



Plan ahead for peak shopping periods

United States holiday calendar

Holiday	What customers buy
 <p>1/1/2019 New Year's Day 1/1/2020</p>	<p>Products associated with resolutions for the new year (for example, personal health, sports, books, e-cigarettes, healthy or organic food, exercise equipment, gym clothes, athletic shoes, electronic fitness devices, and diet products) and greeting cards.</p>
 <p>2/5/2019 Lunar New Year <i>(aka Chinese New Year)</i> 1/25/2020</p>	<p>Traditional Chinese or Asian attire, red and gold boxes, plastic flowers, and traditional décor.</p>
 <p>2/14/2019 Valentine's Day 2/14/2020</p>	<p>Greeting cards, chocolates, cards, adult toys, flowers, heart-shaped cookies, and candles.</p>
 <p>3/17/2019 St. Patrick's Day 3/17/2020</p>	<p>Irish-themed and green items, including T-shirts, hats, party supplies, Irish symbols, party favors, and accessories.</p>
 <p>4/21/2019 Easter 4/12/2020</p>	<p>Easter-related goods, including plastic eggs, bunny-themed items, toys, small gifts, decorations, religious goods, pastel party favors, and cards.</p>
 <p>5/12/2019 Mother's Day 5/10/2020</p>	<p>Female-targeted products such as cosmetics, flowers, jewelry, clothing, handbags, books, greeting cards, chocolates, beauty products, and household items.</p>
 <p>6/16/2019 Father's Day 6/21/2020</p>	<p>Male-targeted products such as ties, books, socks, colognes, shavers, home improvement items, and sports and outdoor equipment.</p>
 <p>7/4/2019 Independence Day 7/4/2020</p>	<p>Grilling tools, kitchenware, outdoor products, picnic sets, swimming gear, outdoor games, patio sets, and festive paraphernalia such as US flags, balloons, and fireworks.</p>

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 <p>In July (date announced shortly beforehand) Prime Day</p>	<p>All categories, although the focus tends to be on more expensive items, as well as high-demand and high-volume items. Discounted prices and promotional sales are essential.</p>
 <p>9/15/2019 First day of school 9/15/2020</p>	<p>Student-related products, including stationery, writing materials, office software, books, notebooks, notepads, pens, pencils, rulers, backpacks, electronics, productivity software, and clothes.</p>
 <p>10/31/2019 Halloween 10/31/2020</p>	<p>Costumes of all types, makeup, accessories, masks, wigs, beverages, horror movies, and scary and novelty items such as fake blood and scary contact lenses.</p>
 <p>11/28/2019 Thanksgiving 11/26/2020</p>	<p>Down jackets, gloves, scarves, wooly hats, skiing equipment, and ski suits. Kitchen utensils, turkey pans, pots, and aprons.</p>
 <p>11/29/2019 Black Friday 11/27/2020</p>	<p>All categories, although the focus tends to be on more expensive items, as well as high-demand and high-volume items. Discounted prices and promotional sales are essential.</p>
 <p>12/2/2019 Cyber Monday 11/30/2020</p>	<p>All categories, although the focus tends to be on electronics, as well as high-demand and high-volume items. Discounted prices and promotional sales are essential.</p>
 <p>11/29–12/25/2019 Christmas season 11/27–12/25/2020</p>	<p>All categories related to gifting. Christmas goods and decorations, greeting cards, candles, advent calendars, and lights.</p>
 <p>12/31/2019 New Year's Eve 12/31/2020</p>	<p>Party accessories and decorations, fireworks, beverages, greeting cards, and calendars.</p>