The ultimate seasonal calendar to help plan for the year ahead

January
- **Father's Day**
- **Mother's Day**

February
- **Valentine's Day**

March
- **Easter**

April
- **Summer Sales**

May
- **Father's Day**

June
- **Summer Sales**

July
- **Father's Day**

August
- **Summer Sales**

September
- **Back to school**

October
- **Halloween**
- **Black Friday**
- **Holiday Season**

November
- **Back to school**
- **Black Friday**
- **Holiday Season**

December
- **Christmas**
- **Holiday Season**

*Source list*

3. Google Internal Data, United Kingdom, 2018 vs. 2019
5. Global YouTube Data, year on year 3/1/20 - 3/31/20 compared to 3/1/19 - 3/31/19
6. Google Trends Data, United Kingdom, 2020
7. Google Trends Data, United Kingdom, 2019 vs. 2018-2020
8. Google Trends Data, United Kingdom, 2019
9. Google Trends Data, United Kingdom, 2019
10. Google Trends Data, United Kingdom, 2019
11. Google Trends Data, United Kingdom, 2019
12. Google Trends Data, United Kingdom, 2019
13. Google Trends Data, United Kingdom, 2019
14. Google Trends Data, United Kingdom, 2019
15. Google Trends Data, United Kingdom, 2019
16. Google Trends Data, United Kingdom, 2019
17. Google Trends Data, United Kingdom, 2019
18. Google Trends Data, United Kingdom, 2019
19. Google Trends Data, United Kingdom, 2019
20. Google Trends Data, United Kingdom, 2019
21. Google Trends Data, United Kingdom, 2019
22. Google Trends Data, United Kingdom, 2019
23. Google Trends Data, United Kingdom, 2019
24. McKinsey & Company 2018

*Terms and conditions*

1. *Google Trends Data, United Kingdom, 2019*
2. *Google Trends Data, United Kingdom, 2019*
3. *Global YouTube Data, year on year 3/1/20 - 3/31/20 compared to 3/1/19 - 3/31/19*
4. *Google Trends Data, United Kingdom, 2019*
5. *Google Trends Data, United Kingdom, 2019*
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23. *Google Trends Data, United Kingdom, 2019*
24. *Google Trends Data, United Kingdom, 2019*

*Note:*

- The information provided is based on historical data and trends as of the latest available data.
- Actual data and trends may vary depending on the specific market and time period.
- For the most accurate and up-to-date information, please consult the relevant sources.