

Retail calendar 2026 and 2027

Every key sales date for Shopify stores selling in the US, Canada, the UK and Europe. Each date has a go-live date and a page you can build for it.

68

sales dates

7

markets: US, CA, UK, IE, DE, NL, FR

Oct 2026 – Dec 2027

15 months

Want filters by market, the next dates on top and live updates? Open the interactive version.

[Open the interactive calendar](#)[Visit pagefly.io](https://pagefly.io)

How to use this calendar

Pick the dates that matter in the markets you sell to. Have your page live by the "Go live by" date, about 7 days before, so you can check it on mobile and test it before the traffic arrives.

Dates marked Date may shift depend on the moon or on the source; check them again closer to the date. Amazon announces Prime Day dates each year.

Big dates at a glance

Date	2026	2027
Halloween	Sat 31 Oct	Sun 31 Oct
Singles' Day	Wed 11 Nov	Thu 11 Nov
Thanksgiving (US)	Thu 26 Nov	Thu 25 Nov
Black Friday	Fri 27 Nov	Fri 26 Nov
Cyber Monday	Mon 30 Nov	Mon 29 Nov
Christmas Day	Fri 25 Dec	Sat 25 Dec
Boxing Day	Sat 26 Dec	Sun 26 Dec

October 2026

DATE	EVENT AND TIP	MARKETS	GO LIVE BY	BUILD THIS PAGE
Sat 31 Oct 2026	Halloween Use it as a dry run: put your Black Friday layout in front of smaller traffic and fix what the data shows.	US · CA · UK · IE	Sat 24 Oct 2026	Build your Black Friday Cyber Monday page →

November 2026

DATE	EVENT AND TIP	MARKETS	GO LIVE BY	BUILD THIS PAGE
Sun 8 Nov 2026	Diwali Greet customers who celebrate and make it easy to find the products that fit the occasion.	UK · US · CA	Sun 1 Nov 2026	See templates →
Wed 11 Nov 2026	Singles' Day (11.11) Popular with younger shoppers in Europe. A giveaway grows your list before Black Friday.	UK · DE · NL · FR · US	Wed 4 Nov 2026	See templates →
Wed 11 Nov 2026	Veterans Day Keep one clear offer that fits the day, and reuse a page you already tested.	US	Wed 4 Nov 2026	Build a campaign page →
Mon 16 Nov to Thu 26 Nov 2026	Black Friday early deals Collect emails now and give subscribers early access, so you sell to warm buyers in Black Friday week.	UK · IE · DE · NL · FR · US	Mon 9 Nov 2026	See templates →

DATE	EVENT AND TIP	MARKETS	GO LIVE BY	BUILD THIS PAGE
Thu 26 Nov 2026	Thanksgiving Check where shoppers drop off before the long weekend traffic arrives.	US	Thu 19 Nov 2026	Find where shoppers drop off →
Fri 27 Nov 2026	Black Friday Put the offer, the end date and free shipping above the fold. Check the page on mobile before go-live.	US · CA · UK · IE · DE · NL · FR	Fri 20 Nov 2026	Build your Black Friday Cyber Monday page →
Sat 28 Nov 2026	Small Business Saturday Tell the story behind your store and keep one clear offer.	US · UK	Sat 21 Nov 2026	Build your sale page with AI →
Mon 30 Nov 2026	Cyber Monday Keep your Black Friday page live and add a cart upsell or a free shipping bar to lift order value.	US · CA · UK · IE · DE · NL · FR	Mon 23 Nov 2026	Add a cart upsell →

December 2026

DATE	EVENT AND TIP	MARKETS	GO LIVE BY	BUILD THIS PAGE
Tue 1 Dec 2026	Giving Tuesday Keep one clear offer that fits the day, and reuse a page you already tested.	US · CA · UK	Tue 24 Nov 2026	Build a campaign page →
Fri 4 Dec to Sat 12 Dec 2026	Hanukkah (starts at sundown 4 Dec) Greet customers who celebrate and make it easy to find the products that fit the occasion.	US · CA · UK · FR	Fri 27 Nov 2026	See templates →
Sat 5 Dec to Sun 6 Dec 2026	Sinterklaas (5 Dec) and Nikolaustag (6 Dec) Lead with gift ideas by price or recipient, and show the last order date for delivery.	NL · DE	Sat 28 Nov 2026	See templates →
Mon 14 Dec 2026 Date may shift	Free Shipping Day Show shoppers how close their cart is to free shipping.	US	Mon 7 Dec 2026	Add a cart upsell →
Mon 14 Dec 2026	Green Monday Lead with gifts that still arrive before Christmas and show the last order date.	US	Mon 7 Dec 2026	Add a cart upsell →
Sat 19 Dec 2026	Super Saturday (last Saturday before Christmas) Last-minute buyers want certainty: show delivery dates and gift cards first.	US · UK	Sat 12 Dec 2026	See templates →

DATE	EVENT AND TIP	MARKETS	GO LIVE BY	BUILD THIS PAGE
Fri 25 Dec 2026	Christmas Day Lead with gift ideas by price or recipient, and show the last order date for delivery.	US · CA · UK · IE · DE · NL · FR	Fri 18 Dec 2026	See templates →
Sat 26 Dec 2026	Boxing Day Reuse your Black Friday page with the new offer instead of building from scratch.	UK · CA · IE	Sat 19 Dec 2026	Build your Black Friday Cyber Monday page →
Thu 31 Dec 2026	New Year's Eve Plan the January sale page now so it goes live on 1 January without edits.	US · CA · UK · IE · DE · NL · FR	Thu 24 Dec 2026	Build a campaign page →

January 2027

DATE	EVENT AND TIP	MARKETS	GO LIVE BY	BUILD THIS PAGE
Fri 1 Jan to Sun 31 Jan 2027	New Year's Day and January sales Reuse your Black Friday page for the January sale and change the offer and dates.	UK · IE · DE · NL · US · CA	Fri 25 Dec 2026	Build your Black Friday Cyber Monday page →
Wed 6 Jan to Tue 2 Feb 2027	French winter sales (soldes d'hiver) Sales dates in France are fixed by law. Translate the page and keep prices in euros.	FR	Wed 30 Dec 2026	See templates →

February 2027

DATE	EVENT AND TIP	MARKETS	GO LIVE BY	BUILD THIS PAGE
Sat 6 Feb 2027	Lunar New Year (Year of the Goat) Greet customers who celebrate and make it easy to find the products that fit the occasion.	US · CA · UK · NL · FR	Sat 30 Jan 2027	See templates →
Mon 8 Feb to Mon 8 Mar 2027 Date may shift	Ramadan begins (expected) Greet customers who celebrate and make it easy to find the products that fit the occasion.	UK · FR · DE · NL · US · CA	Mon 1 Feb 2027	See templates →
Sun 14 Feb 2027	Super Bowl LXI Same day as Valentine's Day in 2027, so pick one main message for your audience.	US	Sun 7 Feb 2027	Build a campaign page →

DATE	EVENT AND TIP	MARKETS	GO LIVE BY	BUILD THIS PAGE
Sun 14 Feb 2027	Valentine's Day Lead with gift ideas by price or recipient, and show the last order date for delivery.	US · CA · UK · IE · DE · NL · FR	Sun 7 Feb 2027	Build a Valentine's page →

March 2027

DATE	EVENT AND TIP	MARKETS	GO LIVE BY	BUILD THIS PAGE
Sun 7 Mar 2027	Mothering Sunday Lead with gift ideas by price or recipient, and show the last order date for delivery.	UK · IE	Sun 28 Feb 2027	See templates →
Mon 8 Mar 2027	International Women's Day Greet customers who celebrate and make it easy to find the products that fit the occasion.	US · CA · UK · IE · DE · NL · FR	Mon 1 Mar 2027	See templates →
Tue 9 Mar 2027 Date may shift	Eid al-Fitr (expected 9 or 10 Mar) Greet customers who celebrate and make it easy to find the products that fit the occasion.	UK · FR · DE · NL · US · CA	Tue 2 Mar 2027	See templates →
Wed 17 Mar 2027	St Patrick's Day Keep one clear offer that fits the day, and reuse a page you already tested.	IE · US · UK · CA	Wed 10 Mar 2027	Build a campaign page →
Fri 26 Mar to Mon 29 Mar 2027	Easter weekend (Good Friday to Easter Monday) Keep one clear offer that fits the day, and reuse a page you already tested.	US · CA · UK · IE · DE · NL · FR	Fri 19 Mar 2027	See templates →

April 2027

DATE	EVENT AND TIP	MARKETS	GO LIVE BY	BUILD THIS PAGE
Thu 22 Apr 2027	Earth Day Keep one clear offer that fits the day, and reuse a page you already tested.	US · CA · UK · IE · DE · NL · FR	Thu 15 Apr 2027	See templates →
Tue 27 Apr 2027	King's Day (Koningsdag) Keep one clear offer that fits the day, and reuse a page you already tested.	NL	Tue 20 Apr 2027	See templates →

May 2027

DATE	EVENT AND TIP	MARKETS	GO LIVE BY	BUILD THIS PAGE
Thu 6 May 2027	Father's Day Germany (Vatertag, Ascension Day) Lead with gift ideas by price or recipient, and show the last order date for delivery.	DE	Thu 29 Apr 2027	See templates →
Sun 9 May 2027	Mother's Day Lead with gift ideas by price or recipient, and show the last order date for delivery.	US · CA · DE · NL	Sun 2 May 2027	See templates →
Sun 16 May 2027 Date may shift	Eid al-Adha (expected 16 or 17 May) Greet customers who celebrate and make it easy to find the products that fit the occasion.	UK · FR · DE · NL · US · CA	Sun 9 May 2027	See templates →
Sun 30 May 2027	Mother's Day France (Fête des mères) Lead with gift ideas by price or recipient, and show the last order date for delivery.	FR	Sun 23 May 2027	See templates →
Mon 31 May 2027	Memorial Day (US) and Spring Bank Holiday (UK) Keep one clear offer that fits the day, and reuse a page you already tested.	US · UK	Mon 24 May 2027	Build a campaign page →

June 2027

DATE	EVENT AND TIP	MARKETS	GO LIVE BY	BUILD THIS PAGE
Tue 1 Jun to Wed 30 Jun 2027	Pride Month Greet customers who celebrate and make it easy to find the products that fit the occasion.	US · CA · UK · IE · DE · NL · FR	Tue 25 May 2027	See templates →
Sun 20 Jun 2027	Father's Day Lead with gift ideas by price or recipient, and show the last order date for delivery.	US · CA · UK · IE · NL · FR	Sun 13 Jun 2027	See templates →
Wed 23 Jun to Tue 20 Jul 2027	French summer sales (soldes d'été) Sales dates in France are fixed by law. Translate the page and keep prices in euros.	FR	Wed 16 Jun 2027	See templates →

July 2027

DATE	EVENT AND TIP	MARKETS	GO LIVE BY	BUILD THIS PAGE
Thu 1 Jul 2027	Canada Day Keep one clear offer that fits the day, and reuse a page you already tested.	CA	Thu 24 Jun 2027	Build a campaign page →
Sun 4 Jul 2027	Independence Day Keep one clear offer that fits the day, and reuse a page you already tested.	US	Sun 27 Jun 2027	Build a campaign page →
July 2027, date set by Amazon	Prime Day Shoppers compare prices this week. Run your own sale page with a clear reason to buy from you.	US · CA · UK · IE · DE · NL · FR	7 days before Amazon's date	Split test your product page →
Thu 15 Jul to Mon 6 Sep 2027	Back to school season (US, CA) A window, not a day: keep one page live and update the offer each week.	US · CA	Thu 8 Jul 2027	Split test your product page →

August 2027

DATE	EVENT AND TIP	MARKETS	GO LIVE BY	BUILD THIS PAGE
Mon 16 Aug to Mon 6 Sep 2027	Back to school season (UK, IE, DE, NL, FR) A window, not a day. School start dates vary by region in Germany and the Netherlands.	UK · IE · DE · NL · FR	Mon 9 Aug 2027	Split test your product page →
Mon 30 Aug 2027	Summer Bank Holiday Keep one clear offer that fits the day, and reuse a page you already tested.	UK	Mon 23 Aug 2027	Build a campaign page →

September 2027

DATE	EVENT AND TIP	MARKETS	GO LIVE BY	BUILD THIS PAGE
Mon 6 Sep 2027	Labor Day (US) and Labour Day (CA) Keep one clear offer that fits the day, and reuse a page you already tested.	US · CA	Mon 30 Aug 2027	Build a campaign page →
Tue 7 Sep 2027	Q4 prep: start your tests and audit The quiet month before Q4 is the best time to audit your pages and start A/B tests.	US · CA · UK · IE · DE · NL · FR	Tue 31 Aug 2027	Audit your landing page →

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Sat 18 Sep to Sun 3 Oct 2027	Oktoberfest Keep one clear offer that fits the day, and reuse a page you already tested.	DE	Sat 11 Sep 2027	See templates →

October 2027

DATE	EVENT AND TIP	MARKETS	GO LIVE BY	BUILD THIS PAGE
Mon 11 Oct 2027	Thanksgiving (Canada) A long weekend in Canada. Reuse a tested campaign page with a seasonal offer.	CA	Mon 4 Oct 2027	Build a campaign page →
October 2027, date set by Amazon	Prime Big Deal Days An early start to holiday shopping. Test your Q4 offer here before Black Friday.	US · CA · UK · DE · FR · NL	7 days before Amazon's date	Add a cart upsell →
Fri 29 Oct 2027	Diwali Greet customers who celebrate and make it easy to find the products that fit the occasion.	UK · US · CA	Fri 22 Oct 2027	See templates →
Sun 31 Oct 2027	Halloween Use it as a dry run: put your Black Friday layout in front of smaller traffic and fix what the data shows.	US · CA · UK · IE	Sun 24 Oct 2027	See templates →

November 2027

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Thu 11 Nov 2027	Singles' Day (11.11) Popular with younger shoppers in Europe. A giveaway grows your list before Black Friday.	UK · DE · NL · FR · US	Thu 4 Nov 2027	See templates →
Thu 11 Nov 2027	Veterans Day Keep one clear offer that fits the day, and reuse a page you already tested.	US	Thu 4 Nov 2027	Build a campaign page →
Mon 15 Nov to Thu 25 Nov 2027	Black Friday early deals Collect emails now and give subscribers early access, so you sell to warm buyers in Black Friday week.	UK · IE · DE · NL · FR · US	Mon 8 Nov 2027	See templates →
Thu 25 Nov 2027	Thanksgiving Check where shoppers drop off before the long weekend traffic arrives.	US	Thu 18 Nov 2027	Find where shoppers drop off →

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Sat 27 Nov 2027	Small Business Saturday Tell the story behind your store and keep one clear offer.	US · UK	Sat 20 Nov 2027	Build your sale page with AI →
Mon 29 Nov 2027	Cyber Monday Keep your Black Friday page live and add a cart upsell or a free shipping bar to lift order value.	US · CA · UK · IE · DE · NL · FR	Mon 22 Nov 2027	Add a cart upsell →
Tue 30 Nov 2027	Giving Tuesday Keep one clear offer that fits the day, and reuse a page you already tested.	US · CA · UK	Tue 23 Nov 2027	Build a campaign page →

December 2027

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Sun 5 Dec to Mon 6 Dec 2027	Sinterklaas (5 Dec) and Nikolaustag (6 Dec) Lead with gift ideas by price or recipient, and show the last order date for delivery.	NL · DE	Sun 28 Nov 2027	See templates →
Mon 13 Dec 2027	Green Monday Lead with gifts that still arrive before Christmas and show the last order date.	US	Mon 6 Dec 2027	Add a cart upsell →
Tue 14 Dec 2027 Date may shift	Free Shipping Day Show shoppers how close their cart is to free shipping.	US	Tue 7 Dec 2027	Add a cart upsell →
Sat 18 Dec 2027	Super Saturday (last Saturday before Christmas) Last-minute buyers want certainty: show delivery dates and gift cards first.	US · UK	Sat 11 Dec 2027	See templates →
Fri 24 Dec 2027 to Sat 1 Jan 2028	Hanukkah (starts at sundown 24 Dec) Greet customers who celebrate and make it easy to find the products that fit the occasion.	US · CA · UK · FR	Fri 17 Dec 2027	See templates →
Sat 25 Dec 2027	Christmas Day Lead with gift ideas by price or recipient, and show the last order date for delivery.	US · CA · UK · IE · DE · NL · FR	Sat 18 Dec 2027	See templates →

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Fri 31 Dec 2027	New Year's Eve Plan the January sale page now so it goes live on 1 January without edits.	US · CA · UK · IE · DE · NL · FR	Fri 24 Dec 2027	Build a campaign page →

Build your marketing calendar in 4 steps

1

Pick 6 to 8 dates

Choose the dates in your markets that fit your products. A few well-prepared campaigns beat a page for every day.

2

Go live 7 days before

Use that week to check the page on mobile, fix issues and warm up email and ads.

3

Test on a smaller date first

Run your Black Friday page on Halloween or Singles' Day traffic, then fix what the data shows.

4

Reuse the winning page

Black Friday becomes Boxing Day, then the January sale. Change the offer, keep the layout that converted.



Plan your next sale page today

Describe the page to FlyMate AI or start from a template, then test it before the traffic arrives. Free plan, no credit card.

[Get started at pagefly.io](#)

[Open the interactive calendar](#)

Dates checked 15 Oct 2026. Cultural and religious dates (Diwali, Hanukkah, Lunar New Year, Ramadan, Eid) follow published estimates. The interactive calendar at pagefly.io/pages/retail-calendar is updated first.