

## Event calendar for Toy retailers

We would like to take this opportunity to offer you an overview as to what events and holidays could play an important role over the next 12 months. Many consumers begin their search for suitable toys, gifts and various decoration items a few weeks beforehand. Take advantage of this calendar in your shop, online shop or market stall and you will be able to offer your customers a suitable product range for any event throughout the year. Good luck!

Month	Theme	Products in demand	Customers search for these items from...
<b>January</b>	New Year	lucky charms, starsigns	December to January
<b>February</b>	Valentines Day	gifts for the partner, packaging, bits and bobs, decor hearts	January to beginning of February
<b>March</b>	Carnival	costumes and accessories	January to March
	Mothers Day UK	decor hearts, small presents for mothers	beginning of March
	Spring	spring decoration, garden and balcony, outdoor toys	beginning of March
<b>April</b>	Easter	easter presents & decorations	March (depending on date of Easter)
	Christening	Christening presents	all year round
<b>May</b>	Wedding	gift ideas, decor hearts & party decorations	February to June
	International Day of Families	parlour games	March to May
<b>June</b>	Childrens Day	small presents for children	May
	Summer Holidays	outdoor toys, great toys for travelling	June
	FIFA World Cup 2014	football items, decoration & party games	April to June
<b>July</b>	Report cards	small presents for primary school children	May to July
<b>August</b>	Back to School	stationery, pencil case additions.	April to June
	Football Season Kick-Off	football items, decoration & party games	August to November
<b>September</b>	Autumn & Oktober-fest	autumn decorations and funny accessories	August to September
<b>October</b>	Halloween	Halloween costumes and decoration	October
	World Music Day	musical toys of all kinds	August to October
<b>November</b>	Advent	Advent calendar, stocking fillers, Advent decorations	November
<b>December</b>	Advent & Beginning of Winter	Advent & winter decorations	November
	St. Nicholas' Day	small presents	November
	Secret Santa	small & suitable secret Santa presents	November to December
	Christmas	toys & games	November to December
	New Year's Eve / New Year	calendar, party decorations, lucky charms	December