

Italian Shopper Deep Dive

The New E-Commerce Calendar

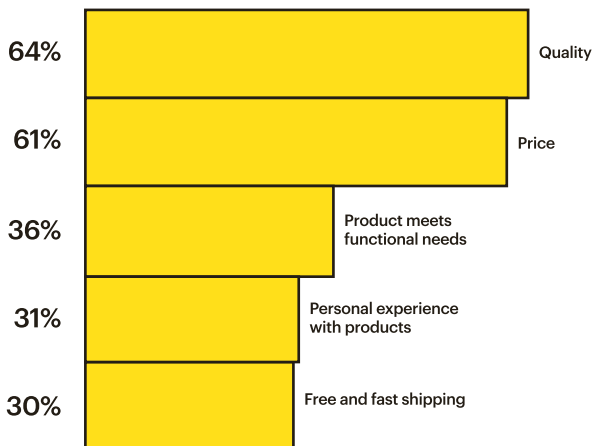


When planning your approach to The New E-Commerce Calendar, it's crucial to consider consumer shopping behaviors on a regional level. Ignoring these differences makes you appear out of touch with local sentiments and customs, which risks alienating your audience. A localized approach, tailored to local attitudes and shopping behaviors, is crucial for success.

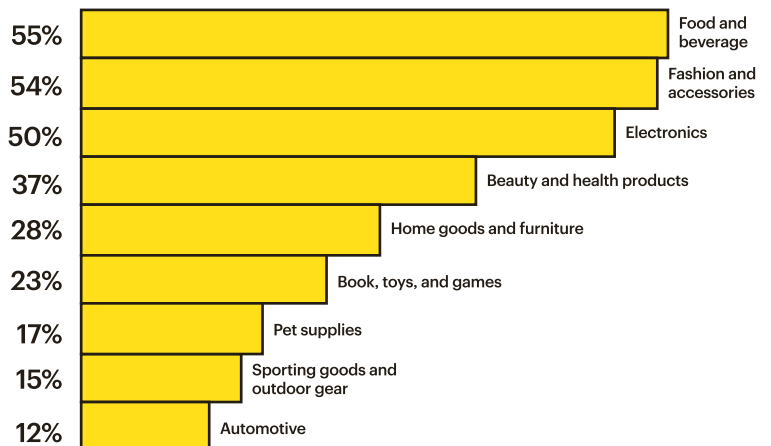
Alongside our research partner, Canvas8, Intuit Mailchimp surveyed shoppers from 9 different markets to map out how their mindsets and spending behaviors around key calendar Moments (in the last 2 years) are shaping The New E-Commerce Calendar—and vice versa.



Top 5 most important factors for Italian shoppers when making purchases



Categories Italian shoppers spent the most money on in the past 2 years



Italian shopper attitudes and behaviors

55% of Italian shoppers agree participating in Sales Moments is part of their regular routine or yearly tradition, the second highest across all 9 regions surveyed.

Global: 50%

41% of Italian shoppers don't believe discounts offered during Sales Moments are exaggerated, the highest across all 9 regions surveyed.

Global: 22%

60% of Italian shoppers participate in big Sales Moments, the highest across all 9 regions surveyed.

Global: 50%

41% of Italian shoppers made a purchase for Epiphany/Three Kings Day in the last 2 years.

Global: 19%

40% of Italian shoppers made a purchase during International Women's Day in the last 2 years, the highest across all 9 regions surveyed.

Global: 14%

65% of Italian shoppers made a purchase during Summer Sales and Winter Sales in the last 2 years.

Across the Globe

For a closer look at how market nuances shape The New E-Commerce Calendar, check out our regional deep dives in 8 other markets, including Australia, Benelux, Canada, Germany, Scandinavia, Spain, the UK, and the US.



Get the market-specific insights →

Italian Shopping Moments per Month

Ranked by Spending Propensity



January	
Winter Sales	65%
New Year's Day	43%
Epiphany	41%
February	
Valentine's Day	54%
Carnival	23%
Lunar New Year	3%
March	
International Women's Day	40%
Father's Day	34%
St. Patrick's Day	7%
April	
Easter	57%
Earth Day	4%
Eid al-Fitr	3%
May	
Mother's Day	48%
Labor Day/International Workers' Day	12%
May Day/Calendimaggio	4%
Eurovision Song Contest	3%
June	
Summer Sales	65%
Summer Vacation	32%
Pride Month	7%



July	
Amazon Prime Day	57%
August	
Back-to-School Shopping	28%
September	
Rosh Hashanah	4%
October	
Halloween	36%
Diwali	2%
November	
Black Friday	77%
Singles' Day	8%
Movember (Men's Health Awareness Month)	6%
December	
Christmas Day	67%
Christmas Eve	50%
New Year's Eve	32%
Cyber Monday	22%
Advent Calendar	12%
Super Saturday	11%
Green Monday	6%
Hanukkah	1%
Kwanzaa	1%

