






January 2026

Su	M	Tu	W	Th	F	Sa
Valentine's Day, February 14th The National Retail Federation (NRF) lists Valentine's Day as the 5th largest consumer spending event of the year with top categories being: candy, greeting cards, flowers, an evening out and jewelry. Sales start ramping up slowly in January and then accelerate quickly the week before.				1  New Year's Day	2 Science Fiction Day	3 Mahayana New Year - Buddhist
4  World Braille Day National Trivia Day	5 Guru Gobind Singh Ji's Birthday - Sikh National Bird Day	6 Epiphany - Christian Christmas - Armenian Orthodox Christian	7 Christmas - Eastern Christian	8 National Bubble Bath Day	9	10
11 Human Trafficking Awareness Day	12 Clean Off Your Desk Day	13 Dress Up Your Pet Day National Sticker Day Tu BiShvat - Jewish (Jan. 13-14)	14	15 Makar Sankranti - Hindu National Hat Day Get to Know Your Customers Day	16	17
18	19  Dr. Martin Luther King, Jr Day No Name-Calling Week (Jan 19-23)	20 Cheese Lovers Day	21 World Religion Day National Hugging Day	22	23 National Pie Day	24  International Day of Education National Compliment Day
25 Opposite Day	26 Community Manager Appreciation Day	27  Holocaust Memorial	28 Data Privacy Day	29	30	31

Super Bowl, February 8th

The Super Bowl is the 9th largest annual consumer spending event. With roughly half of all adults planning on either hosting or attending a party, food and beverage brands are clear winners.

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

[Learn More](#)