



Calendar

key ecommerce dates

2025



1st Saas Web Push Notification platform
with an advertising network to **activate** your audience.



Concrete examples of Web Push Notification campaigns to be deployed all year round

January 2025




CSR Impact

USA

UK

Both

2025 ecommerce calendar

| Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
|------------------------------------|--|--|----------|--|----------|--------------|
| 30 | 31 |  1 New Year | 2 | 3 | 4 | 5 |
| 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| CES Las Vegas | | | | NRF Retail's Big Show | | |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| NRF Retail's Big Show | | | | | | |
| 20 |  21 Blue Monday Hugging Day | 22 | 23 | 24 | 25 | 26 |
| | | | |  International Day of Education | | Spouse's Day |
| 27 | 28 | 29 | 30 | 31 | 1 | 2 |
| Community Manager Appreciation Day | Data Privacy Day | Chinese New Year | | <i>until March 15</i> Six Nations | | |

February 2025






CSR Impact

USA

UK

Both

2025 ecommerce calendar

| Monday | Tuesday | Wednesday | Jeudi | Friday | Saturday | Sunday |
|--------|--|--|-------|---|--|---|
| 27 | 29 | 29 | 30 | 31 | 1 | 2 |
| | | | | | <i>all February</i>  Black History Month | |
| 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| |  World Cancer Day | | | | | World Pizza Day Super Bowl LIX |
| 10 | 11 | 12 | 13 |  | 15 | 16 |
| |  Safer Internet Day | | | Valentine's Day | | |
| 17 | 18 |  | 19 | 20 | 21 | 22 |
| | | Presidents' Day | | | | <i>until March 04</i> Carnival of Venice |
| 24 | 25 | 26 | 27 | 28 | 1 | 2 |
| | | | | <i>until March 08</i> Rio Carnival Ramadan | | |

March 2025


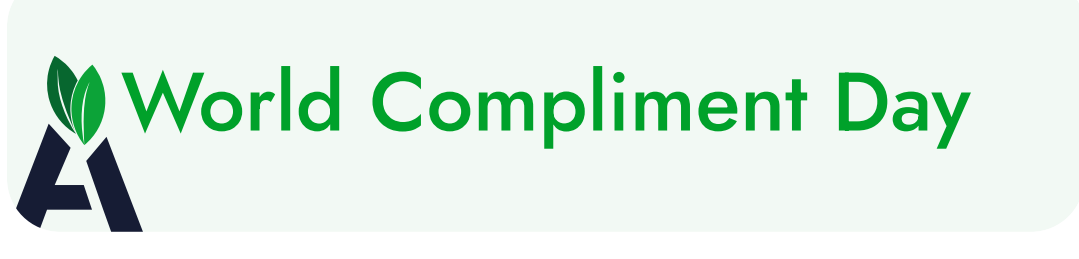






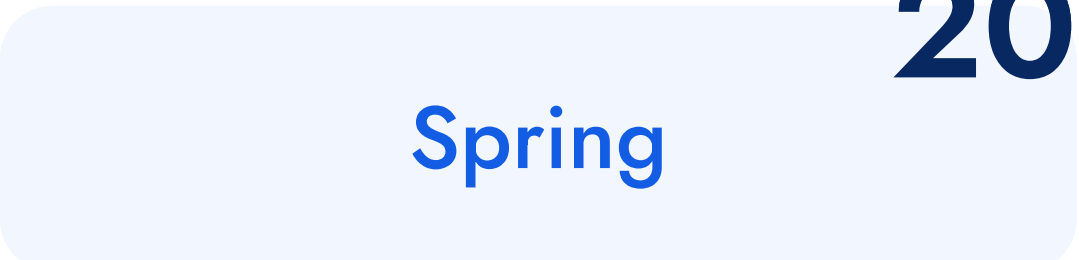



CSR Impact

USA

UK

Both

2025 ecommerce calendar

| Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
|---|--|-----------|--|---|---|---|
| 24 | 25 | 26 | 27 | 28 | 1  St David's Day  World Compliment Day | 2  |
| 3 | 4  Mardi Gras | 5 | 6 | 7 | 8  International Women's Day | 9 |
| 10 | 11 | 12 | 13 | 14  | 15  | 16 |
| 17  St Patrick's Day | 18 | 19 | 20  Spring  | 21 | 22  Earth Hour | 23 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30  |
| 31 | 1 | 2 | 3 | 4 | 5 | 6 |

April 2025

CSR Impact

USA

UK

Both

2025 ecommerce calendar

| Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
|--|-------------------------------|------------------------------|-----------------------------|--------------------------|--------------------------|--------------|
| 31 | 1 April Fool's Day | 2 | 3 | 4 | 5 | 6 |
| 7 World Health Day | 8 | 9 | 10 National Siblings Day | 11 National Pet Day | 12 Coachella Festival | 13 |
| 14 | 15 | 16 | 17 | 18 Coachella Festival | 19 Coachella Festival | 20 Easter |
| 21 Easter Monday World Creativity and Innovation Day | 22 Earth Day | 23 St George's Day | 24 | 25 | 26 | 27 |
| 28 | 29 International Dance Day | 30 International Jazz Day | 1 | 2 | 3 | 4 |

May 2025

CSR Impact

USA

UK

Both

2025 ecommerce calendar

| Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
|--------------------|--------------------|--|--|--------------------------------|--|---|
| 28 | 29 | 30 |  1 International Worker's Day | 2 | 3 | 4 |
| 5 Cinco de Mayo | 6 | 7 | 8 | 9 Europe Day | 10 | 11  Mother's Day |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 National Children's Day International Museum Day |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 Mother's Day National Wine Day |
| 26 | 27 Memorial Day | 28  World Hunger Day | 29 | 30 European Neighbour's Day | 31  No Tobacco Day UEFA Champion's League final | 1 |

June 2025











CSR Impact

USA

UK

Both

2025 ecommerce calendar

| Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday | | |
|---|--|-----------|--|--------|----------|--|---|----------------|
| 26 | 27 | 28 | 29 | 30 | 31 |  all June  Pride Month | | |
| 2 | 3 | 4 |   World Environment Day | 5 | 6 | 7 | 8 | Children's Day |
| 9 | 10 | 11 | 12 | 13 | 14 |  American Flag Day |  Father's Day | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 |  Summer | 22 | |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 | 29 | |
|  Olympic Day |  Glastonbury Festival | | | | | | | |
| 30 | 1 | 2 | 3 | 4 | 5 | 6 | | |
| <i>until July 13</i>  Wimbledon | | | | | | | | |

July 2025




CSR Impact

USA

UK

Both

2025 ecommerce calendar

| Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
|--------|-------------------------------------|---|--|--|----------|--------|
| 30 | 1 <i>TBD</i> Amazon Prime Day | 2 | 3  International Plastic Bag Free Day | 4 Independence Day | 5 | 6 |
| 7 | 8 | 9 | 10 | 11 | 12 | 13 |
| 14 | 15 | 16 | 17  World Emoji Day | 18 Nelson Mandela International Day | 19 | 20 |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| 28 | 29 | 30  International Day of Friendship | 31 | 1 | 2 | 3 |

August 2025

CSR Impact

USA

UK

Both

2025 ecommerce calendar

| Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
|---------------------------|-------------------------------|-----------|----------|-----------------------------|----------|----------------------|
| 28 | 29 | 30 | 31 | 1 International Beer Day | 2 | 3 |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 11 | 12 International Youth Day | 13 | 14 | 15 Assumption of Mary | 16 | 17 |
| 18 | 19 World Photography Day | 20 | 21 | 22 | 23 | 24 |
| 25 Summer Bank Holyday | 26 | 27 | 28 | 29 | 30 | 31 World Blog Day |

September 2025


CSR Impact

USA

UK

Both

2025 ecommerce calendar

| Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
|---|---------------------------------|-----------|--|--------|--|---|
| 1 | 2 Labor Day | 3 | 4 | 5 | 6 | 7  National Grandparents Day |
| 8 | 9 | 10 | 11 | 12 | 13 International Programmer's Day | 14  World First Aid Day |
| 15 <i>until October 15</i> National Hispanic Heritage Month | 16 | 17 | 18  International Equal Pay Day | 19 | 20  World Cleanup Day | 21  International Day of Peace |
|  22 Fall | 23 | 24 | 25 | 26 | 27  World Tourism Day | 28 |
| 29 | 30 International Podcast Day | 1 | 2 | 3 | 4 | 5 |

October 2025






CSR Impact

USA

UK

Both

2025 ecommerce calendar

| Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
|--------|---------|--|----------|--|--|---|
| 29 | 30 | 1 <i>all October</i>  Pink October Yom Kippour | 2 | 3 | 4   World Animal Day | 5 World Teacher's Day National Grandparents Day |
| 6 | 7 | 8 | 9 | 10  World Mental Health | 11 | 12 |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| 27 | 28 | 29 | 30 | 31  Halloween | 1 | 2 |

November 2025




CSR Impact

USA

UK

Both

2025 ecommerce calendar

| Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
|---|---|-----------|----------------------------|---|---|-------------------------|
| 27 | 28 | 29 | 30 | 31 | 1 <i>all November</i>  Movember All Saints' Day | 2 |
|  3 World Kindness Day | 4 | 5 | 6 | 7 | 8 | 9 World Adoption Day |
| 10 | 11 Singles' Day Remembrance Day / Veterans Day | 12 | 13 | 14 | 15 | 16 |
| 17 | 18 | 19 | 20 World Children's Day | 21 | 22 | 23 |
| 24 | 25 | 26 | 27 Thanksgiving | 28 Black Friday  | 29 | 30 St Andrew's Day |

December 2025

CSR Impact

USA

UK

Both

2025 ecommerce calendar

| Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
|---|---------|---|---------------------|----------------------------------|-------------------------|----------------------------------|
| 1 Cyber Monday The start of the Advent Calendar | 2 | 3 International Day of Persons with Disabilities | 4 | 5 | 6 Saint Nicholas Day | 7 |
| 8 World Climate Day | 9 | 10 Human Rights Day | 11 | 12 | 13 | 14 National Free Shipping Day |
| 15 | 16 | 17 | 18 | 19 Ugly Christmas Sweater Day | 20 Super Saturday | 21 Winter |
| 22 | 23 | 24 Christmas Eve | 25 Christmas Day | 26 Boxing Day | 27 | 28 |
| 29 | 30 | 31 New Year's Eve | 1 | 2 | 3 | 4 |