MARKETING CALENDAR 2022

If you run a business you know how important it is to plan promotions and product launches in advance of upcoming holiday and shopping events. Whether you are publishing books on Amazon KDP, running an Etsy shop or selling print on demand items, it is important to know what kind of products to offer at certain times of the year.

This marketing calendar includes all key sales dates so you know what to prepare for months in advance. These are by no means all holiday events and they can vary from country to country. Research each one before deciding on your product. And don't forget to use hashtags for your social media promotions.

Find inspiration for niche ideas or start making products that target specific events . Make 2022 your best year yet.

JANUARY

1st January – New Year's Day
1st – 31st January – Dry January
1st – 31st January – Ginuary
1st – 31st January – Veganuary
6th January – National Shortbread Day
17th January – Blue Monday
18th January – Martin Luther King Day
19th January – International Popcorn Day
25th January – Burns Night
26th January – Australia Day
27th January – Chocolate Cake Day

Great month for health focused products, planners and calendars

SUN	MON	TUE	WED	тни	FRI	SAT

FEBRUARY

1st February - Chinese New Year (Tiger)
1st – 28th February – LGBT History Month
2nd February - Ground Hog Day
5th February – World Nutella Day
6th February – Yorkshire Pudding Day
9th February – National Pizza Day
14th February – Valentine's Day
17th February - Random Act of Kindness
Day
20th February – Love Your Pet Day

Great month for sweets, chocolate, snacks, relationships, justice and equality

SUN	MON	TUE	WED	тни	FRI	SAT

MARCH

1st March - Pancake Day
1st March – St David's Day
3rd March – World Book Day
8th March – International Women's Day
10th March - Popcorn Lovers Day
13th March - BAFTAs (UK)
17th March – St Patrick's Day
20th March – First Day of Spring
25th March – International Waffle Day
27th March – BST starts (UK)

Great month for gift products

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APRIL

1st April – April Fool's Day
2nd April - Ramadan Start (UK)
10th April – Siblings Day
11th April – National Pet Day
15th April - Good Friday
17th April - Easter Sunday
18th April - Easter Monday
19th April – Bicycle Day
21st April – National Tea Day
22nd April – Earth Day
23rd April – St George's Day

SUN	MON	TUE	WED	тни	FRI	SAT

Great month for gift products (Easter)

1st May – May Day 1st May - End of Ramadan 2nd May - Early May Bank holiday (UK) 4th May – Star Wars Day 5th May – Star Wars Day 8th May - Cinco de Mayo 8th May - Cinco de Mayo 8th May - Mother's Day (USA) 11th May – Nother's Day (USA) 11th May – National Eat What You Want Day (UK) 16th May – International Day of Light 17th May – World Baking Day 20th May – World Bee Day 29th May – National Biscuit Day 31st May – Spring Bank Holiday

Great month for gift products (mothers day)

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JUNE

1st June – Global Day of Parents 1st June – 30th – Pride Month 2nd June - Spring Bank Holiday (UK) 11th June – World Gin Day 15th June – National Beer Day (UK) 19th June – Father's Day (UK) 21st June – International Day of Yoga 21st June – Summer Solstice 22nd - 26th June – Glastonbury Festival 25th June – Midsummer's Day 27th June – Wimbledon Tennis Starts (ends 11th July)

A busy month for retail especially in the UK

SUN	MON	TUE	WED	тни	FRI	SAT

JULV

4th – American Independence Day
7th July – World Chocolate Day
17th July – World Emoji Day
25th July – School Holidays (differs per school)
26th July - Back to School (ends early
September)
30th July - Islamic New Year

30th July International Day of Friendship 31st July – National Avocado Day

A good month to prepare for back to school products

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AUGUST

- 1st August Summer Bank Holiday (Scotland)
- 5th August International Beer Day 8th August – International Cat Day
- Oth August International Cat Da
- 9th August Book Lovers Day
- 19th August World Photo Day
- 25th August National Burger Day
- 26th August National Dog Day
- 31st August Summer Bank Holiday

Usually a slow month for sales due to summer holidays. Target specific niches for best effect.

SUN	MON	TUE	WED	тни	FRI	SAT

SEPTENBE.

- 5th September Back to School (differs per school)
- 6th September Read a Book Day
- 12th September National Chocolate
- Milkshake Day
- 16th September World Guacamole Day
- 27th September World Tourism Day

Great month for back to school niches

SUN	MON	TUE	WED	тни	FRI	SAT



OCTOBER

1st – 31st October – Black History Month
(UK)
1st – 31st October – Breast Cancer
Awareness Month
1st – 31st October – Go Sober for October
(Stopober)
1st October – International Coffee Day
1st October – World Vegetarian Day
10th October – World Mental Health Day
16th October – World Food Day
22nd October – National Nut Day
25th October – World Pasta Day
26th October – National Pumpkin Day
29th October – National Cat Day
31st October – Halloween/Day of the
Dead

Great month for retailers and start of Q4!

SUN	MON	TUE	WED	тни	FRI	SAT

NOVEMBER

1st – 30th November – Movember (Men's Health Awareness Month)
1st November – World Vegan Day
5th November – Guy Fawkes Night
11th November – Remembrance Day
13th November – Remembrance Sunday
24th November – Thanksgiving (USA)
25th November – Black Friday
28th – November – Cyber Monday
30th November – St Andrew's Day

Great month for retailers as shopping for Christmas gifts is starting, also Black Friday and Cyber Monday!

SUN	MON	TUE	WED	тни	FRI	SAT



DECEMBER

4th December – National Cookie Day
14th December – Christmas Jumper Day
21st December – Winter Solstice
25th December – Christmas Day
26th December – Boxing Day
28th December – Bank Holiday
31st December – New Year's Eve

Great month for retailers as shopping for Christmas gifts is in full swing until mid month. Expect a fall in sales during the holiday period, but this should be your best month!