



Key UK ecommerce dates

Your calendar for the need-to-know
marketing moments in 2023

Stay on top of key ecommerce dates

Keeping track of all the new—and old—seasonal events is daunting. It only takes one or two missed marketing moments to realise you've passed up an opportunity that otherwise could have inspired your customers to shop with your brand.

With this guide, you'll see 150+ key ecommerce dates and activities to consider when creating and executing your own marketing calendar.

Then, you can decide what's most relevant to your brand and audience so you can ensure that your ecommerce marketing strategy is well-timed and effective.

Add these dates to your calendar with one click:

[Add to Google calendar](#)

[Add to iCalendar](#)

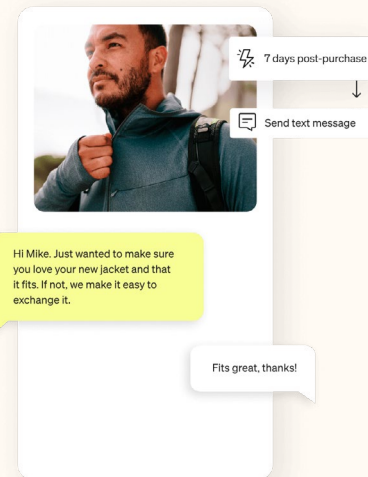
Make your campaigns count

Pair seasonal events with automations to drive revenue beyond the campaign.

Campaigns during key times your customers care about, like Mother's Day or Black Friday, likely to attract attention because they're relevant to what your audience is thinking about.

But one-off campaigns typically require a lot of time to plan and execute—and once they're finished, there's little to no long-term impact.

So to ensure that the massive amount of work you put into your campaigns pays off, pair them with marketing automations, like a welcome series, abandoned cart flow, and more.



SMS post-purchase automation example

Seasonal campaigns

- **Generally timely** to a particular day, event, etc.
- **Can be personalised** by targeting a particular group of customers (e.g., discount shoppers)
- **Have to be scheduled every time** you want to send

vs

Automated flows

- **Always timely** to last interaction with your brand
- **Inherently personalised** to a recipient's actions onsite (e.g., adding something to cart)
- Set it up once, it sends **without any extra work**

Want to learn more about how to pair automations with seasonal campaigns?

[Read the advanced guide](#)



January

In the UK, the start of the year comes with exciting resolutions—but also means a cold and dark month that could be brightened with delightful marketing.

After festive shopping, your customers might feel light in their wallets, so make sure your messaging is sensitive and seeks to provide value even for people who might need to hold off on purchases.

Key themes:

- New Year's resolutions
- Height of winter

Mon	Tue	Wed	Thu	Fri	Sat	Sun
All month Dry January – Ginuary – Veganuary						1 New Year's Day
2	3	4	5	6 National Shortbread Day	7	8
9	10	11	12	13	14	15
16 Blue Monday	17	18	19	20	21	22 Chinese New Year
23	24	25 Burns Night	26 Australia Day	27 Chocolate Cake Day	28	29
30	31 Payday					

List of dates:

All month:

- Dry January
- Ginuary
- Veganuary

1st – New Year's Day

6th – National Shortbread Day

16th – Blue Monday

22nd – Chinese New Year

(Year of the Rabbit)

25th – Burns Night

26th – Australia Day

27th – Chocolate Cake Day

31st – Payday



February

Love is in the air—and hopefully that's exactly how your customers feel about your brand when they see your February campaigns.

No need to limit your February campaigns to romance, though. Help customers celebrate friendship and self love by promoting treating themselves and their LGBT loved ones who are remembering LGBT History Month.

Key themes:

- Gifts for loved ones
- LGBT History Month

Dive deeper // See 9 Valentine's Day ideas to make your customers fall in love with your brand.

[Read now](#)

Mon	Tue	Wed	Thu	Fri	Sat	Sun
All month LGBT History Month		1	2	3	4 World Cancer Awareness Day	5 World Nutella Day
6	7	8	9 National Pizza Day	10	11	12
13 Galentine's Day	14 Valentine's Day	15	16	17 Random Act of Kindness Day	18	19
20 Love Your Pet Day	21 Pancake Day — Shrove Tuesday	22 Ash Wednesday	23	24	25	26
27	28 Payday					

List of dates:

All month:

– LGBT History Month

4th – World Cancer Awareness Day

5th – World Nutella Day

5th – Yorkshire Pudding Day

9th – National Pizza Day

13th – Galentine's Day

14th – Valentine's Day

15th – Singles Awareness Day

17th – Random Act of Kindness Day

19th – BAFTAs

20th – Love Your Pet Day

21st – Shrove Tuesday

21st – Pancake Day

22nd – Ash Wednesday

28th – Payday



March

Mother's Day across Europe varies, but in the UK March is the month to celebrate mum, along with the early bloomings of spring.

Quick tip: Before Mother's Day sales, it's increasingly common to send opt out messaging to allow customers to avoid messaging on what could be a sensitive day for them.

Key themes:

- Mother's Day
- Beginning of spring

Dive deeper // Get the dedicated guide on Mother's Day marketing, full of examples and tips.

[Read now](#)

Mon	Tue	Wed	Thu	Fri	Sat	Sun
		1 St David's Day	2 World Book Day	3	4	5
6	7	8 Intntl Women's Day	9 Popcorn Lovers Day	10	11	12
13	14	15	16	17 St Patrick's Day	18	19 Mother's Day (UK)
20 First day of spring	21	22 Ramadan starts	23	24	25 Intntl Waffle Day	26 BST starts
27	28	29	30	31 Payday		

List of dates:

- 1st – St David's Day
- 2nd – World Book Day
- 8th – International Women's Day
- 9th – Popcorn Lovers Day
- 17th – St Patrick's Day
- 19th – Mother's Day (UK)
- 20th – First day of spring
- 22nd – Ramadan starts
- 25th – International Waffle Day
- 26th – BST starts
- 31st – Payday



April

With April Fool's Day and warmer days, consider a lighter tone for your marketing this month. Keep in mind your audience is probably starting to spend more time outside, so show them how your products add to their lives during warmer seasons.

Key themes:

- Spring in full swing
- Religious holidays like Eid and Easter

Dive deeper // See 5 funny yet perfectly onbrand examples of April Fool's Day campaigns.

[Read now](#)

Mon	Tue	Wed	Thu	Fri	Sat	Sun
All month Stress Awareness Month – National Pet Month					1 April Fool's Day	2
3	4	5	6	7 Good Friday	8	9 Easter Sunday
10 Easter Monday – Siblings Day	11 National Pet Day	12	13	14	15	16
17	18	19 Bicycle Day	20	21 National Tea Day – Eid al-Fitr	22 Earth Day – Ramadan ends	23 St George's Day
24	25	26	27	28 Payday	29	30

List of dates:

All month:

- Stress Awareness Month
- National Pet Month
- 1st – April Fool's Day
- 7th – Good Friday
- 9th – Easter Sunday
- 10th – Easter Monday
- 10th – Siblings Day
- 11th – National Pet Day
- 19th – Bicycle Day
- 21st – National Tea Day
- 21st – 22nd – Eid al-Fitr
- 22nd – Earth Day
- 22nd – Ramadan ends
- 23rd – St George's Day
- 28th – Payday



May

In May, summer becomes the light at the end of the tunnel for many Brits. Bank Holidays are aplenty and people begin to travel more—so make it clear why your products are just as good on the go and should be purchased before any big summer holidays.

Key themes:

- Bank Holidays
- Preparing for summer

Mon	Tue	Wed	Thu	Fri	Sat	Sun
1 Early May Bank Holiday – Labour Day	2	3	4 Star Wars Day	5	6 Coronation of King Charles III	7
8 King's Coronation Bank Holiday	9	10	11	12	13 Eurovision – World Cocktail Day	14 Mother's Day (non-UK)
15	16 Intntl Day of Light	17 World Baking Day	18	19	20 World Bee Day	21
22	23	24	25	26	27	28
29 Spring Bank Holiday – National Biscuit Day	30	31 Payday				

List of dates:

- | | |
|--------------------------------------|-----------------------------------|
| 1st – Labour Day (UK) | 14th – Mother's Day (non-UK) |
| 1st – Early May Bank Holiday | 16th – International Day of Light |
| 4th – Star Wars Day | 17th – World Baking Day |
| 6th – Coronation of King Charles III | 20th – World Bee Day |
| 8th – Kings' Coronation Bank Holiday | 29th – National Biscuit Day |
| 13th – Eurovision (hosted in UK) | 29th – Spring Bank Holiday |
| 13th – World Cocktail Day | 31st – Payday |



June

Summer is here! With sunny days and Pride Month, your June campaigns can be bright and fun. Your customers are probably often out and about, so capture their attention with bold imagery, tones, and perhaps even summer sales if you can.

Key themes:

- Father's Day
- Summer holidays

Dive deeper // Learn 9 tips with examples to guide your Father's Day marketing.

[Read now](#)

Mon	Tue	Wed	Thu	Fri	Sat	Sun
All month Pride Month			1 Global Day of Parents	2	3	4
5	6	7	8	9	10 World Gin Day	11
12	13	14	15 National Beer Day	16	17	18 Father's Day
19	20	21 Intntl Day of Yoga – Beginning of Summer	22	23	24 Mid- summer's Day	25
26	27 K:LDN	28	29	30 Payday		



Klaviyo community sneak peak

K:LDN 23 will be hosted this year on 27 June. Contact your Customer Success Manager to learn more about attending.

List of dates:

All month:

- Pride Month
- 1st – Global Day of Parents
- 10th – World Gin Day
- 15th – National Beer Day
- 18th – Father's Day

- 21st – International Day of Yoga
- 21st – Beginning of Summer
- 21st – 25th – Glastonbury Festival
- 24th – Midsummer's Day
- 27th – K:LDN 2023
- 30th – Payday



July

July is often a quieter time period for retail, with people often inclined to spend on travel over new products.

In past years, Amazon has hosted Prime Day in July, which is important for all sellers as it brings customers online and keen to shop a deal. It also means competition on paid channels, so keep an eye on your spending and lean on your owned marketing lists, like email and SMS.

Key themes:

- Height of busy summer travel
- Likely Amazon Prime Day

Mon	Tue	Wed	Thu	Fri	Sat	Sun
					1 London Pride	2
3 Wimbledon Starts	4	5	6	7 World Chocolate Day	8	9
10	11 Amazon Prime Day begins (TBC)	12 Amazon Prime Day ends (TBC)	13	14	15	16 Wimbledon finals
17 World Emoji Day	18 Islamic New Year	19	20	21	22	23
24 School Holidays	25	26	27	28	29	30 Intntl Day of Friendship
31 National Avocado Day – Payday						

List of dates:

1st – London Pride
 3rd – Wimbledon Starts
 7th – World Chocolate Day
 11th - 12th – Amazon Prime Day
(still TBC by Amazon)
 16th – Wimbledon finals

17th – World Emoji Day
 18th – Islamic New Year
 24th – School Holidays (differs per school)
 30th – International Day of Friendship
 31st – National Avocado Day
 31st – Payday



August

As the Summer Bank Holidays come to a close, your customers might be feeling a little bummed that the (hopefully) glorious British summer is over. Keep their spirits high with fun promotions and giveaways—bonus points for any list-building activities you can do to bolster your audience ahead of Black Friday.

Key themes:

- Final days of summer
- Initial planning for Black Friday

Mon	Tue	Wed	Thu	Fri	Sat	Sun
	1	2	3	4 Intntl Beer Day	5 Brighton Pride	6
7 Summer bank holiday (Scotland)	8 Intntl Cat Day	9 Book Lovers Day	10	11	12	13
14	15	16	17	18	19 World Photo-graphy Day	20
21	22	23	24 National Burger Day	25	26 National Dog Day	27
28 Summer bank holiday (not Scotland)	29	30	31 Payday			

List of dates:

- | | |
|--------------------------------------|--|
| 4th – International Beer Day | 24th – National Burger Day |
| 5th – Brighton Pride | 26th – National Dog Day |
| 7th – Summer Bank Holiday (Scotland) | 28th – Summer Bank Holiday (England and Wales) |
| 8th – International Cat Day | |
| 9th – Book Lovers Day | 31st – Payday |
| 19th – World Photography Day | |



September

In September, children are going back to school and autumn is in the air. But behind the scenes in the ecommerce world, this time is critical to prepare for Black Friday, which has evolved to be far more than just a single day. This month, focus on building interest in your products and brand ahead of Black Friday.

Key theme:

→ Back to school

Dive deeper // Get the step-by-step Black Friday plan that starts in September and takes you through to a successful Black Friday—and beyond.

[Read now](#)

Mon	Tue	Wed	Thu	Fri	Sat	Sun
				1 Back to school	2	3
4	5	6 Read a Book Day	7	8	9	10
11	12 National Chocolate Milkshake Day	13	14	15 Rosh Hashanah begins	16 World Guacamole Day	17 Rosh Hashanah ends
18	19	20	21	22	23 Autumn begins	24 Yom Kippur
25 Yom Kippur	26	27 World Tourism Day	28	29 Payday	30	

List of dates:

- 1st – Back to school (differs per school)

6th – Read a Book Day

12th – National Chocolate Milkshake Day

15th – Rosh Hashanah begins

16th – World Guacamole Day
- 17th – Rosh Hashanah ends

23rd – Autumn begins

24th - 25th – Yom Kippur

27th – World Tourism Day

29th – Payday



October

October is an important month for ecommerce businesses that are going big for Black Friday. Start your list warming tactics at least 6 weeks ahead of any big promotional sends to ensure high inbox placement.

Key themes:

- Halloween
- Last month before Black Friday

Dive deeper // Learn more about email deliverability and how to avoid the spam folder.

[Read now](#)

Mon	Tue	Wed	Thu	Fri	Sat	Sun
All month Black History – Stopober						1 Intntl Coffee Day – World Vegetarian Day
2	3	4	5	6	7	8
9	10 World Mental Health Day	11	12	13 6 weeks until Black Friday!	14	15
16 World Food Day	17	18	19	20	21	22 National Nut Day
23	24	25 World Pasta Day	26 National Pumpkin Day	27	28	29 National Cat Day – BST ends
30	31 Halloween – Payday					

List of dates:

All month:

- Black History Month
- Go Sober for October (Stopober)

1st – International Coffee Day

1st – World Vegetarian Day

10th – World Mental Health Day

16th – World Food Day

22nd – National Nut Day

25th – World Pasta Day

26th – National Pumpkin Day

29th – National Cat Day

29th – BST ends

31st – Halloween

31st – Payday



November

In 2022, UK consumers said Black Friday would be their #1 shopping day of the year. Expect that trend to continue this year, with November being full of high competition for customers' attention.

Even if you don't plan to run a discount for Black Friday, your customers are on the lookout for a reason to shop, so make sure to give them a reason for it to be with your brand.

Key theme:

→ Black Friday

Dive deeper // See examples of top Black Friday emails and results to guide your campaigns.

Read now

Mon	Tue	Wed	Thu	Fri	Sat	Sun
All month Black Friday sale – November		1 World Vegan Day	2 Klaviyo customer awards	3	4	5 Bonfire Night
6	7	8	9	10	11 Singles Day – Remembrance Day	12 Remembrance Sunday
13	14	15	16	17	18	19
20	21	22	23	24 Black Friday	25 Small Business Saturday	26
27 Cyber Monday	28 Giving Tuesday	29	30 St Andrew's Day – Payday			



Klaviyo community sneak peak

Klaviyo customer award winners will be announced on 2 Nov. Want to submit an entry? Keep an eye on your inboxes in March to learn more.

List of dates:

- All month:

 - Black Friday sales
 - Movember (Men's Health Awareness Month)

1st – World Vegan Day

2nd – Klaviyo customer awards

5th – Bonfire Night

11th – Remembrance Day
- 11th – Singles Day

12th – Remembrance Sunday

24th – Black Friday

25th – Small Business Saturday

27th – Cyber Monday

28th – Giving Tuesday

30th – St Andrew's Day

30th – Payday



December

As the year draws to a close, festive lights adorn the high streets and people continue one of the busiest shopping periods of the year. Ensure that all of your December promotions clearly state when purchases will arrive—perhaps even consider a dedicated campaign for the last orders to arrive by Christmas.

Key themes:

- Gifting season
- Christmas and Hanukkah

Dive deeper // Check out these Boxing Day examples from UK and European brands.

[Read now](#)

Mon	Tue	Wed	Thu	Fri	Sat	Sun
				1	2	3
4 National Cookie Day	5	6	7 Hanukkah begins	8 Christmas Jumper Day	9	10
11	12	13	14 Hanukkah ends	15	16	17
18	19	20	21	22 Winter Solstice	23	24 Christmas Eve
25 Christmas Day	26 Boxing Day	27	28	29 Payday	30	31 New Year's Eve

List of dates:

4th – National Cookie Day
7th – Hanukkah begins
8th – Christmas Jumper Day
14th – Hanukkah ends
22nd – Winter Solstice

24th – Christmas Eve
25th – Christmas Day
26th – Boxing Day
29th – Payday
31st – New Year's Eve

Make 2023 your best year yet

There's no shortage of moments during the year that you can create memorable customer experiences that lead to purchases.

Use this calendar to dream up seasonal campaigns that will surprise and delight your customers, based on the unique value only your brand can give them. Better yet—pair these campaigns with smart email nurture flows to ensure that anyone who doesn't immediately purchase stays engaged.

Need a marketing automation platform to help you bring your 2023 campaigns to life?

Learn more about the Klaviyo platform.

Watch a product tour

Segments > Active segments

- VIP Customers, Early Access
- High Engagement, No Purchases
- New BFCM shoppers
- SMS Opt-Ins

Revenue summary

\$450,455 +23%
Total Klaviyo attributed revenue

Campaigns	\$342,346 (76%)
Flows	\$108,109 (24%)

