September

Etsy

Halloween
Key shopping period
Starts: Aug 1
Peaks: Oct 4
Tapers off: Nov 1

Advent
Key shopping period
Starts: Sept 1
Peaks: Nov 15
Tapers off: Dec 18

Thanksgiving
Key shopping period
Starts: Sept 20
Peaks: Nov 2
Tapers off: Nov 27

Christmas Day
Key shopping period
Starts: Sept 14
Peaks: Nov 29
Tapers off: Jan 7

SUN	MON	TUE	WED	THU	FRI	SAT
29	30	31	1	2 Etsy's Labor Day and September Sales events	3	4
5	6 Labor Day (US, CA)	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	1	2

TO-DOs:

- ★ Research holiday shipping rates and set your shipping deadlines
- ★ Update your profile, about page, and policies
- ★ (Re)photograph items with holiday friendly merchandising
- ★ Think about your inventory needs for Etsy's holiday sales season
- ★ Subscribe to Etsy emails and keep an eye on your inbox for new sales and updates

THEMES

Back to school, autumn (Northern Hemisphere), sapphire birthstones, asters, and morning glories

October

Etsy

Halloween
Key shopping period
Starts: Aug 1
Peaks: Oct 4
Tapers off: Nov 1

Advent
Key shopping period
Starts: Sept 1
Peaks: Nov 15
Tapers off: Dec 18

Thanksgiving
Key shopping period
Starts: Sept 20
Peaks: Nov 2
Tapers off: Nov 27

Christmas Day
Key shopping period
Starts: Sept 14
Peaks: Nov 29
Tapers off: Jan 7

Hanukkah
Key shopping period
Starts: Oct 10
Peaks: Nov 20
Tapers off: Dec 10

Christmas Jumper Day (UK)
Key shopping period
Starts: Oct 15
Peaks: Dec 6
Tapers off: Dec 31

SUN	MON	TUE	WED	THU	FRI	SAT
26	27	28	29	30	1	2
3	4	5	6	7	8	9
10	11 Thanksgiving (CA)	12	13	14	15	16
17	18	19	20	21	22	23
24 / 31 Halloween	25	26	27	28	29	30

TO-DOs:

- ★ Plan which items are giftables and create buzz by posting on social
- ★ Gear up to cater to a wide range of gift recipients
- ★ Share important details with customers, such as processing times
- ★ Subscribe to Etsy emails and keep an eye on your inbox for new sales and updates

THEMES

Pumpkins, Halloween, opal birthstones, marigold, and cosmos

November

Etsy

Halloween
Key shopping period
Starts: Aug 1
Peaks: Oct 4
Tapers off: Nov 1

Advent
Key shopping period
Starts: Sept 1
Peaks: Nov 15
Tapers off: Dec 18

Thanksgiving
Key shopping period
Starts: Sept 20
Peaks: Nov 2
Tapers off: Nov 27

Christmas Day
Key shopping period
Starts: Sept 14
Peaks: Nov 29
Tapers off: Jan 7

Hanukkah
Key shopping period
Starts: Oct 10
Peaks: Nov 20
Tapers off: Dec 10

Christmas Jumper Day (UK)
Key shopping period
Starts: Oct 15
Peaks: Dec 6
Tapers off: Dec 31

SUN	MON	TUE	WED	THU	FRI	SAT
31	1	2	3	4 Diwali	5 Bonfire Night (UK)	6
7	8	9	10	11 Singles' Day	12	13
14	15	16	17	18	19	20
21	22	23	24	25 Thanksgiving (US)	26 Black Friday	27
28 Advent Hanukkah	29 Cyber Week begins	30	1	2	3	4

TO-DOs:

- ★ Set up a targeted offer campaign to reconnect with interested customers
- ★ Stand out in search results with the help of Etsy Ads
- ★ Find a way to add a special touch such as a handwritten note
- ★ Subscribe to Etsy emails and keep an eye on your inbox for new sales and updates

THEMES

Topaz birthstone,
Thanksgiving Day Parade,
chrysanthemums,
and peonies

December

Etsy

Advent
Key shopping period
Starts: Sept 1
Peaks: Nov 15
Tapers off: Dec 18

Christmas Day
Key shopping period
Starts: Sept 14
Peaks: Nov 29
Tapers off: Jan 7

Hanukkah
Key shopping period
Starts: Oct 10
Peaks: Nov 20
Tapers off: Dec 10

Christmas Jumper Day (UK)
Key shopping period
Starts: Oct 15
Peaks: Dec 6
Tapers off: Dec 31

SUN	MON	TUE	WED	THU	FRI	SAT
28	29	30	1	2	3	4
Hanukkah						
5	6	7	8	9	10	11
	St. Nicholas Day (Europe)					Christmas Jumper Day (UK)
12	13	14	15	16	17	18
19	20	21	22	23	24	25
		Winter Solstice			Christmas Eve	Christmas Day
26	27	28	29	30	31	1
Kwanzaa Boxing Day (UK, CA, AU)					New Year's Eve	

TO-DOs:

- ★ Connect quickly with customers via Messages
- ★ Download the Sell on Etsy app so that you can respond to messages on the go
- ★ Start to think about your post-holiday messaging and items
- ★ Subscribe to Etsy emails and keep an eye on your inbox for new sales and updates

THEMES

Holiday lights, ice skating, blue topaz birthstone, poinsettias, and holly