

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				<u>1</u>	2	3
				40% of Western consumers begin shopping for gifts before Halloween. (NRF)		
4	5	6	7	8	9	10
11	<u>12</u>	13	14	<u>15</u>	16	17
	Thanksgiving (Canada)			71% of consumers will avoid spending money on gifts during the fall season in anticipation of holiday deals. (Field Agent)		
18	19	20	21	22	23	<u>24</u>
						49% of stores will launch a holiday promotion before October ends. (Experian)
25	26	27	28	29	30	31



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<p>1</p> <p><i>40.9% of consumers begin shopping for the holiday season in November. 20-40% of a store's annual sales occur during this period. (NRF)</i></p>	2	3	4	5	6	7	
8	9	10	<p>11</p> <p><i>Single's Day (China)</i></p>	12	13	14	
15	16	17	<p>Diwali (India)</p>				21
	<p>16</p> <p><i>Holiday sales begin (UK, Ireland)</i></p>	17	<p>18</p> <p><i>The average consumer buying Christmas, Hanukkah, or Kwanzaa gifts will spend about \$800. (NRF)</i></p>	19	20	21	
22	23	24	25	26	27	28	
		<p><i>Thanksgiving (United States)</i></p>		<p><i>Black Friday</i></p>	<p><i>49% of stores will launch a holiday promotion before October ends. (Experian)</i></p>		
29	<p>30</p> <p><i>Cyber Monday (also called "Mega Monday" in the UK)</i></p>						



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		1	2	3	4	5
6	7	8	9	10	11	12
<i>Saint Nicholas Day (Netherlands, Luxembourg, Northern France, Belgium)</i>				<i>The average shopper has purchased 52.9% of their gifts by this point. (NRF)</i>		<i>Busiest shopping day of the year (United States)</i>
13	14	15	16	17	18	19
<i>St. Lucy's Day (Sweden)</i>					<i>Free shipping day (United States) This is often the last day to order for guaranteed pre-holiday delivery in the United States.</i>	
20	21	22	23	24	25	26
				<i>Christmas Eve Hanukkah</i>	<i>Christmas Day</i>	<i>Boxing Day (Canada, Australia) Mellandagsrea sales begin (Sweden) Kwanzaa</i>
27	28	29	30	31	1	
					<i>New Year's Day</i>	

