

2022 RETAIL CALENDAR

STAY ON TOP OF YOUR ECOMMERCE STRATEGY AND PLAN YOUR MARKETING CAMPAIGNS AHEAD OF TIME.

2022 is a year full of opportunities from digital innovation, behavioral psychology, and product promotions. Lucky for you, Crobox has content that covers all of these areas. Curated for you today in an ultimate high-level overview of the year.

Let's make the best of this year!

JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

JANUARY

CROBOX RETAIL 2022 CALENDAR

Mon	Tue	Wed	Thu	Fri	Sat	Sun
27	28	29	30	31	1 NEW YEAR'S DAY 	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17 BLUE MONDAY	18	19	20	21	22	23
24	25	26	27 CHOCOLATE CAKE DAY	28	29	30
31	1	2	3	4	5	6



1st NEW YEAR'S DAY

- [The 11 Most Important Steps To More Refined Marketing Campaigns In The New Year](#)
- [Struggling To Get Going Post-Pandemic? This Is The Road To Retail Recovery.](#)



1st-31st DRY JANUARY



17th BLUE MONDAY



27th CHOCOLATE CAKE DAY

[Crobox Data From The Golden Quarter.](#)

FEBRUARY

CROBOX
RETAIL 2022
CALENDAR

Mon	Tue	Wed	Thu	Fri	Sat	Sun
31	1  CHINESE NEW YEAR	2	3	4  CANCER AWARENESS DAY	5	6
7	8	9 NATIONAL PIZZA DAY	10	11	12	13 SUPER BOWL SUNDAY (U.S.)
14 VALENTINE'S DAY	15	16	17 RANDOM ACT OF KINDNESS	18	29	20
21	22	23	24	25	26	27
28	1	2	3	4	5	6



1st CHINESE NEW YEAR

[Psychographic Marketing To Appeal To Customers Based On Their Cultures, Lifestyles, or Religions](#)



1st-28th LGBTQI HISTORY MONTH (UK)

[Learn To Leverage Your Psychographics In Your Marketing Campaigns](#)



1st BLACK HISTORY MONTH (US)



4th WORLD CANCER AWARENESS DAY

[Close The Care Gap Is the Theme For World Cancer Day 2022](#)



9th NATIONAL PIZZA DAY

- [Make Your Online Food Market Come Alive With Product Stories](#)
- [EXAMPLE: Our product story on Wijnbeurs](#)



13th SUPER BOWL SUNDAY (U.S.)



14th VALENTINE'S DAY

Looking to find the perfect gift for your partner? Check out Crobox's [Fit Finder](#) on Love Stories or Crobox's [Jacket Finder](#) on Haglof



17th RANDOM ACT OF KINDNESS

MARCH

CROBOX RETAIL 2022 CALENDAR

Mon	Tue	Wed	Thu	Fri	Sat	Sun
28	1 NATIONAL PANCAKE DAY	2	3 ▶ WORLD WILDLIFE DAY	4	5	6
7	8 WOMEN'S DAY	9	10	11	12	13 BAFTA'S
14	15	16	17 St. PATRICK'S DAY	18	19	20 ▶ FIRST DAY OF SPRING
21	22	23	24	25	26	27 MOTHER'S DAY (UK)
28	29	30	31	1	2	3

▶ 1st NATIONAL PANCAKE DAY



3rd WORLD WILDLIFE DAY

[Life Cycle Assessment 101 with Sjoerd Herlaar.](#)



3rd WORLD BOOK DAY

If you're an online marketplace selling books, you may want to get ahead of the data curve. After all, that's how Amazon started out – selling books. [Read more on product intelligence to be data-driven when it comes to selling specific products.](#)



8th INTERNATIONAL WOMEN'S DAY

▶ 13th BAFTA'S



17th St PATRICK'S DAY

How do product badges help you drive seasonal campaigns? [Read this guide.](#)

▶ 20th FIRST DAY OF SPRING

▶ 20th INTERNATIONAL DAY OF
HAPPINESS

▶ 27th MOTHER'S DAY (UK)

[Social Proof Examples.](#)

APRIL

CROBOX RETAIL 2022 CALENDAR

Mon	Tue	Wed	Thu	Fri	Sat	Sun
28	29	30	31	1 ► APRIL FOOL'S DAY	2 RAMADAN BEGINS	3
4	5	6	7	8	9	10 SIBLINGS DAY
11 NATIONAL PET DAY	12	13	14	15 GOOD FRIDAY	16	17 EASTER SUNDAY
18 EASTER MONDAY	19 BICYCLE DAY	20	21 NATIONAL TEA DAY	22 EARTH DAY	23	24
25	26	27	28	29	30	1

► 1st-31st DIVERSITY MONTH

[21 Customer Segmentation Examples To Learn More About Your Customers](#)

► 1st APRIL FOOL'S DAY

Fooling for fun is always a good idea...but what if you fool to manipulate or persuade? In eCommerce, this quickly becomes known as a Dark Pattern. *Learn how to avoid them at all costs [here](#).*

► 2nd-3rd RAMADAN BEGINS

[Psychographic Segmentation: Advantages, Variable, & Examples](#): How and why to group people together based on things like their lifestyle, religion, opinions, or values.

► 10th SIBLINGS DAY



11th NATIONAL PET DAY

► 15th GOOD FRIDAY

[eCommerce Product Taxonomy Best Practices](#): When & how to optimize your categories in line with Easter and other holidays.

► 17th EASTER SUNDAY

► 18th EASTER MONDAY



19th BICYCLE DAY



21st NATIONAL TEA DAY

[Product Attributes And Benefits](#): How do you sell attribute-rich products in the most appealing way?



22nd EARTH DAY

- [Psychology and climate change: Why the inaction?](#)
- [How the Resale Market is Retail's Realest Revolution](#)

MAY

CROBOX RETAIL 2022 CALENDAR

Mon	Tue	Wed	Thu	Fri	Sat	Sun
25	26	27	28	29	30	1 ► MENTAL HEALTH AWARENESS MONTH
2 TEACHER APPRECIATION WEEK	3	4 STAR WARS DAY	5	6	7	8 MOTHER'S DAY (U.S., CAN, AUS)
9	10	11 NATIONAL TECHNOLOGY DAY	12	13 WORLD COCKTAIL DAY	14	15 INTERNATIONAL DAY OF THE FAMILY
16	17 WORLD TELECOMMUNICATION DAY	18 WORLD AIDS VACCINE	19	20	21	22
23	24	25	26	27	28	29 NATIONAL BISCUIT DAY
30	31 ANTI-TOBACCO DAY	1	2	3	4	5

► 1st-31st MENTAL HEALTH AWARENESS MONTH

Fight content fatigue: Do better for your shoppers and make their experiences more human with conversational search

► 1st WORLD LAUGHTER DAY ► 2nd-7th TEACHER APPRECIATION WEEK

Back-to-school marketing isn't just about selling to kids and their parents, but to teachers.

► 4th STAR WARS DAY ► 8th MOTHER'S DAY (U.S., CAN, AUS)

🔗 11th NATIONAL TECHNOLOGY DAY

- How will AI influence consumer behavior? Check out these 5 unique ways AI will influence our purchasing decisions – for the better.
- What does the future of retail tech look like? Here are 9 innovative use cases of AI in retail.

- Let's Get Phygital: Why and brick-and-mortar is being revamped with aspects of the digital.
- Crobox's Chief Data Officer on the future of AI. Read his employee spotlight [here](#).



13th WORLD COCKTAIL DAY

Whether you're selling cocktails or biscuits, you need to understand how your shopper's search, discover, and explore your products. Read: [What is eCommerce product discovery?](#)

- 15th INTERNATIONAL DAY OF THE FAMILY
- 17 WORLD TELECOMMUNICATION DAY
- 18th WORLD AIDS VACCINE DAY



29th NATIONAL BISCUIT DAY

[Product discovery in action](#): 7 examples you won't forget.



31st ANTI-TOBACCO DAY

JUNE

CROBOX RETAIL 2022 CALENDAR

Mon	Tue	Wed	Thu	Fri	Sat	Sun
30	31	1 LGBTQIA+ PRIDE MONTH	2	3 NATIONAL DONUT DAY	4 NATIONAL CHEESE DAY	5 WORLD ENVIRONMENT DAY
6	7	8	9	10	11	12
13	14	15 NATIONAL BEER DAY (UK)	16	17	18	19 FATHER'S DAY
20 ► WORLD REFUGEE DAY	21 ►► FIRST DAY OF SUMMER	22	23	24	25 JUNE MIDSUMMER DAY	26
27	28	29	30	1	2	3

► 1st-30 LGBTQIA+ PRIDE MONTH



3rd NATIONAL DONUT DAY

REPORT: How does product discovery work through the lens of behavioral discovery?

► 4th NATIONAL CHEESE DAY

► 5th WORLD ENVIRONMENT DAY

- Psychographic Segmentation: Advantages, Variable, & Examples: How and why to group people together based on things like their lifestyle, religion, opinions, or values.
- Life Cycle Assessment 101 with Sjoerd Herlaar.



15th NATIONAL BEER DAY (UK)

► 19th FATHER'S DAY

- Help your customers find the perfect product for their loved ones with a Product Finder.
- What is an eCommerce Product Finder?

► 20th WORLD REFUGEE DAY

► 20th JUNETEENTH (U.S.)

► 21st WORLD MUSIC DAY



21st FIRST DAY OF SUMMER

- Start your summer email marketing early! Get creative with these 10 email marketing examples that leverage nudges. Read the guest post from Campaign Monitor [here](#).
- What is nudge marketing? How to drive behavior in the most customer-centric way.



21st INTERNATIONAL DAY OF YOGA

► 25th JUNE MIDSUMMER'S DAY

JULY

CROBOX RETAIL 2022 CALENDAR

Mon	Tue	Wed	Thu	Fri	Sat	Sun
27	28	29	30	1 CANADA DAY	2	3
4 AMERICAN INDEPENDENCE DAY	5	6 INTERNATIONAL KISSING DAY	7 WORLD CHOCOLATE DAY	8	9	10
11 AMAZON PRIME DAY (EST.)	12	13	14 BASTILLE DAY (FR)	15	16	17 WORLD EMOJI DAY
18 NELSON MANDELA DAY	19	20	21	22	23	24
25	26	27	28	29	30 FRIENDSHIP DAY	31

▶ 1st CANADA DAY

▶ 4th AMERICAN INDEPENDENCE DAY

▶ 6th INTERNATIONAL KISSING DAY



7th WORLD CHOCOLATE DAY

▶ 11th-12th AMAZON PRIME DAY (EST.)

[How Amazon is the most 'customer-centric' e-tailer \(+ how you can do better!\)](#)

▶ 14th BASTILLE DAY (FR)



17th WORLD EMOJI DAY

Build out your social commerce strategy by speaking your customer's language, leveraging your data omnichannel, and bringing your brand to the shopper. To help you get started, read about [TikTok Social Shopping](#).

▶ 18th INTERNATIONAL NELSON MANDELA DAY

▶ 30th INTERNATIONAL FRIENDSHIP DAY

[11 customer-centricity examples for eCommerce.](#)

AUGUST

CROBOX
RETAIL 2022
CALENDAR

Mon	Tue	Wed	Thu	Fri	Sat	Sun
1 BLACK BUSINESS MONTH	2	3	4	5	6	7
8 INTERNATIONAL CAT DAY	9 BOOK LOVER'S DAY	10	11	12	13	14
15 INDIAN INDEPENDENCE DAY	16	17	18	19 WORLD PHOTOGRAPHY DAY	20	21
22	23	24	25	26 NATIONAL DOG DAY	27	28
29 NATIONAL SPORTS DAY	30	31	1	2	3	4

► 1st BLACK BUSINESS MONTH

Bring your products to life and let them tell a story, symbolic or otherwise with Crobox's [Product Stories](#).



8th INTERNATIONAL CAT DAY

► 9th BOOK LOVER'S DAY

- Whether you're a bookstore, pet store, or any other online retailer, you could benefit from learning about the psychological principles that can optimize your customer experiences. Start with [cognitive fluency psychology](#) to learn how best to optimize your UX.
- [46 psychological marketing examples](#): The biggest, baddest list of psychological principles EVER (that you can use both online and off).

► 15th INDIAN INDEPENDENCE DAY



19th WORLD PHOTOGRAPHY DAY

[Color psychology](#): Why consumers respond to visuals, photos, and what kinds of colors can make an impact.



26th NATIONAL DOG DAY

► 29th NATIONAL SPORTS DAY

SEPTEMBER

CROBOX
RETAIL 2022
CALENDAR

Mon	Tue	Wed	Thu	Fri	Sat	Sun
29	30	31	1 SELF IMPROVEMENT MONTH	2 COCONUT DAY	3	4
5 TEACHER'S DAY/ BACK-TO- SCHOOL	6	7	8	9	10 MID-AUTUMN FESTIVAL	11 GRANDPARENTS DAY
12	13	14 HINDI DIWAS	15	16 LABOR DAY (U.S.)	17 OKTOBERFEST (GER)	18
19	20	21	22	23	24	25
26	27 WORLD TURISM DAY	28	29 WORLD HEART DAY	30 INTERNATIONAL PODCAST DAY	1	2

▶ 1st-31st SELF IMPROVEMENT MONTH

- Sell products to your customer wherever and whenever. Read about [contextual commerce](#).
- [What is customer intelligence?](#) How to understand your customer's context better.

▶ 2nd COCONUT DAY



5th TEACHER'S DAY / BACK-TO-SCHOOL

- [Back-to-school marketing](#): Prep your campaigns and sell your products.
- Learn about [product bundling](#) to get your pencils, notebooks, and general back-to-school packages grouped together and sold at a discount!

▶ 10th MID-AUTUMN FESTIVAL

▶ 11th GRANDPARENTS DAY

▶ 14th HINDI DIWAS

▶ 16th LABOR DAY (U.S.)

▶ 17th OKTOBERFEST (GER)

- Optimize your product pages per location to cater to local events like Oktoberfest! Here's how to optimize your [product detail page with psychology](#).
- Optimize your [product taxonomies](#) (include categories that will drive behavior per retail event)
- Optimize your communication on-site with [Dynamic Messaging](#).

▶ 27th WORLD TOURISM DAY



29th WORLD HEART DAY

- [Get to the heart of consumer behavior](#): Learn how ASICS combined psychology and neuroscience to make the customer experience more human.
- [ASICS CASE STUDY](#): How ASICS brought guided selling online to elevate the customer experience in the most human, and data-conscious way.



30th INTERNATIONAL PODCAST DAY

OCTOBER

CROBOX
RETAIL 2022
CALENDAR

Mon	Tue	Wed	Thu	Fri	Sat	Sun
26	27	28	29	30	1 INTERNATIONAL COFFEE DAY	2 INTERNATIONAL DAY OF NON- VIOLENCE
3	4 WORLD ANIMAL DAY	5	6	7	8	9
10 WORLD MENTAL HEALTH DAY	11	12	13	14	15	16
17	18	19	20	21	22 NATIONAL NUT DAY	23
24 DIWALI	25 WORLD PASTA DAY	26 WORLD PUMPKIN DAY	27	28	29	30
31 HALLOWEEN	1	2	3	4	5	6



1st INTERNATIONAL COFFEE DAY

- Selling attribute-rich products like coffee means you have to translate attributes into benefits. How? Read all about it [here](#).
- [Product-Centric vs Customer-Centric](#): How retailers are bridging the gap.
- [Optimize your product page design](#): Insights from our in-house behavioral psychology experts.

▶ 2nd INTERNATIONAL DAY OF NON-VIOLENCE

▶ 4th WORLD ANIMAL DAY

▶ 10th WORLD MENTAL HEALTH DAY



22nd NATIONAL NUT DAY

- Peanut? Cashew nut? Nuts for salad? The keywords you use will determine how easy it is to drive a campaign is all about SEO. Read our guest post [here](#).

▶ 24th DIWALI

[How to segment your customers based on their shopping states.](#)



25th WORLD PASTA DAY



26th NATIONAL PUMPKIN DAY



31st HALLOWEEN

Running a Halloween campaign? Crobox's [Dynamic Messaging](#) will let you drive your seasonal campaigns from Halloween to Valentines Day.

NOVEMBER

CROBOX
RETAIL 2022
CALENDAR

Mon	Tue	Wed	Thu	Fri	Sat	Sun
31	1 ► MEN'S HEALTH AWARENESS MONTH	2	3	4	5 GUY FAWKES NIGHT	6
7	8	9	10	11 REMEMBRANCE DAY	12	13
14	15	16	17	18	19	20
21 FIFA WORLD CUP BEGINS	22	23	24	25 BLACK FRIDAY	26 SMALL BUSINESS SATURDAY	27
28 CYBER MONDAY	29	30	1	2	3	4

► 1st-31st MEN'S HEALTH AWARENESS MONTH

- Hello, November! Time to spot the behavioral differences between men and women so you can learn how to appeal to a gendered segment this month. Read it [here](#).
- Speaking of [customer segmentation](#) – learn to get it right once and for all.
- Practicing segmentation online? Check out these [behavioral segmentation examples](#).



1st WORLD VEGAN DAY

Leverage Product Badging to show what's interesting about your products. Sustainability or vegan icons, for instance, will draw attention to your eco products, and drive behavior.

► 5th GUY FAWKES NIGHT

► 11th REMEMBRANCE DAY



21st FIFA WORLD CUP BEGINS

► 25th BLACK FRIDAY

- The Ultimate Black Friday & Cyber Monday Guide: From backend (e.g., coping with load times) to frontend (e.g., marketing campaigns).

- Scarcity messaging is perfect for Black Friday! How do you get it right? [Read this article](#) from our in-house behavioral psychologist.

► 26th SMALL BUSINESS SATURDAY

Craft 1:1 human relationships with your customers...learn to leverage the [Endowment Effect](#) for small businesses.

► 28th CYBER MONDAY

Today is all about leveraging data in the right way. Read this [article](#) on how to turn your product analytics into actionable insights.

DECEMBER

**CROBOX
RETAIL 2022
CALENDAR**

Mon	Tue	Wed	Thu	Fri	Sat	Sun
28	29	30	1 HOLIDAY SEASON STARTS	2	3 MAKE A GIFT DAY	4 NATIONAL COOKIE DAY
5	6	7	8	9	10 HUMAN RIGHTS DAY	11
12 GREEN MONDAY	13	14 CHRISTMAS SWEATER DAY	15	16	17	18
19	20	21 WINTER SOLSTICE	22	23	24 CHRISTMAS EVE	25 CHRISTMAS DAY
26 BOXING DAY	27	28 BANK HOLIDAY (U.K.)	29	30	31 NEW YEAR'S EVE	1



1st-31st HOLIDAY SEASON STARTS

- [Your Ultimate Holiday Marketing Guide For December.](#)
- [DATA REPORT](#): The 'Golden Quarter' of 2021.



3rd MAKE A GIFT DAY

- Gift-giving season is upon us! Implement a Gift Finder on your webshop to help shoppers find the perfect gift for their loved ones with the least amount of effort. See the [Product Finder](#) to start.
- [The Product Finder Playbook](#): How to build, design, and optimize your product finders.

▶ 4th NATIONAL COOKIE DAY

[Apple's Intelligent Tracking Prevention Law](#): How cookies expire and what it means to personalize on-site experiences while staying within data-protection laws. While not the yummiest kind of cookies – these are arguably more important for any eCommerce pro!

▶ 10th HUMAN RIGHTS DAY

▶ 12th GREEN MONDAY

- [Textile Waste](#): How to do better as a retailer.
- Join the realest retail revolution today! Read about the [resale market](#) and why it's so hot right now.



14th CHRISTMAS SWEATER DAY

Sell product bundles so shoppers can give gifts grouped together. Read about a product bundling strategy [here](#).



21st WINTER SOLSTICE



24th CHRISTMAS EVE

[The Psychology of Christmas.](#)



25th CHRISTMAS DAY



26th BOXING DAY



28th BANK HOLIDAY (UK)



31st NEW YEAR'S EVE

[eCommerce marketing strategies](#): Roundup your year just right.



Connect with Crobox to craft campaigns that scale, resonate, and drive behavior.

For more tips and tricks of the eCommerce trade, subscribe to the Crobox blog where we cover topics on data, psychology, product discovery, CX and UX, and retail trends.

To see our product discovery platform in action, plan a demo.

[SUBSCRIBE TO
OUR BLOG](#)

[SEE OUR PRODUCT
IN ACTION](#)