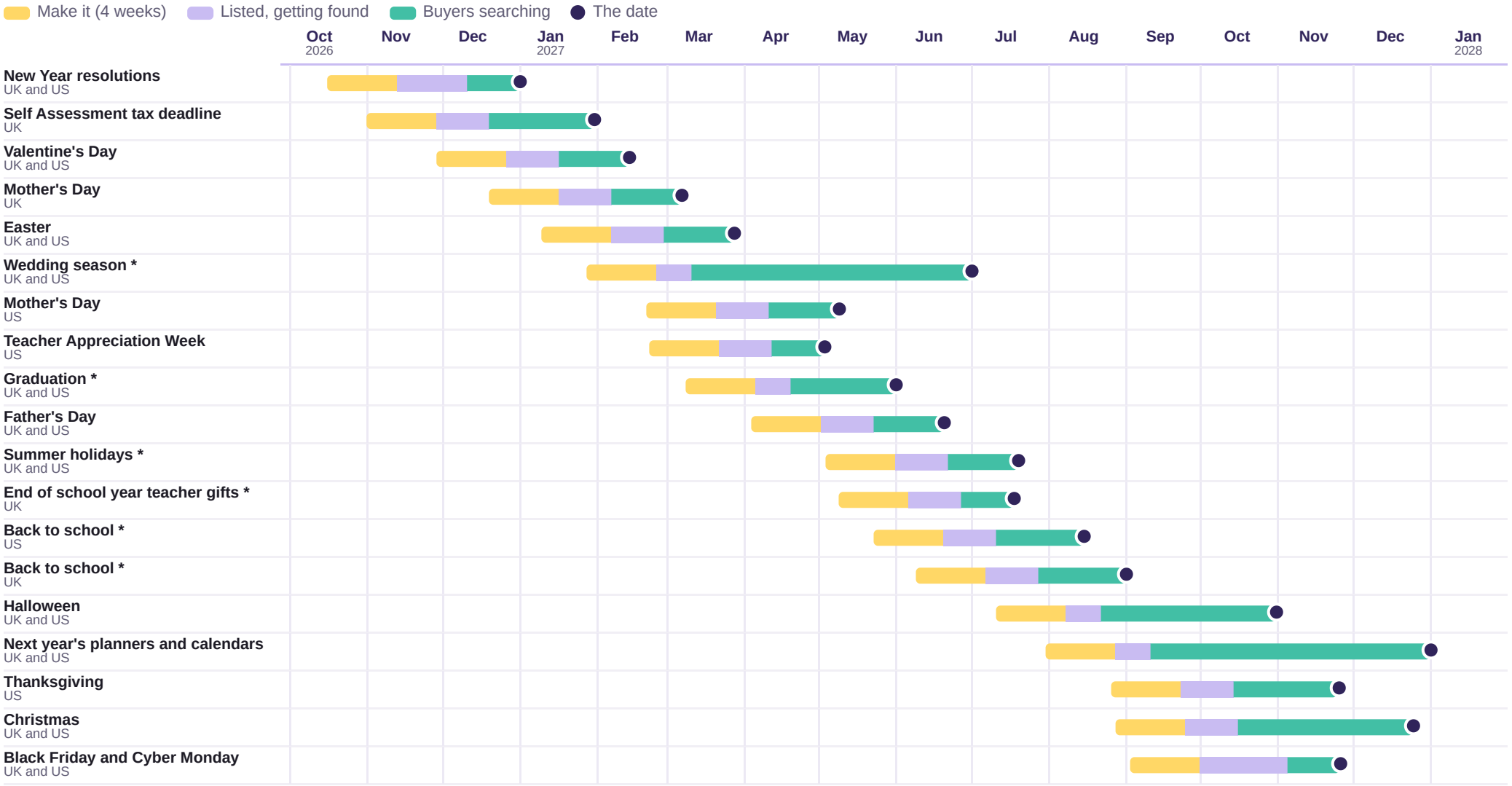
DIGITAL SELLER TOOLS

Seasonal Launch Calendar 2027

When to start making, when to list, and when buyers start searching for the big seasons in the UK and US.

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Timings are common rules of thumb, not exact science. * Approximate date, which varies by area. The free spreadsheet version lets you change the weeks, add your own occasions and choose any year from 2026 to 2035.

In the order to start them

Start making by	List by	Buyers start searching	Occasion	Date	Where	Product ideas
16 Oct 2026	13 Nov 2026	11 Dec 2026	**New Year resolutions**	1 Jan	UK and US	Habit trackers, goal planners, fitness and reading logs
1 Nov 2026	29 Nov 2026	20 Dec 2026	**Self Assessment tax deadline**	31 Jan	UK	Income and expense trackers, tax year organisers
29 Nov 2026	27 Dec 2026	17 Jan	**Valentine's Day**	14 Feb	UK and US	Printable cards, love notes, date night ideas, classroom cards
20 Dec 2026	17 Jan	7 Feb	**Mother's Day**	7 Mar	UK	Printable cards, gift vouchers, colouring pages, wall art
10 Jan	7 Feb	28 Feb	**Easter**	28 Mar	UK and US	Egg hunt clues, activity packs, colouring pages, tags
28 Jan	25 Feb	11 Mar	**Wedding season ***	1 Jul	UK and US	Budget planners, checklists, invitations, signs. Peak June to September
21 Feb	21 Mar	11 Apr	**Mother's Day**	9 May	US	Printable cards, gift vouchers, wall art
22 Feb	22 Mar	12 Apr	**Teacher Appreciation Week**	3 May	US	Thank you cards, gift tags, printable certificates
9 Mar	6 Apr	20 Apr	**Graduation ***	1 Jun	UK and US	Party printables, cards, memory books, certificates
4 Apr	2 May	23 May	**Father's Day**	20 Jun	UK and US	Printable cards, gift vouchers, activity sheets
4 May	1 Jun	22 Jun	**Summer holidays ***	20 Jul	UK and US	Kids' activity packs, travel games, routine charts
9 May	6 Jun	27 Jun	**End of school year teacher gifts ***	18 Jul	UK	Thank you cards, gift tags, leaver certificates
23 May	20 Jun	11 Jul	**Back to school ***	15 Aug	US	Teacher planners, timetables, labels, homework charts
9 Jun	7 Jul	28 Jul	**Back to school ***	1 Sep	UK	Teacher planners, timetables, labels, uniform checklists
11 Jul	8 Aug	22 Aug	**Halloween**	31 Oct	UK and US	Party printables, colouring pages, games, decorations
31 Jul	28 Aug	11 Sep	**Next year's planners and calendars**	1 Jan 2028	UK and US	Dated planners, calendars, budget and goal planners
26 Aug	23 Sep	14 Oct	**Thanksgiving**	25 Nov	US	Place cards, menus, gratitude journals, kids' activities
28 Aug	25 Sep	16 Oct	**Christmas**	25 Dec	UK and US	Cards, gift tags, advent calendars, games, planners, budgets
3 Sep	1 Oct	5 Nov	**Black Friday and Cyber Monday**	26 Nov	UK and US	Have your sale prices, bundles and listings ready

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