

The ultimate seasonal calendar to help plan for the year ahead

Now more than ever, it's important for retailers to have a roadmap for the year ahead. The coronavirus pandemic has presented unique challenges to retailers — altering consumer expectations, habits, and purchasing behaviour dramatically.

From Valentine's Day, right up to the holiday season, this handy infographic uses the latest consumer trends, industry insights, and digital best practices to lay out the year's key seasonal moments. Utilise this calendar to guide your approach, prioritise your next steps, and create a marketing strategy that meets your evolving business needs.



Valentine's Day

Valentine's Day has become one of the biggest opportunities of the year for digital retailers, with queries like 'same day delivery' and 'romantic restaurants' showing massive growth.

Types of Retailers

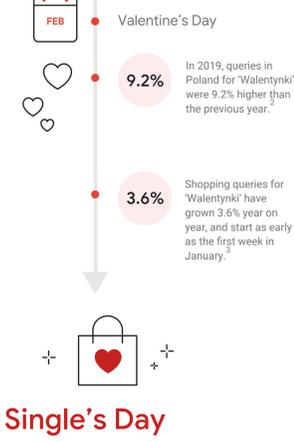
Gift and greetings, florists, fashion and apparel, as well as personalisation services.

Consumer insights

In Poland, 82% of shoppers research products online before buying and 46% of Polish shoppers buy online due to the convenience of home delivery.¹

Audiences

Reach customers who are celebrating Valentine's Day and are actively shopping during this moment, which you can do through in-market audiences. This covers gifts and occasions categories — from flowers and chocolates to jewellery.



Single's Day

Single's Day is an increasingly significant moment around the world. This 24-hour shopping extravaganza originated in China as a way for single people to indulge and buy themselves gifts at a reduced price. In 2019, Alibaba's Single's Day sales surpassed \$38 billion in just 24 hours.⁴

Types of Retailers

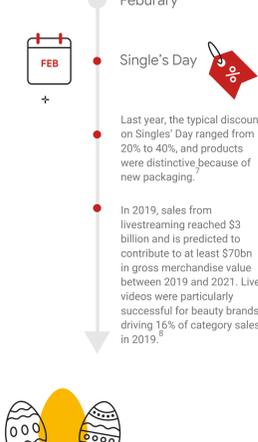
Fashion and apparel, beauty, and home and garden.

Consumer insights

In Poland, 39% of consumers said they expect their use of social media to rise as a result of staying home.⁵ With more than 90% of Single's Day purchases made on mobile devices, ensure your campaigns are optimised for mobile and promoted across social media.⁶

Audiences

To align with relevant themes like 'self-care' and 'treating yourself,' focus on in-market categories where these consumers will feature, such as shoppers and luxury shoppers.



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Fashion and apparel, beauty, and home and garden.

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Easter Holiday

Easter is a time for catching up with friends and family, and sprucing up homes and gardens. Search queries reflect this, with table decor, recipes, and gifts making it a magical time.

Types of Retailers

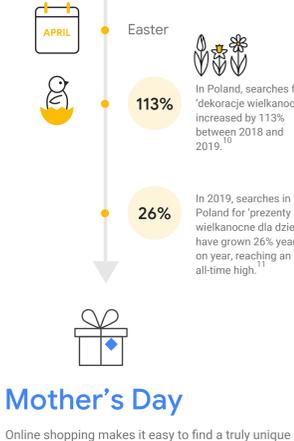
Food and grocery, home furnishing, home and garden, and fashion and apparel.

Consumer insights

In April 2020, searches for 'groceries delivery slots' grew globally by over 300% in the first week of the month.⁷ As consumers are actively looking for ways to celebrate special moments from home this year, be transparent by providing clear and specific information about how and where they can get what they need.

Audiences

Some of the most receptive audiences during Easter include those who enjoy celebrations with family, home decor enthusiasts, cooking enthusiasts, and foodies.



Mother's Day

Online shopping makes it easy to find a truly unique gift for Mother's Day. Make sure you're up-to-date with the search terms that customers are using to find one-of-a-kind gifts.

Types of Retailers

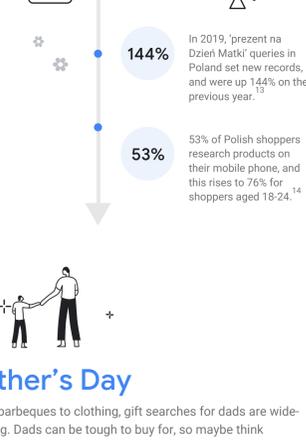
Home and garden, gift and greeting, florists, and fashion and apparel.

Consumer insights

The current situation has moved many consumers to digital communications as well as online shopping, with 31% of Polish consumers saying their use of video chat and conferencing has increased since the coronavirus outbreak.¹² Ensure your site is optimised for a positive e-commerce experience.

Audiences

Be sure to cover a range of in-market audience categories to promote your products to shoppers who are looking to buy, such as through Mother's Day shopping, flowers, and greeting cards categories. Combine this with remarketing to re-engage with customers who are likely to convert.



Mother's Day

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Types of Retailers

Home and garden, gift and greeting, florists, and fashion and apparel.

Consumer insights

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Father's Day

From barbecues to clothing, gift searches for dads are wide-ranging. Dads can be tough to buy for, so maybe think outside the box.

Types of Retailers

Gift and greetings, fashion and apparel, home and garden, and consumer electronics.

Consumer insights

With an increasing amount of time spent at home, consumers are turning to YouTube to learn new skills. Global watch time of how-to videos that include 'for beginners' or 'step by step' in the title saw a 65% increase in watch time year-on-year.¹⁵ Consider creating video content to re-engage with consumers and showcase your products in action as they look for new ways to entertain themselves.

Audiences

Information on consumer interests helps you to expand your advertising into relevant markets. For moments like Father's Day, which are family-centric, utilise affinity categories such as family-focused or lifestyle and hobbies to reach those who are likely interested in your products.



Summer Sales

We're making the most of our gardens more than ever now, so searches for 'keeping the garden glorious' are at a high. Sales are up too, with many shoppers seeking bargains online.

Types of Retailers

Home and garden, fashion and apparel, and sporting goods.

Consumer insights

People accept that holidaying abroad will probably not be a viable option this summer, instead they're looking for ways to enjoy summer from home. In April 2020, queries for 'garden furniture' were at their highest since 2019, up 56% from the start of the year.¹⁸ Stay up-to-date with the latest Google Search trends as consumers look to entertain themselves this summer.

Audiences

For summer sales, use a mix of audience strategies, from activating key audiences such as bargain hunters, to those searching for the trending categories at this time of year. This includes home and garden, outdoor items, sports and fitness, and outdoor recreational equipment.



Back to school

Getting back to school is a busy time for kids and parents alike, with new books, clothes, stationery, and technology high on most shoppers' lists.

Types of Retailers

Consumer electronics, fashion and apparel, stationery, and educational services.

Consumer insights

It's still unclear how schools will operate in the near future. In the last week of April 2020, searches for 'otwarte przedszkola' peaked since the start of the year, showing a 810% increase from the start of the month.²¹ It's important to be flexible and anticipate a change in back-to-school shopping habits this year.

Audiences

Back to school is one of the busiest retail moments of the year. Connect with those actively shopping for back to school items through in-market categories like computer and hardware, as well as apparel and accessories. Use detailed demographics to engage with key audiences such as parents, teachers, and students.



Black Friday

Black Friday is a great opportunity to build brand awareness in the months before the peak holiday season, while also testing new tactics and growth opportunities. Get an early start, and set your campaigns up for success this holiday season.

Types of Retailers

Consumer electronics, fashion and apparel, and educational services.

Consumer insights

In 2019, Polish consumers were preparing for when the sales started, with 'Black Friday when' queries up 339% on 2018 figures.²⁴

Audiences

Combine multiple audience strategies to make the most of Black Friday. Reach certain demographics like technology enthusiasts and bargain hunters, while also creating a remarketing list of previous visitors, and optimise your shopping list to re-engage your most valuable customers.



Holiday Season

The Christmas holiday period is the busiest retail moment of the year for most retailers. The majority of spending takes place either side of Christmas Day, as people buy gifts for loved ones and then take advantage of the post-Christmas sales. Any long-term changes in this behaviour are hard to predict, but the move to digital is assured.

Types of Retailers

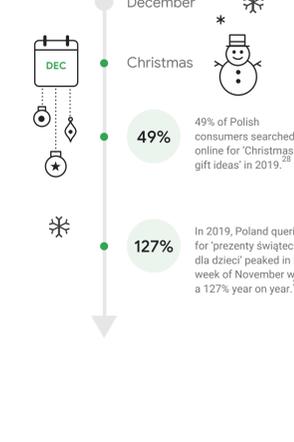
Fashion and apparel, toys and games, and beauty.

Consumer insights

Last year, 53% of Polish shoppers used shopping apps to research products and a further 47% made purchases via a shopping app.²⁷ Given the shift to online we have witnessed this year, be prepared for online purchases to grow even further this holiday season.

Audiences

Apply seasonal event audience strategies to reach those in key categories such as gift and occasion, holiday and seasonal, and after-Christmas sales.



Source list

- The Smart Shopper Research Kantar/Google 2019 – Poland
- Google Trends Data, Poland, 2019
- Google Trends Data, Poland, 2019
- McKinsey China Digital Consumer Trends 2019
- McKinsey & Company COVID-19 Poland Consumer Pulse Survey 4/2–4/5/2020, n = 607, sampled and weighted to match Poland's general population 18+ years
- McKinsey & Company 2018
- McKinsey China Digital Consumer Trends 2019
- McKinsey China Digital Consumer Trends 2019
- Google Data, global English, April 4 to the week of April 11, 2020, vs. March 29, 2020–April 4, 2020
- Google Trends Data, Poland, 2019
- Google Trends Data, Poland, 2019
- McKinsey & Company COVID-19 Poland Consumer Pulse Survey 4/2–4/5/2020, n = 607, sampled and weighted to match Poland's general population 18+ years Have you used or done any of the following since COVID-19 started?
- Google Trends Data, Poland, 2019
- The Smart Shopper Research Kantar/Google 2019 – Poland
- Global YouTube Data, year on year 3/1/20 - 3/31/20 compared to 3/1/19 - 3/31/19
- Google Trends Data, Poland, 2019
- Google Trends Data, May 12 - 18 2019 vs. May 10 - 16 2020
- Google Trends Data, Poland, Jan 1 2020 - April 27 2020
- Google Trends Data, Poland, June 2018–August 2019
- Google Trends Data, Poland, May 2019–May 2020
- Google Trends Data, Poland, April 5 2020 - May 5 2020
- Warsaw Business Journal, Polish family to spend on average PLN 1,718 on the back-to-school shopping
- Google Trends, Poland, July–September 2019
- Google Trends Data, Poland, 2018 - 2019
- Picodi, Black Friday shopping destinations in Poland 2019
- Google Trends Data, Poland, 2018 - 2019
- Statista / Kantar Smart Research 2019
- Statista, Sources of inspiration for Christmas gifts in Poland 2019
- Google Trends Data, Poland, 2019