

2025 RETAIL MARKETING CALENDAR

January

- 1st New Year's Day
- 27th Australia Day
- 29th Chinese New Year

February

- 4th World Cancer Day
- 14th Valentine's Day

March

- 8th International Women's Day
- 16-19th AfterPay Day
- 17th St. Patrick's Day
- 29th Good Friday
- 31st Easter Sunday

April

- 1st April Fools Day
- Easter Monday
- 25th Anzac Day

May

- 11th Mother's Day
- 13th World Cocktail Day
- 21st International Tea Day

June

- 1-30th Pride Month
- 5th World Environmental Day

July

- 1st Plastic Free July
- 6-13th Naidoc Week
- 30th Parent's Day

August

- 4th Afterpay Day
- 8th International Cat Day
- 26th International Dog Day

September

- 11th Father's Day
- 13th International Fitness Day

October

- 1st World Coffee Day
- 2-4th Jewish New Year
- 31st Halloween

November

- 1st All Saint's Day
- 11th Remembrance Day
- 27th Thanksgiving Day
- 29th Black Friday

December

- 22-24th Pre-Christmas Sales
- 25th Christmas Eve
- 26th Boxing Day
- 27-31st Pre-New Year Sales