



JungleScout | ENTERPRISE

# 2023 Ecommerce Calendar

Key Dates and Tips to Beat Your Goals

# 2023 Ecommerce Calendar

## Key Dates to Know

Whatever your brand's 2023 goals are — from **product launches** and paid promotions to **market share growth** and new sales targets — planning ahead is key to achieving them.

With new ecommerce opportunities and challenges arising throughout the year, it is important to keep your finger on the pulse of trends and events that will influence consumers' buying habits (and your competitors' strategies) in the months ahead.

This calendar will allow you to plan months in advance for key selling dates, holidays, ecommerce events, and even **tax deadlines**. By leveraging it to stay ahead of the game, you can gain an edge over your competitors and set your brand up for big wins in 2023.



## January 2023

### Trends to watch

Brands that offer products in Amazon’s health and fitness categories should prepare to offer discounts or coupons on their products for the influx of resolution shoppers who are looking to get in shape and prioritize their health in 2023. According to [Jungle Scout Cobalt](#) data, shoppers bought just under 150,000 pieces of exercise equipment on Amazon from January 1 - 31, 2022, and the fitness trackers category saw over \$21M in revenue.

### Key Dates

-  Jan. 1: **New Year’s Day**
-  Jan. 10-12: **The Outdoor Retailer Snow Show**
-  Jan. 14-17: **NRF 2023: Retail’s Big Show & Expo**
-  Jan. 16: **Martin Luther King (MLK) Day**
-  Jan. 22: **Lunar New Year**
-  Jan. 26: **Australia Day**
-  Jan. 31: **Deadline to send tax form W-2 to employees and IRS**



## February 2023

### Trends to watch

If your brand sells giftable items, make sure your listings are fully optimized, and you or your agency have a list of Valentine’s Day-related keywords ready for your [advertising campaigns](#).

The Super Bowl is also in February. Ecommerce brands that have sports memorabilia and items fit for Super Bowl parties should prepare their listings and advertising campaigns to cut through the noise.

### Monthly observances

Black History Month

### Key Dates

-  Feb. 2: **Groundhog Day**
-  Feb. 12: **Super Bowl Sunday**
-  Feb. 14: **Valentine’s Day**
-  Feb. 14-16: **eTail Australia**
-  Feb. 20: **Presidents’ Day**
-  Feb. 20: **Family Day (Canada)**
-  Feb. 21: **Mardi Gras**
-  Feb. 22: **Ash Wednesday**
-  Feb. 27-Mar. 2: **Join Jungle Scout at eTail West**
-  Feb. 28: **Deadline to file 1099s via mail with the IRS (form 1096)**

**Looking ahead** → Start preparing for Prime Day, which will likely take place in June or July.



## March 2023

### Trends to watch

March brings the start of spring — and with it, Spring Break season! Brands that sell travel products, swimwear, pool party decorations, or any products that can help cure a hangover should prepare for an **increase in Amazon sales** this month.

### Monthly observances

Women's History Month

### Key Dates

-  Mar. 1-2: [DX3 Canada](#)
-  Mar. 6-7: **Purim**
-  Mar. 8: **International Women's Day**
-  Mar. 8: **Holi Festival**
-  Mar. 12: **Daylight Saving Time begins**
-  Mar. 13-15: **Join Jungle Scout at [The Prosper Show](#)**
-  Mar. 15: **Deadline to file S-Corps (form 1102-S) and for partnerships (form 1065)**
-  Mar. 17: **St. Patrick's Day**
-  Mar. 20: **First day of spring**
-  Mar. 21 - 23: [Adobe Summit](#)
-  Mar. 26-29: [Shop Talk US](#)
-  Mar. 28 - 31: [Retail Fest 2023](#)



## April 2023

### Trends to watch

If your brand sells products fit for Easter baskets, this is the month for you to shine on Amazon. Make sure your listings are optimized and consider targeting Easter-related keywords in your advertising. Check out Jungle Scout Cobalt's [Keyword Scout](#) to find the best ones for your brand!

April kicks off festival season with one of the world's largest and most famous music festivals — Coachella — followed by Stagecoach at the end of the month. Consider whether your brand sells apparel, camping gear, or other products that appeal to festival-goers.

### Key Dates

-  Apr. 1: **April Fools' Day**
-  Apr. 7: **Good Friday**
-  Apr. 7-10: **Holy Week**
-  Apr. 9: **Easter Sunday**
-  Apr. 10: **National Sibling Day**
-  Apr. 11: **National Pet Day**
-  Apr. 14-23: [Coachella Festival](#)
-  Apr. 18: **Deadline to file corporate tax returns (form 1120)**
-  Apr. 21-22: **Eid al-Fitr**
-  Apr. 22: **Earth Day**
-  Apr. 25-27: [World Retail Congress](#)
-  Apr. 26-27: [eTail UK](#)
-  Apr. 28-30: [Stagecoach Festival](#)

**Looking ahead** → This is a good time to start preparing your inventory and campaigns for the back-to-school season in August.



## May 2023

### Trends to watch

Kicking off the month's festivities is Cinco De Mayo. If you offer party supplies or margarita glasses, you may see a slight boost in sales.

Mother's Day is a massive summer gifting holiday. If your brand sells gift items, consider adding Mother's Day keywords to your advertising campaigns to get your listings in front of shoppers.

Closing out the month with a three-day weekend is Memorial Day. Popular products that sell around Memorial day include folding chairs, koozies, and American flag-related gifts and merchandise.

### Monthly observances

Mental Health Awareness Month

### Key Dates

-  May 1: **May Day (Europe)**
-  May 1: **Labor Day (China)**
-  May 5: **Cinco de Mayo**
-  May 9-11: **Shop Talk Europe**
-  May 14: **Mother's Day**
-  May 22: **Victoria Day (Canada)**
-  May 23-25: **Join Jungle Scout at [Sellers Summit](#)**
-  May 29: **Memorial Day**



## June 2023

### Trends to watch

**Pride Month** begins on June 1st. Pride attire, the rainbow flag, and any products celebrating gender identity will be popular.

Although it is not an official federal holiday, Flag Day still sees many towns hold parades and events to celebrate the American flag. All government buildings will fly the colors.

June is time to celebrate dads and father figures. Brands that offer popular Father's Day products should prepare inventory and expand advertising campaigns on Amazon to include gift-related keywords.

### Monthly observances

Pride Month

### Key Dates

-  Jun. 5: **World Environment Day**
-  Jun. 6-8: **eTail Asia**
-  Jun. 13-15: **Join Jungle Scout at [Retail Innovation Conference & Expo](#)**
-  Jun. 14: **Flag Day (US)**
-  Jun. 18: **Father's Day**
-  Jun. 19: **Juneteenth**
-  Jun. 19-21: **[The Outdoor Retailer Summer Show](#)**
-  Jun. 21: **First day of summer**
-  Jun. 20-21: **[CommerceNext](#)**



## July 2023

### Trends to watch

As shoppers prepare for Independence Day, American flag items are very popular. In fact, according to Cobalt, nearly 500,000 American flags were sold on Amazon three weeks before July 4th, 2022.

July is also a month commonly known for warm weather, pool parties, and vacations! Cobalt data shows that between June 1-July 31, 2022, the luggage category on Amazon brought in over \$25M in revenue, passport covers raked in just under \$5M in revenue, and travel-sized toiletries came in with over \$7M in revenue. Amazon businesses that sell travel-related items and popular summer must-haves should prepare for growth this month.

### Key Dates

-  Jul. 1: **Canada Day**
-  Jul. 4: **Independence Day**
-  Jul. 18: **Islamic New Year**
-  Jul. 30: **International Day of Friendship**

**TBD: Prime Day 2022** was July 12-13, so watch for an announcement on Prime Day 2023. Also watch for Walmart's Deals for Days event, which typically falls on or around the same dates as Prime Day.

**Looking ahead** → Start preparing your inventory for Black Friday, Cyber Monday, and another potential Prime Early Access event in the fall. Talk to your suppliers now to make sure you'll have the stock you need by Amazon's Black Friday inventory deadline, and consider looking into 3PL options so you have a backup plan in the event of new storage restrictions.



## August 2023

### Trends to watch

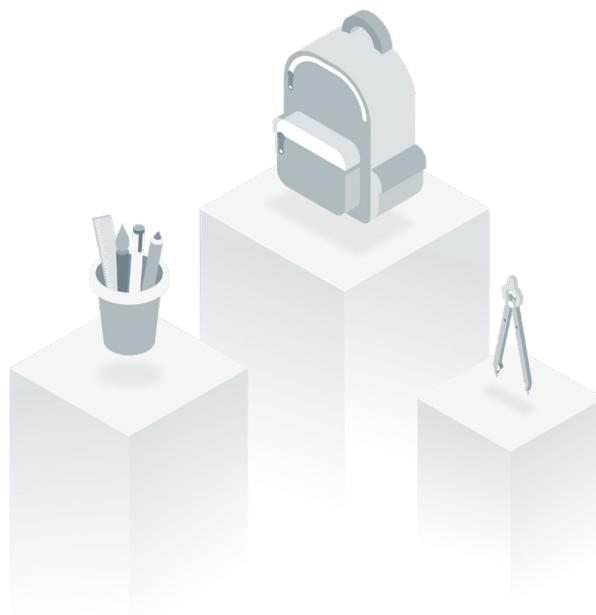
If your brand sells school supplies, backpacks, laptops, or any other school essentials, be sure to optimize your listings and ad campaigns with back-to-school keywords. From July 1 - August 31, 2022, nearly 3 million backpacks were sold on Amazon, and revenue for school supplies hit \$45M, according to Cobalt data.

You can also consider offering deals to set your products apart and get more sales from bargain-hunting parents and older students.

### Key Dates

-  Aug. 4: **Qixi Festival (China)**
-  Aug. 14-16: **eTail East**
-  Aug. 14: **Back-to-school for most public schools**

**TBD:** In August 2022, many states offered a tax-free **weekend** to help families save on essential items. These dates are great times to hold sales and offer **coupons** for even further savings! Keep an eye out for exact 2023 dates as August gets closer.





## September 2023

### Trends to watch

Sports fans and Amazon brands that sell NFL jerseys, football party decorations, and sports memorabilia, get ready! The NFL season kicks off on September 8th.

For many consumers, nothing says the start of fall like Oktoberfest, which starts mid-September. From Bavarian garb and traditional treats to banners and beer steins, prepare for a rise in sales of anything fest-worthy.

### Key Dates

-  Sep. 4: **Labor Day**
-  Sep. 8: **NFL season begins**
-  Sep. 10: **Grandparents' Day**
-  Sep. 15: **Rosh Hashanah begins**
-  Sep. 16: **Oktoberfest begins**
-  Sep. 19-21: **Paris Retail Week**
-  Sep. 23: **First day of fall**
-  Sep. 24-25: **Yom Kippur**
-  Sep. 27-28: **Ecommerce Expo**

**TBD:** [Amazon Accelerate](#) has previously taken place in September (2022) and October (2021), so be on the lookout for an announcement from Amazon about this year's event.

**Looking ahead** → September is a great time to start preparing your business for the holiday rush! You can prepare by properly optimizing your listings, creating holiday deals, and estimating the inventory you'll require for the holiday season.



## October 2023

### Trends to watch

If your brand offers Halloween costumes or fall favorites like cozy boots or anything pumpkin spiced, this is the month you have been waiting for. Ensure your inventory is in and your listings are in good health. This month will be significant for you.

### Monthly observances

Breast Cancer Awareness Month

### Key Dates

-  Oct. 5: **World Teachers' Day**
-  Oct. 9: **Indigenous Peoples Day**
-  Oct. 9: **Canadian Thanksgiving**
-  Oct. 31: **Halloween**
-  Oct. 31: **Last day to order inventory before Lunar New Year**

**TBD:** In 2022, Amazon launched a Prime Early Access event that took place October 11-12. It's likely Amazon will continue this new annual sales event, so keep an eye out for details on this year's Fall Prime Day. Walmart also ran a fall sales event from October 10-13, 2022, so watch for a similar event this year.



## November 2023

### Trends to watch

The holidays are here again! You should already be prepared for Black Friday and Cyber Monday at this point. Your inventory should be in, and your discount strategy should be finalized. Take a breath, and watch the sales roll in.

Nearly 25% of all annual advertising spend on Amazon occurs in November and December, so be prepared for increased ad budgets and competition.

### Monthly observances

National Native American Heritage Month

### Key Dates

-  Nov. 1: **Last day to get inventory to Amazon warehouse for Black Friday/Cyber Monday and the holiday season**
-  Nov. 5: **Daylight Saving Time ends**
-  Nov. 7: **Election Day (US)**
-  Nov. 11: **Veterans Day (US)**
-  Nov. 11: **Singles' Day (China)**
-  Nov. 11: **Remembrance Day (Canada, Australia, UK)**
-  Nov. 12: **Diwali**
-  Nov. 23: **Thanksgiving**
-  Nov. 24: **Black Friday**
-  Nov. 25: **Small Business Saturday**
-  Nov. 27: **Cyber Monday**
-  Nov. 28: **Giving Tuesday**



## December 2023

### Trends to watch

The biggest gift-giving month is here! The **holiday season** is an exciting time for shoppers and ecommerce brands alike. Ensure your inventory is replenished, you have coupons and discounts in place, and your advertising strategy includes popular holiday keywords.

### Key Dates

-  Dec. 7-15: **Hanukkah**
-  Dec. 10: **Green Monday**
-  Dec. 14: **National Free Shipping Day**
-  Dec. 21: **First day of winter**
-  Dec. 23: **Super Saturday**
-  Dec. 24: **Christmas Eve**
-  Dec. 25: **Christmas**
-  Dec. 26-Jan. 1: **Kwanzaa**
-  Dec. 26: **Boxing Day (Canada)**
-  Dec. 31: **New Year's Eve**



## Holiday selling requirements

The winter holiday season is the most popular selling period for ecommerce businesses. There are holiday selling requirements on Amazon that you need to be prepared for to assure you execute this important season properly.

- ✓ Optimize your Amazon listings with gift-related keywords and images. We recommend doing this in September because **holiday shopping begins** as early as October.
- ✓ The holiday season is the busiest time of year for logistics companies, so it may take longer for your inventory to arrive. Plan shipments ahead of time and aim to have inventory in Amazon's warehouses before deadlines. Make sure that your inventory arrives at US fulfillment centers by these holiday selling dates:
  - Black Friday and Cyber Monday: **Nov. 2**
  - Christmas: **Dec. 1**
- ✓ If you plan to sell in the **Toys & Games category**, keep an eye on Amazon's requirements for these products. For reference, the 2022 requirements include:
  - "Your first sale on Amazon must be prior to September 1, 2021, and does not need to be specific to Toys & Games."
  - "You must have processed and shipped at least 25 seller-fulfilled orders from August 15, 2021 through October 14, 2021."
  - "Your pre-fulfillment cancel rate must be no greater than 1.75% from September 15, 2021 through October 14, 2021."
  - "Your late shipment rate must be no greater than 4% from September 15, 2021 through October 14, 2021."
  - "Your order defect rate must be no greater than 1% as of October 14, 2021."

# Make 2023 your best year yet!

For more resources to help you plan your ecommerce strategy, visit our [Free Resources Page](#).

## About Jungle Scout Enterprise

### Jungle Scout Cobalt

**Jungle Scout Cobalt** is an industry-leading product insights and market intelligence platform that helps enterprise brands and agencies dominate their markets. With robust data on market share, category trends, competitor insights, product performance, and more, Cobalt enables you to uncover ecommerce insights and opportunities that were previously unseen.



**Downstream by Jungle Scout** helps brands and agencies dive deep into advertising data to drive optimal results at an enterprise scale. Through advertising and analytics features such as automation, customizable reporting dashboards, competitive intelligence, and more, Downstream gives you the power to unlock your brand's full ecommerce potential.

Learn more about how Jungle Scout Enterprise tools provide the data and flexibility your brand needs to stay ahead of the competition all year long.

**Speak with a Jungle Scout expert today!**

[Book a demo](#)