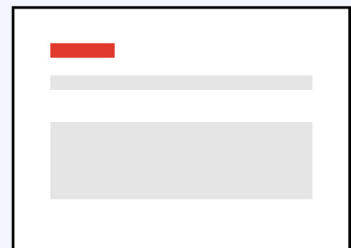
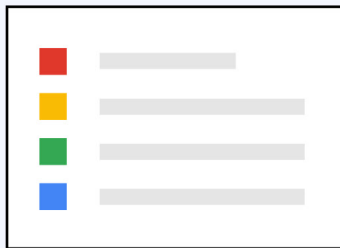


2024 Ecommerce Calendar

KEY DATES AND SALES EVENTS TO PLAN FOR



Chapter 1

2024 Planning



Key Dates for Ecommerce in 2024






This calendar will allow you to plan well in advance for key selling dates, holidays, events, tax deadlines, and more in 2024.

January

Trends to watch

Health, wellness, and fitness products.

Key Dates

-  Jan. 1 New Year's Day
-  Jan. 14-16 [NRF 2024 - Retail's Big Show & Expo](#)
-  Jan. 15 Martin Luther King Day
-  Jan. 24-26 [Retail Fest USA](#)
-  Jan. 31 Deadline to send W-2s to employees and IRS

→ [Find out which vitamin and supplement products and brands went viral in 2023 and how this impacted their Amazon sales.](#)

February








Trends to watch

Valentine's gifts, Super Bowl apparel & party supplies, Mardi Gras products.

Monthly observances

Black History Month

Key Dates

-  Feb. 2: Groundhog Day
-  Feb. 13: Mardi Gras
-  Feb. 14: Valentine's Day/Ash Wednesday
-  Feb. 13-14: eTail Australia
-  Feb. 19: Presidents' Day (US)/Family Day (CA)
-  Feb. 26-29: Join Jungle Scout at [eTail Palm Springs!](#)
-  Feb. 28: Deadline to file 1099s by mail

→ [Access 2023 data for the market leaders in the wedding category as wedding season 2024 fast approaches.](#)



March

Trends to watch

St. Patrick's Day products, Easter products, Spring Break items, and St. Patrick's Day products.

Monthly observances

Women's History Month

Key Dates

-  Mar. 4-6: Join Jungle Scout at the [Prosper Show!](#)
-  Mar. 8: International Women's Day
-  Mar. 10: Daylight Saving Time begins
-  Mar. 15: Deadline to file S-Corps (form 1102-S) and for partnerships (form 1065)
-  Mar. 17: St. Patrick's Day
-  Mar. 17-20: [Shop Talk US](#)
-  Mar. 23-24: Purim
-  Mar. 24-25: Holi
-  Mar. 29: Good Friday
-  Mar. 31: Easter




April

Trends to watch

Gardening supplies, festival apparel, and camping gear.

Key Dates

-  Apr. 1 April Fools' Day
-  Apr. 9-10 [DX3 Canada](#)
-  Apr. 12 - 21 Coachella Festival
-  Apr. 15 Deadline to file corporate tax returns (form 1120)
-  Apr. 16-18 [World Retail Congress](#)
-  Apr. 22 Earth Day
-  Apr. 26-28 Stagecoach Festival

→ [Learn about the garden products that had 3,000%+ revenue spikes during the 2023 gardening season.](#)

→ [Discover the trends that impacted sales of baby products on Amazon during the critical spring and summer months in 2023.](#)





May






Trends to watch

Mother's Day gifts, health and wellness products, Memorial Day items such as American flag merchandise.

Monthly observances

Mental Health Awareness Month

Key Dates

-  May 5 Cinco de Mayo
-  May 12 Mother's Day
-  May 14-16 **Sellers Summit**
-  May 20 Victoria Day (CA)
-  May 27 Memorial Day

→ [See what mental health and wellness products were trending on Amazon in 2023.](#)



June

Trends to watch

Pride products, American flags, and Father's Day gifts.

Monthly observances

LGBTQ+ Pride Month

Key Dates

-  Jun. 3-5 **Shoptalk Europe**
-  Jun. 4-6 **Retail Innovation**
-  Jun. 11-13 **CommerceNext**
-  Jun. 14 Flag Day (US)
-  Jun. 16 Father's Day
-  Jun. 19 Juneteenth
-  Jun. 25-26 **eTail UK**

→ [Hone in your Prime Day strategy ahead of the popular sales event in July. See how Nuby boosted sales by 20% on Prime Day 2023.](#)

→ [Discover what strategies iFit used in 2023 to increase Prime Day sales by 95%.](#)




July

Trends to watch

4th of July products, patio & outdoor items, and pool/beach supplies.

Key Dates

-  Jul. 1 Canada Day (CA)
-  Jul. 4 Independence Day (US)
-  Jul. 7 Islamic New Year
-  Jul. 30 International Day of Friendship
-  TBD Amazon Prime Day
In 2023, Prime Day was July 11-12



August




Trends to watch

Back-to-school supplies, college and dorm must-haves, end-of-summer sales.

Monthly observances

Back-to-School Season

Key Dates

-  Aug. 12-15 **eTail East**
-  Aug. 26 Women's Equality Day
-  TBD Tax-free weekend (US)
Dates vary by state

→ Find out how the 2023 “sober curious” movement, changed the way consumers shop for drinks, as this may impact summer alcohol sales in 2024.

→ Explore data and insights for back-to-school trends in 2023 to inform 2024 planning.





September

Trends to watch

NFL & college football merchandise, Oktoberfest products.

Key Dates



Sep. 4 Labor Day



Sep. 5 NFL Season Begins



Sep. 8 Grandparents' Day



Sep. 21 Oktoberfest begins



Sep. 17-19 **Paris Retail Week**



Sept. 18-19 **Ecommerce Expo**



TBD: Amazon Accelerate
In 2023, Amazon Accelerate was Sept. 13-14

→ [Discover what football products had the largest sales boost in the 2023 Football Season.](#)



October

Trends to watch

Fall and Halloween products, Breast Cancer Awareness items.

Monthly observances

Breast Cancer Awareness Month

Key Dates



Oct. 1 **International Coffee Day**



Oct. 2-4 Rosh Hashanah



Oct. 9 Indigenous Peoples Day (US)/
Thanksgiving (CA)



Oct. 11-12 Yom Kippur



Oct. 31 Halloween



TBD: Fall Amazon Prime Event

→ [Unearth insights on which brands lead the way in key Halloween categories like candy and costumes in 2023.](#)





November

Trends to watch

Kitchen and dining products for Thanksgiving, holiday gifts and decor.

Monthly observances

National Native American Heritage Month

Key Dates

-  Nov. 1 Diwali
-  Nov. 3 Daylight Saving Time ends
-  Nov. 5 Election Day (US)
-  Nov. 11 Veterans Day
-  Nov. 11 Remembrance Day (CA, AU, UK)
-  Nov. 28 Thanksgiving (US)
-  Nov. 29 Black Friday
-  Nov. 30 Small Business Saturday

→ Find out which kitchen products and brands saw the biggest sales spikes on Amazon in the 2023 holiday season.











December

Trends to watch

Toys, holiday gifts, wrapping paper, Christmas decorations, New Year's Eve products.

Key Dates

-  Dec. 2 Cyber Monday
-  Dec. 3 Giving Tuesday
-  Dec. 24 Christmas Eve
-  Dec. 25 Christmas
-  Dec. 25-Jan. 2 Hanukkah
-  Dec. 26-Jan. 1 Kwanzaa
-  Dec. 26 Boxing Day (CA)
-  Dec. 31 New Year's Eve

→ Tap into exclusive Amazon market insights to see which '90s nostalgia products were popular before the 2023 holiday season.



Chapter 2

Tools for Ecommerce Reporting & Planning

Jungle Scout Cobalt

Jungle Scout Cobalt empowers brands and retailers with a powerful suite of ecommerce tools designed to help drive growth, maximize sales, and optimize digital shelf performance on Amazon. Our comprehensive data analytics, built-in advertising automation, and intuitive visualizations provide straightforward answers to critical ecommerce questions, turning insights into action.

[Explore Cobalt](#)

[Request a demo](#)

Jungle Scout Data Cloud

Jungle Scout Data Cloud enables retailers to access Jungle Scout's rich Amazon data with the flexibility to integrate it into your own tools. This provides the scalability and control needed to leverage Amazon insights to improve performance across all ecommerce and brick-and-mortar channels.

[Try Data Cloud with Snowflake](#)

[Request a demo](#)

