



Q4 2025

Global Ecommerce Calendar

October - December

Get ready for Q4 with our ultimate calendar!
This guide will keep you organized, focused,
and ready to make the most of peak season -
setting you up for a strong finish to the year.



10 October 2025

Global Ecommerce Calendar

	SUN	MON	TUE	WED	THU	FRI	SAT
week 40	28	29	30	1 Coming soon! ChannelEngine Marketplace sellers report 🕒	2 Meet us at PIMpoint event in Chicago 🇺🇸	3 Tip: Begin your marketing campaigns to build demand 💡	4
week 41	5	6 Unlock your automation toolkit • Watch on-demand webinar • Read the ecommerce automation guide	7 Meet ChannelEngine and Channel X at our Executive Dinner in London 🇬🇧	8 Meet ChannelEngine at Marketplace Convention in Cologne 🇩🇪	9	10 10.10 Shopping Sale (Asia)	11
week 42	13	13 Tip: Launch a final 'reviews collection' campaign to secure enough good reviews and top rankings 💡	14 Download our marketplace strategy guides ⭐ • EU • US	15	16 Read our blog: Agentic commerce - The next leap in marketplace automation	17	18
week 43	19	20 Meet us at AMZ Innovate in NYC 🇺🇸	21	22 Start prepping for marketplace expansion in 2025: Get our Marketplace Expansion Pack ⭐	23	24 Tip: Implement a multiple category strategy for optimal visibility 💡	25
week 44	26	27 Watch Expondo's success story to learn how automation aided their rapid rise ⭐	28 Tip: Take control with our Price Management solution - automate, optimize, and stay ahead on pricing. 💡	29	30	31 Halloween 🎃 Read our spooky blog: Nightmares haunting ecommerce sellers	1

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November 2025

Global Ecommerce
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	SUN	MON	TUE	WED	THU	FRI	SAT
week 44	26	27	28	29	30	31	1 Early discount days 1st - 27th
week 45	2	3 Tip: Are you joining marketplace promo events? Look out for changes in fees and commission charges 💡	4	5 From clicks to cart: What retail media can't fix but marketplaces can ⭐	6	7	8
week 46	9	10 Tip: Real time tracking of your performance: Sales, stock, on time deliveries, website performance, ranking, conversion, etc. 💡	11 11.11 Singles' Day (Asia)	12 Tip: Keep enough stock to cover post-peak sales periods in Q1 💡	13 Webinar coming soon! Marketplace Seller Report 2025 📅 Meet us at Marketplace Networking Event in Munich 🇩🇪	14 Download our eBook: Social Commerce: Insights, examples, and top channels ⭐	15
week 47	16	17 Tip: Make sure you are all set up! This week finalize setting up your offering, contents, pricing strategy, categorization, etc. 💡	18	19	20	21 Tip: Track the performance of your 3PL and LSP to ensure seller ratings 💡	22
week 48	23	24 Tip: Have regular check-ins with stakeholders to stay aligned and address issues promptly 💡	25	26	27 Thanksgiving (U.S.)	28 Black Friday Tip: Real time tracking of your performance: Sales, stock, on time deliveries, website performance, ranking, conversion, etc. 💡	29

12 December 2025

Global Ecommerce Calendar

	SUN	MON	TUE	WED	THU	FRI	SAT
week 49	30	1 Cyber Monday	2 Tip: Evaluate your offerings, prices, and sales channels, and adjust to maximize potential 💡	3	4	5 Sinterklaas (Netherlands)	6
week 50	7	8 Green Monday (Primarily in the U.S. Increasing worldwide)	9	10	11 Read our blog: Mastering post-holiday returns ⭐	12 12.12 Sales (Asia)	13
week 51	14 Hanukkah begins 🕯️	15	16 Unlock your profitability toolkit ⭐ • Watch on-demand webinar • How to create a profit-first marketplace strategy guide	17	18	19 Tip: Real time tracking your performance 💡	20 Super Saturday (Primarily in the U.S. Increasing in other countries with significant Christmas shopping traditions)
week 52	21 Christmas shopping rush	22	23 Download our Cheatsheet: Mastering returns	24 Christmas Eve 🎄	25 Christmas Day 🎄	26 Boxing Day (Primarily in the UK, Canada, Australia, and New Zealand)	27
week 1	28	29 Tip: Introduce New Year promotions to sustain sales momentum and attract more customers 💡	30	31 New Year's Eve	1 The game isn't over! • Calculate the ROI on Peak Season when returns are handled • Left over stock? Connect to an off-price/discount marketplace • Analyse your Buy Box wins. What can you learn from competitors? • Collect examples of how other companies approached Peak Season	2	3



Your connection to every marketplace

ChannelEngine connects brands and retailers to 950+ marketplaces and online channels worldwide, ensuring your products are where your customers shop.

We integrate seamlessly with your backend systems and simplify the synchronization of product information, inventory, orders, and pricing, allowing you to manage your marketplace presence from one central platform. Stay ahead in every region and industry as we continue to expand our network of online sales channels.

"We start peak season preparations very early, using data from ChannelEngine to drive product selection. For example, knowing that Catering Industry products drive a high percentage of our sales during that season, we can plan to ensure these are available well in advance."

Elena Cardellini, Director of Trade & Marketplace at Expondo



Ready to maximize your peak season success?

Contact us today to gain expert insights and personalized assistance on how to excel across multiple marketplaces. Let's make this your most profitable season yet!

[Get in touch](#)

Complete your preparation with:

Our ultimate planning
checklist for **peak season**
ecommerce 2025

[Download checklist](#)

