

e-Commerce Calendar 2016

IMPORTANT SHOPPING DATES IN SWEDEN

January

- 1 New Year's Day 🌲
- 5 Twelfth Night
- 6 Epiphany

February

- 9 Shrove Tuesday
- 14 Valentine's Day ❤️

March

- 8 International Women's Day
- 25 Good Friday
- 27 Easter Sunday 🐣
- 28 Easter Monday

April

- 1 April Fools' Day
- 17-24 Stockholm Art Week
- 22 World Earth Day 🌍
- 30 Walpurgis Night

May

- 1 May 1st 🛠️
- 14 Eurovision 🎤
- 29 Mother Day 👩

June

- UEFA EURO (10th June – 10th July) ⚽
- 6 National Day
- 20 June Solstice ☀️
- 25 Midsummer

July

- 2-24 Tour de France 🚴

August

- 5-21 Summer Olympics Game 🏅
- 16-21 Stockholm Culture Festival
- Back to School Sales (month-long)

September

- 22 September Equinox Day
- 22-25 Göteborg International Book Fair

October

- 31 Halloween 🎃

November

- 5 All Saints' Day
- 13 Father's Day
- 25 Black Friday 📉
- 28 Cyber Monday

December

- 8 Noble Prize Day
- 24 Christmas Eve
- 25 Christmas 🧦
- 26 Boxing Day
- 31 New Year's Eve 🌲