

# December 2026

| Su                                                                                                                                                                                         | M                                                                                                                                                        | Tu                                                                                                                          | W                                                                                                                                                                                                                                                                                                                         | Th                                                                                                                                                                                    | F                                                                                                                                                                                                                                                                                    | Sa                                                                                                                                                                                                                                                                                                    |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Winter Holidays</b><br>The winter holiday shopping season is the top annual consumer spending event of the year, according to the NRF. It peaks the last Saturday before Christmas Day. |                                                                                                                                                          | 1 <br>World AIDS Day<br><br>Giving Tuesday | 2 <br>International Day for the Abolition of Slavery<br><br>Giving Tuesday                                                                                                                                                               | 3 <br>International Day of Persons with Disabilities                                                | 4 <br>International Day of Banks<br><br>National Cookie Day                                                                                                                                       | 5 <br>International Volunteer Day for Economic and Social Development<br>Hanukkah - Jewish (Dec. 5 - 12)<br><br>World Soil Day  |
| 6<br>St. Nicholas Day - Christian<br><br>Microwave Oven Day                                                                                                                                | 7 <br>International Civil Aviation Day<br><br>National Cotton Candy Day | 8<br>Bodhi Day - Buddhist<br><br>National Brownie Day<br><br>Pretend to Be a Time Traveler Day                              | 9 <br>International Day of Commemoration and Dignity of the Victims of the Crime of Genocide and of Prevention<br><br>International Anti-Corruption Day | 10 <br>International Human Rights Day<br><br>Nobel Prize Day<br><br>International Animal Rights Day | 11 <br>International Mountain Day<br><br>National App Day<br><br>Nat'l Salesperson Day                                                                                                            | 12 <br>Int'l Day of Neutrality<br><br>Int'l Universal Health Coverage Day<br>Gingerbread House Day<br><br>Our Lady of Guadalupe |
| 13                                                                                                                                                                                         | 14<br>Hanukkah - Jewish (Dec. 14 - 22)                                                                                                                   | 15<br>Bill of Rights Day<br><br>National Cupcake Day<br><br>Cat Herders Day                                                 | 16                                                                                                                                                                                                                                                                                                                        | 17                                                                                                                                                                                    | 18 <br>Intl Migrants Day<br><br>Arabic Language Day<br><br>National Ugly Sweater Day<br><br>National Twins Day | 19                                                                                                                                                                                                                                                                                                    |
| 20 <br>International Human Solidarity                                                                   | 21<br>Winter Solstice<br><br>Crossword Puzzle Day                                                                                                        | 22                                                                                                                          | 23<br>Festivus                                                                                                                                                                                                                                                                                                            | 24<br>Christmas Eve<br><br>National Eggnog Day                                                                                                                                        | 25 <br>Christmas Day                                                                                                                                                                            | 26<br>Kwanzaa (Dec 26 - Jan 1)                                                                                                                                                                                                                                                                        |
| 27 <br>International Day of Epidemic Preparedness<br><br>Nat'l Re-Gifting Day                           | 28<br>Card Playing Day<br><br>National Short Film Day                                                                                                    | 29<br>Wounded Knee Day                                                                                                      | 30                                                                                                                                                                                                                                                                                                                        | 31<br>New Year's Eve<br><br>No Interruptions Day                                                                                                                                      |                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                       |

## Post Holiday Shopping

Shopping typically stays strong the week after Christmas and into the new year as consumers take advantage of post-holiday sales and promotions and use gift cards. With the new year thoughts turn to health and fitness, organization, goal setting, and how to spend MLK weekend.

Get everyone on the same page with our integrated omnichannel marketing planning software.

[Learn More](#)