WHOLESALE SUITE

wholesalesuiteplugin.com

Ecommerce Marketing Calendar: Nov 2026 to Dec 2027

Key promotional dates for WooCommerce and wholesale stores. Prime Day 2027 dates are not announced yet.

November 2026

8	Diwali
11	Singles' Day
26	Thanksgiving (US)
27	**Black Friday**
28	Small Business Saturday
30	**Cyber Monday**

December 2026

1	Giving Tuesday
4-12	Hanukkah
14	Green Monday
19	Super Saturday
25	**Christmas Day**
26	Boxing Day
31	New Year's Eve

January 2027

1	New Year's Day
18	MLK Jr. Day (US)
26	Australia Day

February 2027

6	Lunar New Year
~8	Ramadan begins
14	**Valentine's Day**
14	Super Bowl LXI
15	Presidents' Day (US)

March 2027

7	Mothering Sunday (UK)
8	Int'l Women's Day
17	St. Patrick's Day
26	Good Friday
28	**Easter Sunday**
29	Easter Monday

April 2027

22	Earth Day

May 2027

9	**Mother's Day**
31	Memorial Day (US)

June 2027

20	**Father's Day**
30	End of financial year (AU)

July 2027

1	Canada Day
4	Independence Day (US)
TBA	Amazon Prime Day
Jul-Sep	Back to school (US)

September 2027

5	Father's Day (AU, NZ)
6	Labor Day (US)

October 2027

11	Indigenous Peoples' Day (US)
31	**Halloween**

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Plan wholesale promotions early

Pitch wholesale buyers roughly 8 to 12 weeks before seasonal gifting dates, and earlier for imported or made-to-order goods. Bold dates are the biggest sales days.