World Blood Donor Day
16	Father's Day
19	Juneteenth (US)
21	National Selfie Day (US)
21	World Music Day
21	First Day of Summer
21	International Yoga Day
30	World Social Media Day
	NBA finals
	Stanley Cup Finals
	LGBTQ Pride Month

Q3

Q4

JULY	
1	Canada Day
1	Wimbledon (Tennis)
2	Made in the USA Day
4	Independence Day (US)
6	International Kissing Day
7	World Chocolate Day
13	PGA Championship
16	MLB All Star Game
17	World Emoji Day
17	National Hot Dog Day
21	National Ice Cream Day
26	Summer Olympics
28	National Parents' Day
	National Grilling Month
	Amazon Prime Day

AUGUST	
4	National Sister's Day (US)
4	Friendship Day
8	International Cat Day
9	National Book Lovers' Day (US)
12	International Youth Day
19	World Photography Day
19	World Humanitarian Day
21	World Senior Citizens' Day
26	International Dog Day
26	US Open (Tennis)
31	International Bacon Day
	Back to School Season
	NCAA Football Season
	Black Business Month

SEPTEMBER	
2	Labor Day
7	National Tailgating Day
8	Grandparents' Day
10	World Suicide Prevention Day
11	Patriot Day
13	Positive Thinking Day
21	Oktoberfest Begins
27	World Tourism Day
30	International Podcast Day
	Back to School Season
	NFL Regular Season
	Self Improvement Month
	Friendship Month
	Hispanic Heritage Month

OCTOBER	
1	International Coffee Day
4	World Animal Day
5	World Teachers' Day
10	World Mental Health Day
14	Canadian Thanksgiving
14	Columbus Day (US)
14	Indigenous Peoples Day (US)
16	World Food Day
31	Halloween
	NBA Regular Season
	MLB Playoffs
	MLB World Series
	NHL Regular Season
	Breast Cancer Awareness Month
	Amazon Prime Day
	Target Circle Days

NOVEMBER	
1	World Vegan Day
1	Diwali
5	Election Day (US)
11	Veterans' Day
11	Remembrance Day (CAN)
13	World Kindness Day
19	International Men's Day
28	Thanksgiving (US)
29	Black Friday
30	Small Business Saturday
	MLS Cup Playoffs
	Cold & Flu Season
	November Month
	National Family Caregivers Month
	Holiday Season

DECEMBER	
1	World AIDS Day
2	Cyber Monday
3	Giving Tuesday
3	Make A Gift Day
9	Green Monday
14	National Free Shipping Day (US)
21	Super Saturday
22	First Day of Winter
24	Christmas Eve
25	Christmas Day
25	Hanukkah Begins
26	Day after Christmas / Boxing Day
26	Kwanzaa
31	National Champagne Day
31	New Years Eve
	Holiday Season

Boost Your Retail Marketing and 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!

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