



e-Commerce Calendar 2016

IMPORTANT SHOPPING DATES IN SWEDEN

January

- New Year's Day 🚵
- **Twelfth Night**
- **Epiphany**

February

- **Shrove Tuesday**
- 14 Valentine's Day

March

- International Women's Day
- 25 Good Friday
- 27 Easter Sunday 🍣
- 28 Easter Monday

April

- April Fools' Day
- 17-24 Stockholm Art Week
- 22 World Earth Day 🙌
- **Walpurgis Night** 30

May

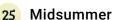
- 1 May 1st T
- 14 Eurovision
- 29 Mother Day

June

UEFA EURO (10th June – 10th July)



20 June Solstice



July

2-24 Tour de France 🌋



August

- 5-21 Summer Olympics Game 🕇
- 16-21 Stockholm Culture Festival

Back to School Sales (month-long)

September

- September Equinox Day
- 22-25 Göteborg International Book Fair

October

31 Halloween 🥴



November

- 5 All Saints' Day
- 13 Father's Day
- 25 Black Friday 4%
- 28 Cyber Monday

December

- Noble Prize Day
- 24 Christmas Eve
- 25 Christmas 🥞
- 26 Boxing Day
- 31 New Year's Eve



