Retail promotion calendar 2027

flyerworks.app

All countries: 46 dates

JANUARY

- 1 New Year's Day
- 14 Makar Sankranti
- 15 Pongal
- 26 Republic Day

FEBRUARY

- 6 Chinese New Year
- 8 Ramadan begins *
- 14 Valentine's Day
- 15 Presidents' Day
- 22 Saudi Founding Day
- 25 Kuwait National Day

MARCH

- 9 Eid al-Fitr *
- 23 Holi
- 28 Easter Sunday

APRIL

- 7 Ugadi and Gudi Padwa
- 14 Vishu and Baisakhi

MAY

- 3 Early May bank holiday
- 9 Mother's Day
- 15 Eid al-Adha *
- 31 Memorial Day
- 31 Spring bank holiday

JUNE

- 20 Father's Day

JULY

- 1 Back to school (US)
- 4 Independence Day (US)

AUGUST

- 15 Independence Day (India)
- 17 Raksha Bandhan
- 25 Janmashtami
- 30 Summer bank holiday
- 30 Back to school (UAE)

SEPTEMBER

- 4 Ganesh Chaturthi
- 6 Labor Day
- 12 Onam
- 23 Saudi National Day

OCTOBER

- 6 Durga Puja
- 9 Dussehra
- 18 Karwa Chauth
- 27 Dhanteras
- 29 Diwali
- 31 Halloween

NOVEMBER

- 20 Oman National Day
- 25 Thanksgiving
- 26 Black Friday

DECEMBER

- 2 UAE National Day
- 16 Bahrain National Day
- 18 Qatar National Day
- 25 Christmas Day
- 28 Boxing Day

* Expected: the moon sighting decides the day. Dates checked on 7 November 2026.

When to start each promotion, and the source for every date, are on the next pages and at flyerworks.app/retail-promotion-calendar-2027.

Flyerworks is a flyer maker and shelf tag maker for supermarkets and retail stores worldwide.

All countries: when to start, and the sources

Each date with what to promote and when to start. The numbers in brackets point to the sources at the end.

January 2027

Friday 1 January New Year's Day [1][2]
When to start: One flyer can carry Christmas and New Year offers through the last two weeks of December.

Thursday 14 January Makar Sankranti and Magha Bihu [3]
When to start: It falls the day before Pongal, so one harvest-festival flyer from the first week of January covers both.

Friday 15 January Pongal [3]
When to start: Put rice and jaggery on the front of the flyer and send it in the first week of January.

Tuesday 26 January Republic Day (India) [4]
When to start: It falls on a Tuesday in 2027, so run the sale over the weekend of 23 and 24 January and announce it a week ahead.

February 2027

Saturday 6 to Sunday 7 February Chinese New Year [2]
Singapore's public holiday dates.
When to start: Put gift hampers and snacks on offer in the two weeks before.

Expected: Monday 8 February Ramadan begins [5][6]
Expected from astronomical calculations. The first fast is confirmed by the moon sighting the evening before.
When to start: Get the stock-up flyer for dates, flour, oil and drinks out in late January, before the first fast.

Sunday 14 February Valentine's Day [7]
When to start: Have the shelf tags for chocolates and gift sets up by Monday 8 February.

Monday 15 February Presidents' Day (Washington's Birthday) [1]
When to start: A Monday holiday, so run the offer from Saturday to Monday and announce it the week before.

Monday 22 February Saudi Founding Day [8]
When to start: A Monday holiday in 2027, which makes the weekend before it the sale window.

Thursday 25 to Friday 26 February Kuwait National Day and Liberation Day [9]
When to start: It lands inside Ramadan in 2027, so one flyer can carry both themes.

March 2027

Expected: Tuesday 9 March Eid al-Fitr [4][5][6]
Expected on 9 or 10 March in the Gulf, depending on whether Ramadan lasts 29 or 30 days. India's government list has 10 March.
When to start: Start the Eid flyer by about 25 February so it covers the last ten days of Ramadan.

Tuesday 23 March Holi [3][4]
Holika Dahan is the evening before, 22 March.
When to start: Send the colours and sweets flyer about two weeks ahead, around 9 March.

Sunday 28 March Easter Sunday [3][10]
Good Friday is 26 March and Easter Monday 29 March.
When to start: Easter eggs need their shelf tags by 14 March, two weeks before.

April 2027

Wednesday 7 April Ugadi, Gudi Padwa and Cheti Chand [3]
Also the first day of Chaitra Navratri.
When to start: New year in Karnataka, Andhra Pradesh, Telangana and Maharashtra. Have the flyer out by 1 April.

Wednesday 14 April Vishu, Baisakhi and Tamil New Year [3]
Bengali New Year and Bohag Bihu follow on 15 April.
When to start: One flyer from 7 April can cover Vishu in Kerala and the other new-year days that week.

May 2027

Monday 3 May Early May bank holiday (UK) [10]
England and Wales.
When to start: A three-day weekend. Announce the offer the week before and run it Saturday to Monday.

Sunday 9 May Mother's Day [11]
The second Sunday in May, the US date.
When to start: Put the gift-set shelf tags up the week before.

Expected: Saturday 15 to Tuesday 18 May Arafah Day and Eid al-Adha [4][5]
The UAE holiday is expected to run 15 to 18 May, starting with Arafah Day. India's government list has Bakrid on 17 May.
When to start: Start the flyer when Dhul Hijjah begins, about ten days before, and lead with meat and rice.

Monday 31 May Memorial Day (US) [1]
When to start: Run grilling and drinks offers across the weekend of 29 to 31 May and send the flyer the week before.

Monday 31 May Spring bank holiday (UK) [10]
England and Wales.
When to start: The second long weekend in May. Garden and barbecue lines suit the flyer.

June 2027

Sunday 20 June Father's Day [12]
The third Sunday in June, the US date.
When to start: Treat it like Mother's Day and put gift-set tags up the week before.

July 2027

Thursday 1 July Back to school (US) [13]
A season, not one day.
When to start: In NRF's July 2026 survey, 62% of back-to-school shoppers had already started by early July. School supplies belong on the shelf by late June.

Sunday 4 July Independence Day (US) [1][14]
A Sunday in 2027. The federal holiday is observed on Monday 5 July.
When to start: Run barbecue and drinks offers across the long weekend, Saturday to Monday.

August 2027

Sunday 15 August Independence Day (India) [4]
A Sunday in 2027. Milad-un-Nabi and Parsi New Year fall on the same day in the government list.
When to start: Send the Independence Day sale flyer a week ahead, around 8 August.

Tuesday 17 August Raksha Bandhan [3]
When to start: It comes two days after Independence Day, so have the rakhi and sweets tags printed before the 15th.

Wednesday 25 August Janmashtami [4]
When to start: Promote sweets and milk products the week before.

Monday 30 August Summer bank holiday (UK) [10]
England and Wales.
When to start: The last bank holiday before Christmas, and late enough to carry back-to-school lines.

Monday 30 August Back to school (UAE) [15]
First day of the 2027 to 2028 year in UAE public and private schools. Private schools on Indian, Bangladeshi or Pakistani curricula follow their own calendars.
When to start: Send the uniforms and stationery flyer in early August.

September 2027

Saturday 4 September Ganesh Chaturthi [3]
When to start: Have the modak ingredients and decorations flyer out by late August.

Monday 6 September Labor Day (US) [1]
When to start: Run the offer from Saturday 4 September and announce it a week ahead.

Sunday 12 September Onam (Thiruvonam) [3][16]
When to start: Kerala celebrates for ten days from Atham, so the Onam flyer has to be out before Atham, in the last week of

August.

Thursday 23 September Saudi National Day [8]
When to start: Start the green offer flyers in mid-September.

October 2027

Wednesday 6 to Friday 8 October Durga Puja (Saptami to Mahanavami) [3]
When to start: For stores in Bengal and the east, send the flyer in the last week of September.

Saturday 9 October Dussehra (Vijaya Dashami) [4]
When to start: Run one Navratri and Dussehra flyer from late September, then hand over to Diwali.

Monday 18 October Karwa Chauth [3]
When to start: Cosmetics and puja thali offers go out the week before.

Wednesday 27 October Dhanteras [17]
When to start: Put utensil and appliance prices on a flyer a week earlier.

Friday 29 October Diwali (Deepavali) [3][4]
Naraka Chaturdasi is 28 October, Govardhan Puja 30 October and Bhai Duj 31 October.
When to start: Start Diwali flyers three to four weeks before, in early October, and send a fresh one each week.

Sunday 31 October Halloween [18][19]
When to start: 49% of US shoppers in NRF's 2026 survey began their Halloween shopping in September or earlier, so costumes and sweets belong on the shelf by then.

November 2027

Saturday 20 to Sunday 21 November Oman National Day [20][21]
Royal Decree 15/2025 set National Day on 20 and 21 November. The days off are announced each year and can move: in 2025 they were 26 and 27 November.
When to start: Send the flyer in early November, and check the announced days off before you print a date on it.

Thursday 25 November Thanksgiving (US) [1]
When to start: Turkey, baking and side-dish offers go on the flyer two weeks before. Black Friday follows the next day.

Friday 26 November Black Friday (White Friday and Yellow Friday in the Gulf) [1][22][23][24]
The day after US Thanksgiving, which is Thursday 25 November 2027. In the UAE the same sales run as White Friday, and noon calls its version Yellow Friday.
When to start: In NRF's October 2026 survey, 43% of US holiday shoppers planned to start before November. Send a teaser flyer in early November and the full offer on the day.

December 2027

Thursday 2 to Friday 3 December UAE National Day (Eid Al Etihad) [5]
A two-day public holiday.
When to start: Thursday and Friday in 2027. Have the flyer out by late November.

Thursday 16 to Friday 17 December Bahrain National Day [25][26]
National Day and the anniversary of the King's accession. The government confirms the days off each December.
When to start: Have the flyer out by the start of December.

Saturday 18 December Qatar National Day [27]
When to start: Falls on a Saturday in 2027, so send the flyer at the start of December.

Saturday 25 December Christmas Day [2][4][24]
Christmas Eve, 24 December, is on India's restricted list.
When to start: Plan a fresh flyer each week from 1 December. In the US, many shoppers start before November (see Black Friday).

Tuesday 28 December Boxing Day bank holiday (UK) [10]
Boxing Day falls on a Sunday in 2027, so the bank holiday moves to Tuesday 28 December, with Christmas Day observed on Monday 27 December.
When to start: Print the shelf tags for marked-down lines before Christmas.

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