



2026 RETAIL SEASONAL PROMOTION CALENDAR

KEY SHOPPER MARKETING HOLIDAYS, SEASONAL EVENTS & MICRO OCCASIONS

Retail shopping windows tied to holidays and seasonal moments continue to shape how people buy, both online and in stores. These periods give brands a strong chance to match their marketing to the right moments and deliver more targeted, personalized experiences that build connection, boost sales and strengthen loyalty. And it is no longer just the big events like the Holidays or Back to School. Shoppers are responding to a fast-growing wave of micro occasions that spark spending in smaller but meaningful ways. These moments can be anything from National Coffee Day to National Pet Day and they offer brands fresh ways to stay relevant throughout the year. Here is an updated look at key national and international holidays, major shopping windows and notable micro occasions to plan for in 2026.

Q1

JANUARY

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

FEBRUARY

- 2 Groundhog Day
- 4 World Cancer Awareness Day
- 6 Winter Olympics
- 8 Super Bowl LX
- 9 National Pizza Day (USA)
- 11 National Latte Day
- 13 Galentine's Day
- 14 Valentine's Day
- 15 NBA All Star Game
- 16 Presidents' Day (USA)
- 16 Family Day (CAN)
- 17 Random Act of Kindness Day
- 17 Ramadan starts
- 17 Chinese New Year
- 20 Love Your Pet Day
- 21 MLS Soccer Season
- 22 National Margarita Day
- 23 Green Monday
- 26 National Chili Day (USA)
- American Heart Month
- Black History Month
- LGBTQ History Month

MARCH

- 3 World Wildlife Day
- 6 National Day of Unplugging
- 8 International Women's Day
- 14 Super Saturday
- 16 Academy Awards
- 17 Pancake Day / Shrove Tuesday
- 17 St. Patrick's Day
- 17 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
- 25 MLB Opening Day
- 29 Mom & Pop Business Owner Day
- Allergy Season
- National Nutrition Month (USA)

Q2

APRIL

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

MAY

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

JUNE

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

Q3

JULY

- 1 Canada Day
- 2 Made in the USA Day
- 4 Independence Day (USA)
- 4 Tour de France (Bicycle race)
- 6 International Kissing Day
- 7 World Chocolate Day
- 11 MLB All Star Game
- 14 Bastille Day
- 15 National Hot Dog Day
- 15 World Emoji Day
- 16 The Open Championship (Golf)
- 19 National Ice Cream Day
- 19 FIFA World Cup Final
- 21 National Junk Food Day
- 26 National Parents' Day
- Amazon Prime Day
- National Grilling Month
- National Picnic Month
- National Cell Phone Courtesy Month

AUGUST

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

SEPTEMBER

- 5 National Cheese Pizza Day
- 5 International Bacon Day
- 5 National Tailgating Day
- 7 Labour Day
- 8 International Literacy Day
- 11 Patriot Day
- 13 Grandparents Day
- 13 Positive Thinking Day
- 16 National Guacamole Day
- 19 Oktoberfest begins
- 21 National Pecan Cookie Day
- 27 World Tourism Day
- 28 National Family 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
- 12 Columbus Day (USA)
- 14 National Dessert Day
- 16 National Boss's Day
- 16 World Food Day
- 17 National Pasta Day
- 19 National Pharmacy Week
- 23 National Champagne Day
- 28 Thanksgiving (CAN)
- 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
- 8 Diwali
- 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
- 26 Thanksgiving (USA)
- 27 Black Friday
- 28 Small Business Saturday
- 30 Cyber Monday
- Movember
- 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 Giving Tuesday
- 3 Make A Gift Day
- 4 National Cookie Day
- 4 Hanukkah Begins
- 8 National Brownie Day
- 13 National Cocoa Day
- 14 National Free Shipping Day (USA)
- 19 Ugly Christmas Sweater Day
- 21 Winter Solstice
- 24 Christmas Eve
- 25 Christmas Day
- 26 Day after Christmas / Boxing Day
- 26 Kwanzaa
- 27 National Fruitcake 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 AI receipt validation platform can help you acquire and engage customers while capturing first-party consumer purchase and behavioral data!

REQUEST A DEMO