Constant Contact

2026 Retail Marketing Calendar

This handy calendar is packed with key dates and monthly themes to spark campaign and content ideas that will keep your customers engaged all year long.

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01 2026

January

Monthly Themes

Wellness & healthy habits

"New Year, New You"

Winter clearance

Content Ideas

Resolution-focused product bundles

Tips or how-tos tied to your products (*e.g. storage solutions, wellness tips*)

Clearance sale on 2025 inventory

Notes

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1 New Year's Day	2	3
4	5	6	7	8	9	10
11	12	13	14 National Dress Up Your Pet Day	15	16	17
18	19	20	21	22	23	24
25	26 National Spouses Day	27	28	29	30	31

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02 2026

February

Monthly Themes

Black History Month

Valentine's Day (*red, pink & hearts*)

Self-love

Content Ideas

Valentine's gift guides by recipient (*partner, pet, friend, self*)

Self-care product bundles

Early spring merchandise preview

Notes

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2 Groundhog Day	3	4	5 National Chocolate Fondue Day	6	7
8	9	10	11	12	13 Galentine's Day	14 Valentine's Day
15 National Flag of Canada Day Singles Awareness Day	16 Family Day (BC, AB, SK, ON, NB) Heritage Day (NS) Louis Riel Day (MB) Islander Day (PE)	17 Mardi Gras Ramadan Begins Lunar New Year	18 Ash Wednesday	19	20	21
22	23	24	25	26	27	28

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03 2026

March

Monthly Themes

Spring cleaning and home refresh

Seasonal fashion and colour trends

Sports & March Madness

Content Ideas

"Lucky you" themed promo for St. Patrick's Day

Spring cleaning & decluttering guide featuring your products

"Fresh picks" for spring

Notes

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2 Purim	3	4 Holi	5	6	7
8 International Women's Day Daylight Savings Day	9	10	11	12	13	14 Pi Day
15	16	17 St. Patrick's Day	18	19	20 Spring Equinox	21
22	23	24	25	26	27	28
29 Palm Sunday	30	31				

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04 2026

April

Monthly Themes

Easter celebrations & gifting

Spring break travel essentials

Sustainability and eco-friendly promotions

Sikh Heritage Month

Content Ideas

April Fools' Day social content

Spring styling tips (*fashion & home*)

Earth Day campaign

Notes

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 April Fool's Day	2	3 Good Friday (Nationwide except QC)	4
5 Easter	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22 Earth Day	23 St. George's Day (NL)	24	25
26 Get Organized Day	27	28	29	30		

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05 2026

May

Monthly Themes

Mother's Day gifting

Graduation celebrations

Summer fashion & outdoor living

Content Ideas

Gift ideas for different types of moms

Teacher appreciation

Gifts for grads

Notes

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					Vesak 1 Beltane	2
3	Star Wars Day *May the fourth be with you!* 4 May Day	Teacher Appreciation Day 5 Cinco de Mayo	6	7	8	9
10 Mother's Day	11	12	13	14	15	16
17	Victoria Day (Nationwide except NB, NS, PE, NL) 18 National Patriotes Day (QC)	19	20	21	22	23
24 31	25	26	27	28	29	30

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06 2026

June

Monthly Themes

Father's Day gifting

Pride-themed campaigns

Summer travel & wedding season

Content Ideas

Summer product roundups (*picnic gear, travel accessories, etc.*)

Pride Month features (*rainbow edits, partner with LGBTQ+ creators*)

Gift guide for Dads based on interests & hobbies

Notes

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
7	8 National Best Friends Day	9	10	11	12	13
14	15	16	17	18	19 Dragon Boat Festival	20
21 National Indigenous Peoples Day (NT, YK) Summer Solstice Father's Day	22	23	24 Discovery Day (NL) Fête Nationale (St. Jean Baptiste Day) (QC)	25	26	27 Canadian Multiculturalism Day
28	29	30				

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07 2026

July

Monthly Themes

Patriotic promotions (red & white)

Disability Pride Month

Outdoor & backyard living

Content Ideas

Travel hacks or packing guide with your products

Canada Day sale or red & white product roundup

“Christmas in July” sale

Notes

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 Canada Day	2	3	4
5	6	7 World Chocolate Day	8	9 Nunavut Day (NU)	10	11
12 Orangemen’s Day (NL)	13	14 Amazon Prime Day	15	16	17 World Emoji Day	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

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08 2026

August

Monthly Themes

Back-to-school & dorm essentials

Fall fashion previews

Black Business Month

Content Ideas

Product bundles for college and university students / back-to-school

Organization hacks or workspace makeovers

End of summer clearance sale

Teacher or student discounts

Notes

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1 Emancipation Day; National Girlfriends Day
2	3 Civic Holiday (AB, BC, SK, ON, NB, NU)	4	5 Regatta Day (NL)	6	7	8
9	10	11	12 Solar eclipse	13	14	15 National Acadian Day
16	17	18	19	20	21	22
23 30	24 31	25	26 National Dog Day	27 Discovery Day (YT)	28	29

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09 2026

September

Monthly Themes

Latin American Heritage Month

Labour Day sales

Harvest & cozy fall products

Back-to-school final push

Content Ideas

Fall lookbooks or styling tips

Labour Day weekend promotion

Promotion tied to football season kickoff

Notes

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7 Labour Day	8	9	10	11 Rosh Hashanah	12 National Video Games Day
13	14	15	16	17	18	19 Oktoberfest begins
20 Terry Fox Run Yom Kippur	21	22 Fall Equinox	23	24	25	26
27	28	29 National Coffee Day	30 National Day for Truth and Reconciliation			

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10 2026

October

Monthly Themes

Breast Cancer Awareness Month

Fall fashion & home decor

Pink for Breast Cancer Awareness

Halloween costumes, candy & spooky fun

Women's History Month

Content Ideas

Product roundup for DIY Halloween costumes

“Scary good deals” sale

Halloween decor “how-tos”

Notes

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1 National Seniors Day	2	3
4 National Day of Action for Missing and Murdered Indigenous Women and Girls	5	6	7	8	9	10 World Mental Health Day
11	12 Thanksgiving	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29 National Cat Day	30	31 Halloween

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11 2026

November

Monthly Themes

Gratitude & family connections

Holiday gift guides

Black Friday / biggest sales of the year

Hindu Heritage Month

Content Ideas

Black Friday & Cyber Monday sale previews

Small Business Saturday storytelling posts

Gratitude notes from founder or staff

Notes

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 All Saints' Day	2	3	4	5	6	7 Inuit Day
8 Diwali	9	10	11 Remembrance Day	12	13 World Kindness Day	14
15	16	17	18	19	20	21
22	23	24	25	26 Thanksgiving	27 Black Friday	28 Small Business Saturday
29 Artists Sunday	30 Cyber Monday					

Constant Contact

12 2026

December

Monthly Themes

Holiday gifting for everyone on the list

Winter & holiday party fashion

Year-end clearance & New Year prep

Content Ideas

"12 Days of Deals" promotions

Last-minute gift ideas & gift cards

Gift guides for every budget

New Year's Eve essentials

Notes

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 Giving Tuesday	2	3	4 Hanukkah Begins	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21 Winter Solstice	22	23	24 Christmas Eve	25 Christmas	Kwanzaa 26 Boxing Day
27	28	29	30	31 New Year's Eve		