

# Marketing Calendar 2026

Don't miss out on the key dates of the year!

JANUARY		Sector	Opportunities
1st	New Year's Day	Athleisurewear, Fitness, Layering, New product launches	Gyms, Leisure centres, Bootcamps, Personal trainers, Athleisurewear brands, Recruitment waves for 2026, Uniform refresh
5th	Twelfth Night		
24th	International Day of Education		
25th	Burns Night		
FEBRUARY		Sector	Opportunities
5th	Men's Six Nations begins	Hoodies and sweatshirts, Gifting, Sports merchandise	Merchandise, Valentine's Day Gifting, Personalised gifts
6th	Winter Olympics begin		
8th	Super Bowl LX		
10th	Teddy Day		
14th	Valentine's Day		
17th	Pancake Day (Shrove Tuesday)		
18th	Ash Wednesday		
22nd	BAFTAs		
MARCH		Sector	Opportunities
3rd	St. David's Day	Hospitality, Workwear, Health and Beauty, Golf and Sports, Tees, Polos and Safetywear	Restaurants, Bars, Cafes and Tea Rooms, Golf (retail clothing), Golf (eventwear), Events and Security, School trips
5th	Crufts begins		
8th	International Women's Day		
10th	Cheltenham Festival begins		
15th	Mother's Day		
17th	St. Patrick's Day		
20th	Spring Equinox		
APRIL		Sector	Opportunities
1st	April Fool's Day	Hospitality, Corporatewear, Education, Outdoor events, Travel, Merchandise	Festivals, Team sports, Security and hi-vis eventwear, Race finisher tees, Education/leavers, Travel, Hen/stag, Athleisurewear, Warm- weather clothing
3rd	Good Friday		
5th	Easter Sunday		
6th	Easter Monday		
9th	Grand National Festival begins		
11th	National Pet Day		
22nd	Earth Day		
23rd	St. George's Day		
26th	London Marathon		
MAY		Sector	Opportunities
4th	Early May Bank Holiday	Teamwear, T-shirts, Health and Beauty, Luggage, Performance products, Summer uniform, Activewear, Carewear and Education	Sports clubs, Colleges, Work events, Health and Beauty, Dentistry, Veterinary, Gyms and spas, Holiday centres, Summer uniform, School trips and Education/leavers
12th–16th	Eurovision Song Contest		
16th	Men's FA Cup Final		
19th	Chelsea Flower Show begins		
25th	Spring Bank Holiday		
30th	UEFA Champions League Final		
31st	Women's FA Cup Final		
JUNE		Sector	Opportunities
10th	Download Festival begins	Gifting, T-shirts and vests, Polos, Shorts and swimwear, Backpacks, Waistbags	Events, Festivals, Band merchandise, Corporate events
11th	FIFA World Cup begins		
16th	Royal Ascot begins		
18th	Isle of Wight Festival begins		
20th	The King's official birthday		
21st	Summer Solstice		
21st	Father's Day		
29th	Wimbledon begins		
JULY		Sector	Opportunities
2nd	F1 British Grand Prix begins	Caps, Polos, Towels, Umbrellas, Golfing apparel and accessories	Events, Holiday companies, Sports merchandise
4th	Tour de France begins		
12th	The Open Championship begins		
19th	FIFA World Cup Final		
29th	Women's Open Championship begins		
AUGUST		Sector	Opportunities
7th	Edinburgh Festival begins	Hoodies, Sweatshirts, Bags and backpacks, Knitwear, Kids and schoolwear	Colleges, Universities, Schools, Retail
26th	International Dog Day		
27th	Creamfields Festival begins, Leeds and Reading festivals begin		
31st	Summer Bank Holiday		
SEPTEMBER		Sector	Opportunities
Early Sept	Back to School	Softshells, Headwear, Shirts and blouses, Chefswear, Luggage	Hospitality and front of house, Corporate, Back to work
5th	International Day of Charity		
Mid-Sept	UK Freshers' Week		
13th	Great North Run		
17th	London Fashion Week begins		
23rd	Autumn Equinox		
25th	Macmillan Coffee Morning		
OCTOBER		Sector	Opportunities
1st	Breast Cancer Awareness Month	Hi-vis, Headwear, Work and corporate, Front of house, Hospitality	Seasonal staff uniform, Outdoor clothing brands, Restaurants and bars, Cafés
4th	Great Scottish Run		
7th	World Cotton Day		
10th	World Mental Health Day		
31st	Halloween		
NOVEMBER		Sector	Opportunities
1st	Movember begins	Baselayers, Corporate, School, General workwear, Warehouses, Gifts	Christmas gifting, Retail, Promotional sales, Thermals and Baselayers
1st	World Vegan Day		
5th	Bonfire Night		
8th	Remembrance Sunday		
19th	International Men's Day		
27th	Black Friday		
30th	Cyber Monday		
30th	St. Andrew's Day		
DECEMBER		Sector	Opportunities
10th	Christmas Jumper Day	Business, End user, Personalised gifting, Market	Christmas gifting, Headwear and accessories
21st	Winter Solstice		
24th	Christmas Eve		
25th	Christmas Day		
31st	New Year's Eve		