



eCommerce Sale Event Calendar

January - June 2026

Stay ahead of the competition with our eCommerce Sale Event Calendar. Discover key sales events, insights and ideas to help you create an effective online sales strategy.

Get the most out of the calendar by:

- 🖱️ Clicking through to resources for additional tips
- ✈️ Exploring international sale events
- 📄 Downloading the [Sales Event Strategy Template](#) to plan your sales


Jan2026

Building customer loyalty in 2026

How you nurture the new shoppers won during sales determines customer lifetime value. Over 86% of Australian consumers are members of at least one loyalty program and around half actively engage with these programs.¹

- 70% want free shipping
- 58% want discounts or cashback on future purchases
- 56% want free gifts or samples.²

When optimising your loyalty program for 2026, consider offering early access to sales, exclusive discounts and personalised deals.

 [Get more loyalty program tips](#)

01 New Year’s Day

05 National Returns Day (US)

National Returns Day was established in the US in response to the spike in post-Christmas returns. In Australia, it’s estimated 37% of online shoppers choose to purchase from one site over another based on the quality of returns options.³ 90% of customers prefer a refund when returning an item and currently only 42% of businesses offer refunds. If giving refunds for returns is feasible for your business, it could be a way to stand out from the competition.



[Read more returns tips for eCommerce businesses](#)



12 Australian Open

19 Blue Monday (UK)

Most well-known under the grey skies of the UK, Blue Monday seeks to boost sales during this traditionally slow period. If you have a UK audience or site, consider promoting wellness products and gifts with purchase on self-care items.



20 Paris Fashion Week (Menswear)

26 Australia Day

Showcase all your outdoor gear and BBQ supplies, remembering that this day is a time of reflection for many.



Sources:

1 www.australianloyaltyassociation.com/australia-loyalty-programs-market-report-2025/

2 www.ecommerce-report.auspost.com.au/know-your-shoppers/

3 AP Consumer Omnibus Survey, Jan 2023

On this month

Back to school

Ahead of the new school year, offer discounts on key products, or a limited time flash sale on stationery, bags, lunch boxes and technology.

Back to work

Consider highlighting back to work products, from work boots to monitors and stationery for work from home offices.



Post-peak reflection

“Our strategy is about growth, so post-event we look at the learnings and plan for the next peak event. One thing that became clear during the last event is that we must communicate those plans to our delivery partner. Plenty of early communication with our forecasted volumes means when we hand over parcels for last-mile delivery, there’s enough capacity within Australia Post to deliver our customer service experience.”

Praneel Sharma

Head of Supply Chain ANZ, Pandora home offices


Feb 2026

Get ahead of the pack by offering an outstanding delivery experience

“You can do everything else right, but if you don’t have a good delivery experience, none of it matters. It’s extremely important that the delivery is top notch,” explains Tom Walenkamp, Co-Founder and CEO of [Good Pair Days](#).

78% of online shoppers say delivery experience affects how satisfied they are with a brand.⁴ To put yourself ahead of the competition, consider:

- **Free shipping:** 56% of shoppers rate free shipping as their top delivery preference
- **Delivery speeds:** Most online shoppers expect parcel deliveries within two to five days. One in two Millennials and Gen X shoppers want delivery within three days
- **Convenient collection points:** 56% of Gen Zs and 45% of Millennials would switch retailers to access out-of-home collection points.⁵

 [Learn more about offering Parcel Lockers at checkout](#)

03

Setsubun Festival (Japan)

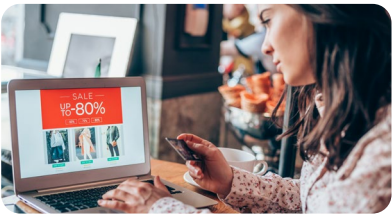
Observed by some Japanese Australians, Setsubun marks the shift to spring in the traditional Japanese calendar. Celebrations include bean-throwing and lucky-direction sushi rolls. Seasonal snacks and small decorations can sometimes be found in Japanese specialty stores.



06

Waitangi Day (New Zealand)

A public holiday in New Zealand and a key online sales period. Promotions on homewares and apparel are popular. Consider offering free shipping to New Zealand for orders over a certain value.



06

Winter Olympics (Milano-Cortina, Italy)

08

Super Bowl LX (California)

12

New York Fashion Week

14

Valentine’s Day

Help customers find the right present for their valentine with special bundles, gifts with purchase and gift wrapping. Highlight shipping cut-off dates and consider [offering next day delivery](#) to ensure gifts arrive in time.



17

Ramadan

During Ramadan people in the the Muslim community often fast from dawn to sunset and share evening meals (Iftar). Shoppers will be browsing modest fashion, home décor, beauty, gifts and food in preparation for the end of Ramadan celebration, Eid al-Fitr.

On this month

Click Frenzy Glow

For beauty, skincare and wellness brands Click Frenzy Glow is a significant sale event.



[Sign up your business to participate.](#)



[Get our tips for successful Click Frenzy sales.](#)



17

Lunar New Year

Offer promotions on products associated with good fortune and family gatherings. Tie in with the Year of the Horse, which symbolises energy and freedom. [Highlight overseas shipping](#) to make sending gifts convenient for your customers.



19

London Fashion Week

24

Milan Fashion Week

Sources:

4 Australia Post Omnibus Consumer survey, July 2024

5 Australia Post Omnibus Consumer survey, September 2024

eCommerce sale event calendar
January-June 2026

Mar2026


Sales events kick off
for 2026

There are 24% more households active during sale events compared with the rest of the year.⁶ The first big sale event of this calendar year is Afterpay Day.

Shoppers’ expectations of sales are evolving and vary across generations.

- Gen Z, Millennial and Gen X shoppers want bigger discounts, with their ideal being 20% to 30%.⁷
- 61% of Gen Zs, 62% of Millennials and 56% of Gen Xs want online retailers to provide more personalised sale offers in the future.⁸

Dive into the data you have around your customers’ buying habits. Are there any trends amongst customers in the same generation, or same location? Consider how you could split your email list by different cohorts and offer personalised deals. If you have more sophisticated website behaviour data, you could offer deals on specific products shoppers are browsing.

 [Download our Sales Event Strategy Template](#) for more ideas on selecting the right sales tactics to help you achieve your goals, how to measure success and more.

02 Paris Fashion Week (Womenswear)

03 Festival of Colours (Holi, India)



The Festival of Colours celebrates the arrival of spring and the victory of good over evil. Consider bundling gifts of sweets, home décor, fashion and self-care products in bright colours or launching limited-edition packaging. Highlight [international delivery](#) to capture shoppers sending gifts to India.



06 Winter Paralympic Games (Lombardy and Northeast Italy)

08 International Women’s Day

09 Labour Day (Vic, Tas)

14 White Day (East Asia)



Celebrated in Japan, South Korea and parts of China, White Day is when people give gifts to those who treated them on Valentine’s Day. Promote small luxury, fashion or personalised items and consider offering [international shipping](#).



17 St Patrick’s Day
Test limited time offers or bundle pricing. Small, well-timed campaigns can help boost sales during a slower retail period.

17 Launch of the AusPost 2026 eCommerce Report



Now in its 11th year, our [eCommerce Report](#) shares detailed insights on the state of online shopping, plus actionable tips and strategies for connecting with your shoppers. [Subscribe to the Building Business Newsletter](#) to be first to receive the eCommerce report.

Sources:

6 www.ecommerce-report.auspost.com.au/know-your-shoppers/#sale-events

7 Australia Post Omnibus Consumer survey November 2024

8 Trends shaping the future of eCommerce, McCrindle Research commissioned by Australia Post, January 2025

9 www.businessgrowth.afterpay.com/rs/424-IAB-218/images/Afterpay%20Day%20Unlocked%20report%20-%20March%202025.pdf

17 Harmony Week



An annual celebration of Australia’s cultural diversity. Highlight your brand values during [Harmony Week](#).

20 Afterpay Day



In 2025 over 1.2 million Australians and New Zealanders shopped [Afterpay Day](#). Over 600k customers shopped with a merchant for the first time.⁹ Stand out by offering [next day delivery](#) for orders over a certain value to encourage higher basket sizes.

20 International Day of Happiness

20 Eid al-Fitr

This global celebration marks the end of the month-long fast (Ramadan). The date can change depending on local moon sighting.

25 Click Frenzy Travel



With a focus on travel gear, accessories and experiences [Click Frenzy Travel](#) is popular with shoppers preparing for upcoming holidays. To stand out, consider promoting themed flash sales or gifts with purchase. [Sign up for Click Frenzy Travel here](#).



Apr 2026

Differentiate your offering with delivery speed

Especially for businesses selling similar products to competitors, delivery speed can ensure you stand out from the crowd.



“If you sell the same product and you’re not competing on price, how else are you going to compete? These little operational wins allow us to differentiate ourselves,” says Guy Nappa, Director of [Oz Hair and Beauty](#).

- Most online shoppers expect parcel delivery within two to five days
- Millennials and Gen Xs have the highest expectations, with one in two wanting delivery within three days¹⁰



[Learn more in our Next Day Delivery AMA](#)

01

April Fool’s Day

Each year many brands try to out-prank one another, announcing fake products, sometimes with real discount codes that apply to other products. Enjoy the excitement of April Fool’s Day, while keeping your humour kind and your promotions compliant.



03

Easter



Food, home décor and travel items are popular, together with craft items to prepare for school Easter hat parades. Highlight freight-friendly hampers and [promote next day delivery](#) to capture last-minute shoppers.

11

National Pet Day

Australians spend over \$30 billion a year on their pets. Spotlight treats, toys and accessories and buy-one-get-one-free or mystery boxes to shift older stock.



13

Songkran (Thailand)

Songkran is Thailand’s traditional New Year and a major cultural holiday focused on renewal and water-blessing rituals. It’s a popular time to travel to Thailand, so it can inspire travel-focused content and specials for Australian brands, even though it’s not traditionally a retail event here or in Thailand.

22

Earth Day



Explore how recommerce, the resale of pre-loved or refurbished products, could fit into your business model. The global resale market was valued at US\$248 billion in 2024 and is forecast to reach US\$351 billion by 2027.¹¹ [Learn more about recommerce.](#)



25

Anzac Day

Sources:

10 Australia Post Omnibus Consumer survey September 2024

11 www.cf-assets-tup.thredup.com/resale_report/2024/ThredUp_2024_Resale%20Report.pdf

On this month

Autumn school holidays

Especially in the southern states of Australia, families will be spending more time indoors during the cooler months these school holidays. Consider sales on games, home comforts and entertainment technology, with tiered discounts to increase basket size.



Speed boosts satisfaction and trust

“Offering next day delivery is crucial for Mwave as it meets the growing demand. Customers receiving pre-ordered items soon after the release day significantly boost satisfaction and trust. As we expand, our speed delivery services will become even more critical.”

Jaya Enoch, Head of Customer Operations & Logistics, Mwave


May2026

Ready for international expansion?

Selling overseas provides an opportunity to diversify revenue, build brand resilience and reach new markets. 40% of Australian businesses are planning to expand globally in the next two to five years.


The top five reasons consumers shop online internationally are:

- Price — 47%
- Variety — 37%
- Quality — 28%
- Low shipping costs — 27%
- Reliability and speed of delivery and returns — 26%¹²


 Start by identifying target regions. Download the [International Sending Playbook](#) for a detailed checklist, shipping insights and case studies.




- 04


Star Wars Day
“May the fourth be with you.” Promote licensed merch or have fun with themed campaigns during this annual celebration of Star Wars. Keep an eye out to avoid copyright issues.
- 05

OMR Festival (Germany)
 One of Europe’s leading digital marketing events. Follow [insights from OMR](#) to inspire fresh ideas for your digital marketing and brand expansion.
- 05

Privacy Awareness Week
Good marketing means taking good care of your customer data. Privacy week is a prompt to review your data guidelines and opt out processes.
- 10

Mother’s Day
Australians spend over \$1 billion on Mother’s Day, with average spend estimated at over \$100 per person.¹³ Flowers, food, beauty and homewares are popular items. Bundle items or highlight limited time offers to boost basket size.
- 13

Click Frenzy Mayhem
 One of Australia’s largest online sales events. [Sign up to participate in Click Frenzy Mayhem here](#). Consider promoting a few key products with larger discounts early or a compelling gift with purchase to cut through the noise.
 [Read our tips for success here](#).
- 25

Hot Sale (Mexico)
 [Popular across Latin America](#). Promote fashion, beauty, lifestyle or tech products to test demand in this fast-growing market. Prepare early with clear pricing in pesos, localised delivery options and the option to view product descriptions in Spanish. Consider advertising via search and social in Latin American regions.

Sources:
¹² www.statista.com/statistics/348125/reasons-for-cross-border-e-commerce-worldwide/
¹³ www.retail.org.au/media/mothers-day-love-fewer-aussies-spending-more

On this month

Vogue Online Shopping Night

 Generally held twice each year, in May and September, the [Vogue Online Shopping Night](#) 72-hour online sale event features special offers from a range of retailers on gifts, beauty, fashion and more.

 [Get our tips for Vogue Online Shopping Night success](#)



End of financial year sales prep

With the end of the financial year fast approaching shoppers are starting their wish lists to shop for in the sales. Make it easy for shoppers to create wish lists and keep them engaged with price-drop notifications on saved items.

Sale shoppers are big spenders

“[We have found that] the people who purchase in the sale period have the biggest spend throughout their customer lifetime. So we build up our email list before each sale event and then work hard to keep people engaged through the sale.”

Maurice Sacco, Co-Founder, CMC Gold


eCommerce sale event calendar
January-June 2026

Jun2026

The rise of social and
agentic shopping

Shopping is evolving quickly. More shoppers are discovering products and buying on social platforms, and Australians will soon be able to purchase via AI-powered chat agents.

- Social commerce in Australia reached \$4.9 billion in 2024 and is expected to grow to \$8 billion by 2029¹⁴
- The next wave, agentic commerce, takes this further — customers will soon ask AI agents for product recommendations and complete purchases right in chat
- With 32% of Australians already using AI for shopping, now's the time for brands to optimise product data and prepare for this new phase of retail.¹⁵

 [Learn more about agentic eCommerce](#)

01

Western Australia Day (WA)

Retailers in Western Australia often promote winter clothing, heating and homewares in the lead-up to this public holiday. If you sell nationally, consider geo-targeted campaigns for WA shoppers.



03

World Bicycle Day

05

World Environment Day

Globally recognised, this day offers a chance to highlight your brand's sustainability credentials. Use this moment to showcase sustainable packaging, carbon-neutral delivery or products made from recycled or ethically sourced materials.



08

King's Birthday (all states except QLD and WA)

With most states enjoying a long weekend, consider sales on kitchen and entertainment, fashion, kids toys and games, travel, camping and outdoor adventure gear. Bundle complementary products or offer a compelling site-wide discount for a limited time.

11

FIFA World Cup (US, Canada, Mexico)

14

Refugee Week

21

Father's Day (US, UK, NZ, Canada)

Though Australia's Father's Day is in September, ex-pats from the US, UK, NZ and Canada will be looking for gifts for their dads back home. Bundle gift hampers and consider offering gift wrapping and [international shipping](#).



Sources:

14 www.ecommerce-report.auspost.com.au/know-your-shoppers/

15 www.adyen.com/en_AU/press-and-media/a-third-of-australia-consumers-turning-to-ai-to-shop

16 www.insideretail.com.au/business/online-spending-continues-to-surge-in-australia-setting-new-record-202510

On this month

Click Frenzy Tech

Customers will be comparing deals during this tech sale. Consider promoting a few hero deals with heavy discounts.

Pride Month

Celebrate the LGBTQIA+ community and show allyship during Pride Month.



21

Winter Solstice

On the shortest day of the year in Australia, promote Winter-ready essentials – home decor, blankets, heaters, leisure wear and jackets for everyone in the family (including pets if you stock pet products).

26

Take your Dog to Work Day

29

Wimbledon, UK

30

End of financial year

EOFY remains one of Australia's most popular online sales periods. Three in four Australians say they hold out for major sale events to make purchases.¹⁶ Build your data base by encouraging customers to join your mailing list or create wish lists ahead of time, so they're ready to buy as soon as sales go live.



“MyPost Business helped me grow from kitchen-table packing to nation-wide shipping”

Elaine H, Co-Founder, Mapley

MyPost Business makes sending parcels easy.

Smart sending tools get your items to customers as smoothly as possible, including:

- **One account for shipping domestically and overseas**
Create an international shipping label and enter your customs declaration from the same online sending portal, so you're ready to scale globally right from the start.
- **Stay updated with notifications**
Tracking notifications can give you and your customer more visibility of the item in transit.*
- **Address validation tool**
Ensure addresses are complete and formatted correctly.
- **HS tariff code lookup**
Generated using your item description, this six-digit tariff code helps speed up the destination country's inbound customs process.
- **Add up the savings**
Both international and domestic parcels count towards your overall savings band in MyPost Business, meaning you could save up to 35% on international and domestic postage.**

*Free tracking available on express and standard post options. Tracking not available for all countries. For more information, check our international post guide <https://auspost.com.au/sending/parcels-overseas/international-post-guide>

**Your savings band will be based on your spend on products and services over specific periods using your MyPost Business account, with certain exceptions. Savings are calculated on standard postage rates, and apply to MyPost Business products with certain exceptions. For more information on the spend requirements of each savings band and for a full list of MyPost Business products including the list of exceptions, visit auspost.com.au/mpbprices.

Low volume parcel shipping

Easily ship parcels to your customers with our choice of delivery speeds and range of prepaid satchels.

[Learn more](#)

Medium volume parcel shipping

With smart sending tools and great savings, MyPost Business is ideal if your business spends \$50+ over four weeks on domestic and international parcels.

[MyPost Business](#)

Large volume parcel shipping

If your business sends 2,000+ domestic parcels each year, an eParcel Contract offers streamlined pricing and invoicing flexible add-ons and more.

[eParcel Contract](#)

