

FREAKY CHEAT SHEET

The Ultimate 2025 Retail Calendar

Get ahead of the game in 2025 with our Ultimate Retail Calendar! Packed with all the key dates you need to plan your e-commerce campaigns, this guide helps you maximise every opportunity—from seasonal sales to industry events. Align your marketing strategy and watch your sales soar throughout the year!



FREAKY TIP
Capitalise on the "New Year" mindset with fitness, health, and self-improvement campaigns. Offer discounts or bundle deals on products that support fresh starts—everyone's motivated to level up!

February

04 February - World Cancer Day
14 February - Valentine's Day
17 February - Random Act of Kindness Day
20 February - Love Your Pet Day

As the weather cools, shift your focus to cozy essentials. Promote autumn-themed products and limited-time offers that tap into autumn's appeal. Think "End of Summer" clearance sales or "Autumn Refresh" promos.

April

01 April - April Fool's Day
19-20 April - Easter Holidays
22 April - Earth Day
25 April - ANZAC Day

Winter campaigns are all about warmth. Highlight winter essentials, host mid-year sales, and push for early EOFY (End of Financial Year) promotions—perfect timing for those big-budget buyers.

June

05 June - World Environment Day
14 June - World Gin Day
19 June - World Pride Day
30 June - End Of Financial Year (EOFY)



TIME TO RAMP IT UP

August

02 August - International Beer Day
09 - Book Lover's Day
18 August - National Don Day

January

01 January - New Year's Day
20 January - Blue Monday
26 January - Australia Day
28 January - Data Privacy Day
29 January - Chinese New Year

For the whole month:
Ginuary
Vegetuary

March

07 March - World Book Day
08 March - International Women's Day
11 March - Labour Day
17 March - St Patrick's Day
19 March - Start of March Madness
22 March - Earth Hour
26 - 30 March - Click Frenzy Travel

May

01 May - May Day
03 May - Write a Review Day
04 May - Star Wars Day
06 - 09 May - Australia Manufacturing Week
11 May - Mother's Day
13 May - World Cocktail Day
13 - 16 May - Click Frenzy Travel

July

06 - 13 July - NAIDOC Week
25 July - Cheese & Wine Day
30 June - International Day

With spring on the horizon, if you're excited about new beginnings, position your product as off-seasonal refreshes.