September

Etsy

Halloween
Key shopping period
Starts: 1st Aug
Peaks: 4th Oct
Tapers off: 1st Nov

Advent
Key shopping period
Starts: 1st Sept
Peaks: 15th Nov
Tapers off: 18th Dec

Thanksgiving (US)
Key shopping period
Starts: 20th Sept
Peaks: 2nd Nov
Tapers off: 27th Nov

Christmas Day
Key shopping period
Starts: 14th Sept
Peaks: 29th Nov
Tapers off: 7th Jan

SUN	MON	TUE	WED	THU	FRI	SAT
29	30	31	1	2 Etsy's Labour Day and September Sales events	3	4
5	6 Labour Day (US, CA)	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	1	2

TO-DOs:

- ★ Research Christmas postage rates and set your dispatch deadlines
- ★ Update your profile, about page, and policies
- ★ (Re)photograph items with Christmas friendly merchandising
- ★ Think about your inventory needs for Etsy's festive sales season
- ★ Subscribe to Etsy emails and keep an eye on your inbox for new sales and updates

THEMES

Back to school, autumn (Northern Hemisphere), sapphire birthstones, asters, and morning glories

October

Etsy

Halloween
Key shopping period
Starts: 1st Aug
Peaks: 4th Oct
Tapers off: 1st Nov

Advent
Key shopping period
Starts: 1st Sept
Peaks: 15th Nov
Tapers off: 18th Dec

Thanksgiving (US)
Key shopping period
Starts: 20th Sept
Peaks: 2nd Nov
Tapers off: 27th Nov

Christmas Day
Key shopping period
Starts: 14th Sept
Peaks: 29th Nov
Tapers off: 7th Jan

Hanukkah
Key shopping period
Starts: 10th Oct
Peaks: 20th Nov
Tapers off: 10th Dec

Christmas Jumper Day (UK)
Key shopping period
Starts: 15th Oct
Peaks: 6th Dec
Tapers off: 31st Dec

SUN	MON	TUE	WED	THU	FRI	SAT
26	27	28	29	30	1	2
3	4	5	6	7	8	9
10	11 Thanksgiving (CA)	12	13	14	15	16
17	18	19	20	21	22	23
24 31 Halloween	25	26	27	28	29	30

TO-DOs:

- Plan which items are giftables and create buzz by posting on social
- Gear up to cater to a wide range of gift recipients
- Share important details with customers, such as processing times
- Subscribe to Etsy emails and keep an eye on your inbox for new sales and updates

THEMES

Pumpkins, Halloween, opal birthstones, marigold, and cosmos

November

Etsy

Halloween
Key shopping period
Starts: 1st Aug
Peaks: 4th Oct
Tapers off: 1st Nov

Advent
Key shopping period
Starts: 1st Sept
Peaks: 15th Nov
Tapers off: 8th Dec

Thanksgiving (US)
Key shopping period
Starts: 20th Sept
Peaks: 2nd Nov
Tapers off: 27th Nov

Christmas Day
Key shopping period
Starts: 14th Sept
Peaks: 29th Nov
Tapers off: 7th Jan

Hanukkah
Key shopping period
Starts: 10th Oct
Peaks: 20th Nov
Tapers off: 10th Dec

Christmas Jumper Day (UK)
Key shopping period
Starts: 15th Oct
Peaks: 6th Dec
Tapers off: 31st Dec

SUN	MON	TUE	WED	THU	FRI	SAT
31	1	2	3	4 Diwali	5 Bonfire Night (UK)	6
7	8	9	10	11 Singles' Day	12	13
14	15	16	17	18	19	20
21	22	23	24	25 Thanksgiving (US)	26 Black Friday	27
28 Advent, Hanukkah	29 Cyber Week begins	30	1	2	3	4

TO-DOs:

- Set up a targeted campaign in your Shop Manager to reconnect with customers
- Stand out in search results with the help of Etsy Ads
- Find a way to add a special touch such as a handwritten note
- Subscribe to Etsy emails and keep an eye on your inbox for new sales and updates

THEMES

Topaz birthstone,
Thanksgiving Day Parade,
chrysanthemums,
and peonies

December

Etsy

Advent
Key shopping period
Starts: 1st Sept
Peaks: 15th Nov
Tapers off: 18th Dec

Christmas Day
Key shopping period
Starts: 14th Sept
Peaks: 29th Nov
Tapers off: 7th Jan

Hanukkah
Key shopping period
Starts: 10th Oct
Peaks: 20th Nov
Tapers off: 10th Dec

Christmas Jumper Day (UK)
Key shopping period
Starts: 15th Oct
Peaks: 6th Dec
Tapers off: 31st Dec

SUN	MON	TUE	WED	THU	FRI	SAT
28 Hanukkah	29	30	1	2	3	4
5	6 St. Nicholas Day (Europe)	7	8	9	10	11 Christmas Jumper Day (UK)
12	13	14	15	16	17	18
19	20	21 Winter Solstice	22	23	24 Christmas Eve	25 Christmas Day
26 Kwanzaa Boxing Day (UK, CA, AU)	27	28	29	30	31 New Year's Eve	1

TO-DOs:

- Connect quickly with customers via Messages
- Download the Sell on Etsy app so that you can respond to messages on the go
- Start to think about your post-Christmas messaging and items
- Subscribe to Etsy emails and keep an eye on your inbox for new sales and updates

THEMES

Festive lights, ice skating, blue topaz birthstone, poinsettias, and holly