

e-Commerce Calendar 2016

IMPORTANT SHOPPING DATES IN BRAZIL

January

1 New Year's Day

Back to School Sales (month-long)

February

6-10 Carnival

March

8 International Women's Day

25 Good Friday

27 Easter Sunday

April

21 Tiradentes Day

22 World Earth Day

May

1 Labour Day

8 Mother's Day

26 Corpus Christi

June

12 Dia dos Namorados

20 June Solstice

July

9 State Rebellion Day
(São Paulo state only)

August

5-21 Summer Olympics Game

14 Father's Day

September

7 Independence Day

7-18 Summer Paralympics Game

22 September Equinox Day

October

12 Our Lady of Aparecida

15 Teacher's Day

28 Public Service Holiday

31 Halloween

November

12 All Souls Day

15 Republic Day

20 Black Consciousness Day

25 Black Friday

28 Cyber Monday

December

24 Christmas Eve

25 Christmas

31 New Year's Eve