



CONTENT GUIDE ^{TO}

MARKETING ^{IN} GERMANY

Plan local campaigns that make sense

This guide gives you an overview of cultural moments, seasonal peaks and local events that shape how people shop in your target markets.

It is designed to help you:

- Identify relevant dates to build campaigns around
- Understand when and how local competitors are likely to engage
- Align your tone, timing and content with what customers actually expect

The calendar is developed by our native e-commerce specialists – based on real insight from the markets we work in every day. You will also find short, practical tips throughout the guide to help you plan and adapt your campaigns.

Whether you are launching in a new market or strengthening your local presence, this guide is built to support clear, timely planning – with local expectations in mind.

What we can do for your success

MakesYouLocal has supported over 1,000 webshops with their international expansion. Our native specialists adapt webshops to local expectations, translate product and site content in 21 languages, and manage daily operations – from customer service to social media monitoring.

We help make your business feel local from day one – so it can perform in every market you enter.

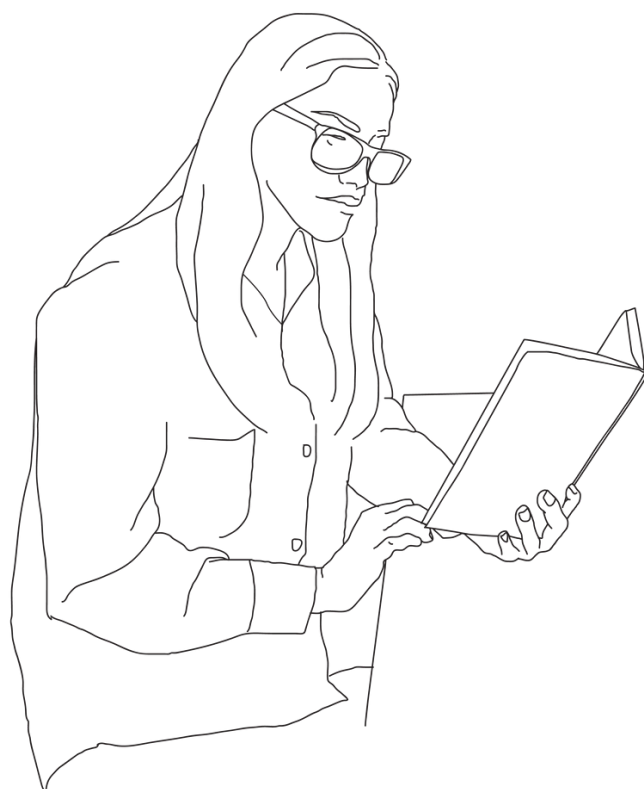
Below, you find inspiring cases of brands who took their business abroad:

[SEE CASES](#)



Getting localisation right from day one

Expanding into a new country is not just about translating your site or launching ads. Each market – small or large – has its own habits, expectations, and ways of shopping. Success comes from adapting properly, not just scaling broadly.



Speak the language or stay invisible

Even in countries where many understand English, shoppers still prefer to browse and buy in their own language. Translate your webshop, product texts, and support materials properly. A native tone builds trust – especially for first-time buyers.

Local habits are not easily changed

Shoppers expect what they are used to. If your site does not offer familiar delivery or payment methods – like parcel lockers in Lithuania, Klarna in the Nordics, or home delivery in the UK – customers are likely to abandon the cart. Review how local competitors structure their checkout and mirror what works.

Start with the strongest segment

You do not need to launch everywhere at once. Look at your data: where are you already seeing traffic or interest? Use that to decide where to focus. If you are entering Denmark, Copenhagen is often the most effective place to start – with high online activity and early adopter behaviour. In Germany, regions like Hamburg or Düsseldorf offer a strong e-commerce presence and openness to new brands. Segment and test before scaling.

You are not alone – stand out fast

In any market, your USP has to be visible early. If your product fills a gap, show it. If your service is faster, simpler or more transparent than what local customers are used to, make that clear from the first interaction – especially on landing pages and product detail pages.

Define your audience carefully

Whether you are targeting eco-conscious families in Tallinn or urban professionals in Hamburg, clarity helps. Broad targeting rarely pays off. Use local insights and your own analytics to shape campaign content that speaks to a specific group.

Trust is built locally – and early

Shoppers want to see that others in their market trust you. Reviews from other countries carry less weight than feedback from people nearby. From the start, have a strategy in place to collect local reviews – through follow-up emails, post-purchase incentives or local review platforms like Trustpilot or Google. Even a few genuine local testimonials can help overcome the hesitation that often comes with ordering from a new brand.

Use the right mix of channels

Not every platform performs the same in every country. Instagram might work well in the UK, while YouTube or Facebook performs better in Germany. Align your content, tone and visuals with local preferences – and test before committing budget.

Consistency matters – but localisation matters more

Use the same brand values across markets, but adapt tone, offers and expectations. A reliable return policy in Germany, humour in Finland, or a campaign in local colours can all signal that you understand your audience.

Want to check if your webshop meets local expectations?

Our native e-commerce managers can help review your site and highlight where it feels off to local customers – from delivery options to tone of voice. See how the process works at [MakesYouLocal](https://www.makesyoulocal.com).



What you should know about Germany

MARKET SIZE

80.6 billion EUR
total value of the online market

OFFICIAL LANGUAGES

German

PAY DAY

Last working day of the month
is the single most popular
payday nationally



DO YOU KNOW THESE SUCCESSFUL GERMAN BRANDS?

Nivea, Birkenstock, Montblanc, Haribo, SAP

Top
3

PRODUCT CATEGORIES



Clothing



Electronics



Entertainment

SOCIAL MEDIA CHANNELS



65.5 million users



31,3 million users



47 million users

ANNUAL HIGHLIGHTS



Christmas



Easter



May 1st

DOWNLOAD MARKET FACT SHEETS
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Christian Lehnert,
E-commerce Specialist at MakesYouLocal

Specialist's Content Marketing tips

WHAT WORKS WELL

- Appeal to German shoppers by displaying local trust badges on your site
- Write precise product descriptions that include sizes, materials, and dimensions.
- Be open about eco-friendly materials, fair production practices, and recyclability. Be authentic.
- Germans expect accurate information – from product specs to delivery times.

WHAT TO AVOID

- Casual language instead of formal (such as “du” pronoun) can put off older generations and should be intentional branding choice.
- Making VAT or delivery costs hard to notice.
- English may be widely understood, but campaigns perform better when written in German.

CAMPAIGN ANGLE IDEAS

- Highlight how your product solves a problem efficiently – with simple, fact-driven copy and clear before/after comparisons.
- “What Our Customers Say” campaign with real review quotes and star ratings displayed prominently
- A campaign focused on products that last, using wording like “Investition, die sich lohnt” (an investment that pays off).

CULTURAL REMINDERS

- Germans appreciate rational arguments over emotional hype and exaggerated language. Use clear, rational, and factual messaging that respects their intelligence.
- Be careful with data collection and marketing consent. Germans are very aware of GDPR and expect brands to respect it.

January

Dry January

is the German version of Sober October – a month when you abstain from alcohol is a widespread phenomenon in which a large number of German adults take part in.

M	T	W	T	F	S	S
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

IMPORTANT DATES

1st New Year's Day Neujahr	<i>#ZieleSetzen #silverster #ZieleErreichen</i>
4th World Braille Day Welt-Braille-Tag	<i>#Augen #Blind #Barrierefreiheit</i>
6th Epiphany Heilige Drei Könige	<i>#HeiligeDreiKönige #Sternsinger</i>
21st International Hug Day Weltknuddeltag	<i>#InternationalerUmarmungstag</i>
24th International Day of Education Internationale Tag der Bildung	<i>#Weiterbildung #Schule #Studium</i>
27th  International Holocaust Remembrance Day Internationaler Tag des Gedenkens an die Opfer des Holocaust	<i>#NieWieder #OpferDesHolocaust</i>

Green Week (Grüne Woche)

The International Green Week (IGW) in Berlin is one of the most important trade fairs worldwide for food, agriculture, and horticulture. From 16 to 25 January 2026, it will celebrate its 100th anniversary. The fair takes place at the Berlin ExpoCenter City, right by the Funkturm.



February

Carnival Season (Weiberfastnacht and street carnival)

February starts a festive period leading up to Ash Wednesday, especially celebrated in the Rhineland, marked by parades, costumes, parties, and local traditions.

M	T	W	T	F	S	S
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	

IMPORTANT DATES

2nd World Wetlands Day Welttag der Feuchtgebiete	<i>#Naturschutz #Ökosysteme</i>
4th 🇩🇪 International Day of Human Fraternity Internationaler Tag der Geschwisterlichkeit aller Menschen	<i>#Frieden #Zusammenhalt #Solidarität</i>
11th International Day of Women and Girls in Science Internationaler Tag der Frauen und Mädchen in der Wissenschaft	<i>#Fraueninderwissenschaft #Frau</i>
12th Women's Carnival Weiberfastnacht	<i>#Weiberfasching #Alaaf</i>
14th Valentine's Day Valentinstag	<i>#Valentinstag</i>
16th Rose Monday Rosenmontag	<i>#Alaaf #Duesseldorf #Fastelovend</i>
17th Shrove Tuesday Fashingsdienstag	<i>#Faschingsdienstag #Fastelovend</i>
18th Ash Wednesday Aschermittwoch	<i>#KarnevalEnde #KirchlicherFeiertag</i>
20th World Day of Social Justice Welttag der sozialen Gerechtigkeit	<i>#Gleichberechtigung</i>

Local's tip

February 11 highlights gender equality and female empowerment in STEM fields. Position your marketing messages around innovation, education, and inspiring role models, celebrating achievements and encouraging young women to pursue scientific careers.

School Carnival

Carnival in schools is celebrated with costumes, music, and themed activities, especially in regions like the Rhineland, Bavaria, and Baden-Württemberg. The focus is on fun, creativity, and community, often incorporating local traditions like parades or classroom-friendly versions of Altweiberfastnacht.

March

Women's Day

March celebrates women's achievements and raises awareness for gender equality. In Berlin, it's even a public holiday, with events, marches, and small gestures like flowers or appreciation messages being common.

M	T	W	T	F	S	S
23	24	25	26	27	28	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

IMPORTANT DATES

1st Zero Discrimination Day Null-Diskrimierungs-Tag	<i>#Null-Diskrimierungs-Tag</i>
3rd World Wildlife Day Welttag der freilebenden Tiere und Pflanzen	<i>#Natur #Wildtiere #Pflanzen</i>
8th International Women's Day Internationaler Tag der Frau	<i>#StarkeFrauen #Gleichberechtigung</i>
18th Global Recycling Day Welt-Recycling-Tag	<i>#Recycling #Nachhaltigkeit #Abfall</i>
21st International Day of Forests Internationaler Tag der Wälder	<i>#Tagdeswaldes #Wildtiere</i>
28th Earth Hour Earth Hour	<i>#Planeterde #StundeDerErde</i>
29th Palm Sunday Palmsonntag	<i>#Palmsonntag #Palmbüsche</i>
30th International Day of Zero Waste Internationaler Tag der Nullverschwendung	<i>#Nachhaltigkeit #Verschwendung #Abfall</i>
31st International Trans Day of Visibility Transgendertag der Sichtbarkeit	<i>#Lgbtq #Translivesmatter #Transgender</i>

Local's tip

Position your marketing around inclusion, equality, and diversity, highlighting fair practices, accessible products, and community support

Local's tip

Palm Sunday is only observed in certain regions. Focus your Easter marketing on the the upcoming Easter dates in April.

Spring Preparation

Use the start of spring to promote seasonal products like gardening tools, home décor, and spring fashion, emphasising freshness, renewal, and practical tips for everyday living.

April

Local's tip

Easter is widely celebrated in Germany, with traditions like egg decorating, Easter markets, and chocolate gifts.

M	T	W	T	F	S	S
30	31	1	2	3	4	5
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20	21	22	23	24	25	26
27	28	29	30			

IMPORTANT DATES

1st April Fool's Day April April	<i>#Aprilapril #Witze</i>
2th Maundy Thursday Gründonnerstag	<i>#Ostern #Blumen #Feiertag</i>
3th Good Friday Karfreitag	<i>#Ostern #Ferien #Hasen</i>
5th Easter Sunday Ostersonntag	<i>#Ostern #Ferien #Hasen</i>
6st Easter Monday Ostermontag	<i>#Ostern #Ferien #Hasen</i>
7th World Health Day Weltgesundheitsstag	<i>#Gesundheitstag #Zukunft #Wellness</i>
22nd Earth Day Tag der Erde	<i>#Zukunft #Wetter #Umwelthilfe</i>
24th World Day for Laboratory Animals Internationaler Tag zum Schutz der Versuchstiere	<i>#Versuchstiere #Labor #Gegentierversuche</i>
24th Fashion Revolution Day Fashion revolution day	<i>#Fashion #Nachhaltigkeit #Fashionrevolution</i>

Local's tip

Germans are highly environmentally conscious and appreciate authenticity when it comes to sustainability. Earth Day is widely recognised, with events, clean-up initiatives, and eco-focused campaigns.

Spring Clean

April is a popular month for spring cleaning and home refresh in Germany. Many Germans reorganise, declutter, and redecorate as the weather improves.



May

M	T	W	T	F	S	S
27	28	29	30	1	2	3
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11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Local's tip

Labour Day is a public holiday in Germany, often celebrated with marches, leisure activities, outdoor music shows and family gatherings.

IMPORTANT DATES

1st Labor Day / May Day Erster Mai	<i>#Feiertag #Jobs #Gleichrechte</i>
10th Mother's Day Muttertag	<i>#Mothersday #Blumen #Familien</i>
15th International Day of Families Internationaler Tag der Familie	<i>#Familien #Familytime</i>
16th Bike-to-Work Day Bike-to-Work Day	<i>#Fitness #Fahrrad #Nachhaltigkeit</i>
22nd International Day for Biological Diversity Internationaler Tag der biologischen Vielfalt	<i>#Vielfalt #Naturschutz #Saveourplanet</i>
24th Whit Sunday Pfingstsonntag	<i>#Pfingsten #Pfingstfeiertag</i>
25th Whit Monday Pfingstmontag	<i>#Pfingsten2026 #Feiertag</i>
29th Ascension Day Himmelfahrt	<i>#Feiertag #Familien</i>

Local's tip

Mother's Day is widely celebrated with gifts, flowers, and family meals. On this day, Germans value thoughtful gifts with high-quality.

Gardening Season

May brings warmer weather and Germans increasingly spend time outdoors in gardens, parks, and on short trips.



June

Season for festivals

Festival season kicks off with Hafengeburtstag in Hamburg, a huge maritime celebration with ships and fireworks, the Rheinkirmes in Düsseldorf, one of the country's biggest funfairs, and the Rock am Ring / Rock im Park music festivals featuring international bands

M	T	W	T	F	S	S
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15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

IMPORTANT DATES

1st World Reef Day Welttag der Riffe	<i>#Naturschutz #Vielfalt</i>
3rd World Bicycle Day Weltfahrradtag	<i>#Fahrrad #Fahrradfahren #Autofrei</i>
5th World Environment Day Welttag der Umwelt	<i>#Naturschutz #Umwelthilfe #Zukunft</i>
6th Social Media Day	<i>#SocialMediaDay2026 #SMDAY20256 #DigitalMarketingTips #MarketingWithSocial</i>
8th World Oceans Day Welttag der Ozeane	<i>#Blueplanet #Ozean #Vielfalt</i>
19th Corpus Christi Fronleichnam	<i>#Kirchenfest #Fronleichnam</i>
21st World Humanist Day Welthumanistentag	<i>#Humanisten #Humanismus #Humanistisch</i>
21st Fête de la musique – „Tag der Musik“	

Local's tip

The music day takes place in many German cities – both amateur and professional musicians perform in streets, squares, and parks. Symbolically, the day marks the start of summer and celebrates the longest day of the year with music and community.

Local's tip

Cyclists meet on this day to ride together through the city in a movement taking over the roads.

July

Festival Season Part.2

Festival season at its peak, with open-air music festivals, cultural events, and city fairs happening all over the country. From electronic beats at Melt Festival to heavy metal at Wacken Open Air and family-friendly events like DAS FEST, there's something for every taste and age.

M	T	W	T	F	S	S
29	30	1	2	3	4	5
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20	21	22	23	24	25	26
27	28	29	30	31		

IMPORTANT DATES

3rd Plastic Bag Free Day Tag der Plastiktütenvermeidung	<i>#Plastikfrei #ZeroWaste #Umweltbewusst</i>
7th World Chocolate Day Weltschokoladen Tag	<i>#Plastikfrei #ZeroWaste #Umweltbewusst</i>
18th Major CSD Events in Germany	<i>#PrideGermany #LoveIsLove #CSD2026</i>
28th World Nature Conservation Day Welttag des Naturschutzes	<i>#Naturschutz #Nachhaltigkeit</i>
30th World Friendship Day Welttag der Freundschaft	<i>#Freundschaft #GemeinsamStark</i>

Cultural Open-Air & Music Festivals

July is time for big festivals, amongst them Rock am See (Lake Constance), Melt Festival (Saxony-Anhalt), Fusion Festival (Mecklenburg-Vorpommern).

Local's tip

Summer holidays begin in several federal states, e.g., Bavaria, Baden-Württemberg, and Berlin.



August

Local's tip

Collaborate with local wine and harvest festivals in regions like Rhineland-Palatinate and Baden-Württemberg. These events offer opportunities for product sampling, pop-up activations, and storytelling around local culture to engage audiences authentically.

M	T	W	T	F	S	S
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

IMPORTANT DATES

8th International Cat Day Internationaler Tag der Katze	<i>#KatzenLiebe #Verspielt</i>
9th National Book Lovers Day Tag der Buchliebhaber	<i>#Bücherwurm #LeseFreude #Literatur</i>
12th International Youth Day Internationaler Jugendtag	<i>#JungeMenschen #ZukunftGestalten #GenerationZ</i>
13th International Day of the Left-Handed	<i>#LinkshänderTag #LinkshänderMarketing #LinkshänderGadgets #LinkshänderProdukte</i>
15th Assumption Day Mariä Himmelfahrt	<i>#Himmelfahrt #KatholischerFeiertag #Religös</i>
19th World Humanitarian Day Humanitärer Welttag	<i>#HumanitäreHilfe #Spenden #MenschenInNot</i>

International Cat Day

International Cat Day is a day to honour cats, raise awareness about their welfare, and celebrate the joy they bring to people's lives. In Germany, many cat cafés and animal shelters hold special events to promote adoption and responsible pet care.

Wine and Harvest Festivals

Germany's local wine and harvest festivals celebrate the region's rich viticulture and agricultural traditions, especially in Rhineland-Palatinate and Baden-Württemberg. Visitors can enjoy wine tastings, traditional food, parades, and live music in a festive, community atmosphere.



September

Local's tip

Take advantage of Oktoberfest season, which starts in late September in Munich and inspires smaller versions all across Germany. It's the perfect time for brands to launch themed campaigns that resonate with Germans everywhere.

M	T	W	T	F	S	S
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

IMPORTANT DATES

5th Amazon Rainforest Day Tag des Amazonas-Regenwaldes	<i>#Regenwald #Klimaschutz #Biodiversität</i>
16th International Day for the Preservation of the Ozone Layer Internationaler Tag zur Erhaltung der Ozonschicht	<i>#Ozonloch #Klimaschutz #ProtectThePlanet</i>
20th Children's Day Weltkindertag	<i>#Kinderrechte #ZukunftFürKinder</i>
20th World Cleanup Day Weltweiter Tag der Sauberkeit	<i>#SaubereUmwelt #Aufräumen</i>
22nd World Car-Free Day Autofreier Welttag	<i>#Autofrei #Mobilitätswende #Klimafreundlich</i>
26th World Contraception Day Weltverhütungstag	<i>#Verhütung #Aufklärung #Gesundheit</i>
29th International Day of Awareness of Food Loss and Waste Internationaler Tag zur Sensibilisierung für Lebensmittelverluste und -verschwendung	<i>#Lebensmittelverschwendung #FoodWaste #Ernährung</i>

Back-to-School Campaigns

September marks the start of the school year in many federal states. Brands can focus on education-related marketing, offering student discounts, school starter kits, or collaborations with stationery and tech brands.

Heritage & Museum Events

September hosts events like Tag des offenen Denkmals (Open Monument Day), where historic buildings and museums open their doors to the public. Perfect for partnerships with cultural institutions, sponsoring guided tours, or creating educational campaigns.



October

Important History

The Day of German Unity celebrates the reunification of East and West Germany in 1990 and is Germany's national holiday. It is marked with official ceremonies, concerts, and public festivities in the designated host city each year.

M	T	W	T	F	S	S
28	29	30	1	2	3	4
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12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

IMPORTANT DATES

3rd Day of German Unity Tag der Deutschen Einheit	<i>#TagDerDeutschenEinheit #30Oktober #Deutschland #Wiedervereinigung</i>
4th World Animal Day Welttierschutztag	<i>#Welttierschutztag #Tierschutz #TiereLieben</i>
10th World Mental Health Day Welttag für psychische Gesundheit	<i>#PsychischeGesundheit #SeelischeGesundheit #SprichDrüber</i>
17th International Day for the Eradication of Poverty Internationaler Tag zur Beseitigung der Armut	<i>#ArmutBekämpfen #GleichheitFürAlle #SozialeGerechtigkeit</i>
26th International Day of Clean Energy Internationaler Tag der sauberen Energie	<i>#Innovation #Solar</i>
31th Reformation Day Reformationstag	<i>#Reformationstag #ProtestantischeReformation</i>
31th Halloween Halloween	<i>#Halloween2026 #SchaurigeNacht #GruselZeit #KürbisLiebe</i>

Halloween

Even though Halloween is imported, it's widely celebrated in Germany with parties, themed events, and decorations. Halloween-themed product bundles, social media contests, or collaborations with local clubs and stores.

Apple Day

Germany celebrates the annual apple harvest and the importance of local fruit in German cuisine and culture. It's marked by farmers' markets, tasting events, and community activities showcasing seasonal apple varieties and traditional recipes.



November

November – Men's Health Awareness

November is a globally recognised month-long campaign for men's health, focusing on prostate cancer and mental health, with marketing opportunities like collaborations with healthcare brands, educational content, fundraising, and creative moustache challenges.

M	T	W	T	F	S	S
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

IMPORTANT DATES

1st World Vegan Day Weltvegantag	<i>#Weltvegantag #WorldVeganDay #VeganInDeutschland</i>
9th World Freedom Day Mauerfall-Jahrestag	<i>#Freiheit #9November #Weltfreiheitstag</i>
10th St. Martin's Day Martinstag	<i>#Martinstag #SanktMartin #Laternenumzug #SanktMartinsfest</i>
11th Single's Day	<i>#1111Sale #SinglesDay</i>
13th World Kindness Day Weltfreundlichkeitstag	<i>#Weltfreundlichkeitstag #FreundlichSein #GuteTaten</i>
17th World Prematurity Day Weltfrühgeborenentag	<i>#Weltfrühgeborenentag #Frühchen #KleinAberOho</i>
20th Transgender Day of Remembrance Gedenktag für trans Menschen	<i>#TDoR #TransRechte #Vielfalt</i>
27th Black Friday	<i>#BlackFriday #BlackFridayAngebote #Schnäppchenjagd #BlackFridayDE</i>

Pre-Christmas & Seasonal Campaigns

Focus on building excitement for the holiday season, tapping into festive traditions and shopping habits. Brands can create gift bundles, early-bird promotions, and engaging social media content to capture holiday shoppers and align with the country's strong Christmas market culture.

Winter Fashion & Lifestyle Launches

November is prime time for autumn-to-winter fashion, home décor, and wellness products, offering marketing opportunities like limited-edition seasonal lines, influencer collaborations, and "cozy season" lifestyle bundles.



December

Silent Night Runs

December is time for “Silent Night Runs” or “Glow Runs” – evening charity runs through festively decorated streets or parks. Unlike traditional Christmas markets or family dinners, these events combine fitness, neon lights, music, and community participation.

M	T	W	T	F	S	S
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

IMPORTANT DATES

1st Cyber Monday	<i>#CyberMonday #MegaRabatte #CyberMondayDE #OnlineShopping</i>
1st World AIDS Day Welt-AIDS-Tag	<i>#WeltAIDSTag #AIDSawareness #Solidarität</i>
3rd International Day of Persons with Disabilities Internationaler Tag der Menschen mit Behinderungen	<i>#Inklusion #Barrierefreiheit #MenschenMitBehinderung</i>
5th International Volunteer Day Internationaler Tag des Ehrenamts	<i>#Menschenrechte #Gleichheit #HumanRightsDay</i>
6th St. Nicholas Day Nikolaustag	<i>#Nikolaustag #StNicholasDay #Nikolaus #Weihnachten</i>
10th Human Rights Day Tag der Menschenrechte	<i>#MigrantenTag #Vielfalt #Integration</i>
18th International Migrants Day Internationaler Tag der Migranten	<i>#TagDesEhrenamts #Freiwilligenarbeit #Gemeinschaft</i>
24th Christmas Eve Heiligabend	<i>#Heiligabend #Weihnachten #ChristmasEve #Festtag</i>
25th Christmas Day 1 st Weihnachtstag	<i>#ErsterWeihnachtstag #ChristmasDay #Weihnachtsfeiertag #FesttagmitFamilie</i>
31st New Year's Eve Silvester	<i>#Silvester #Neujahr #Feuerwerk #Partytime</i>

Did you know

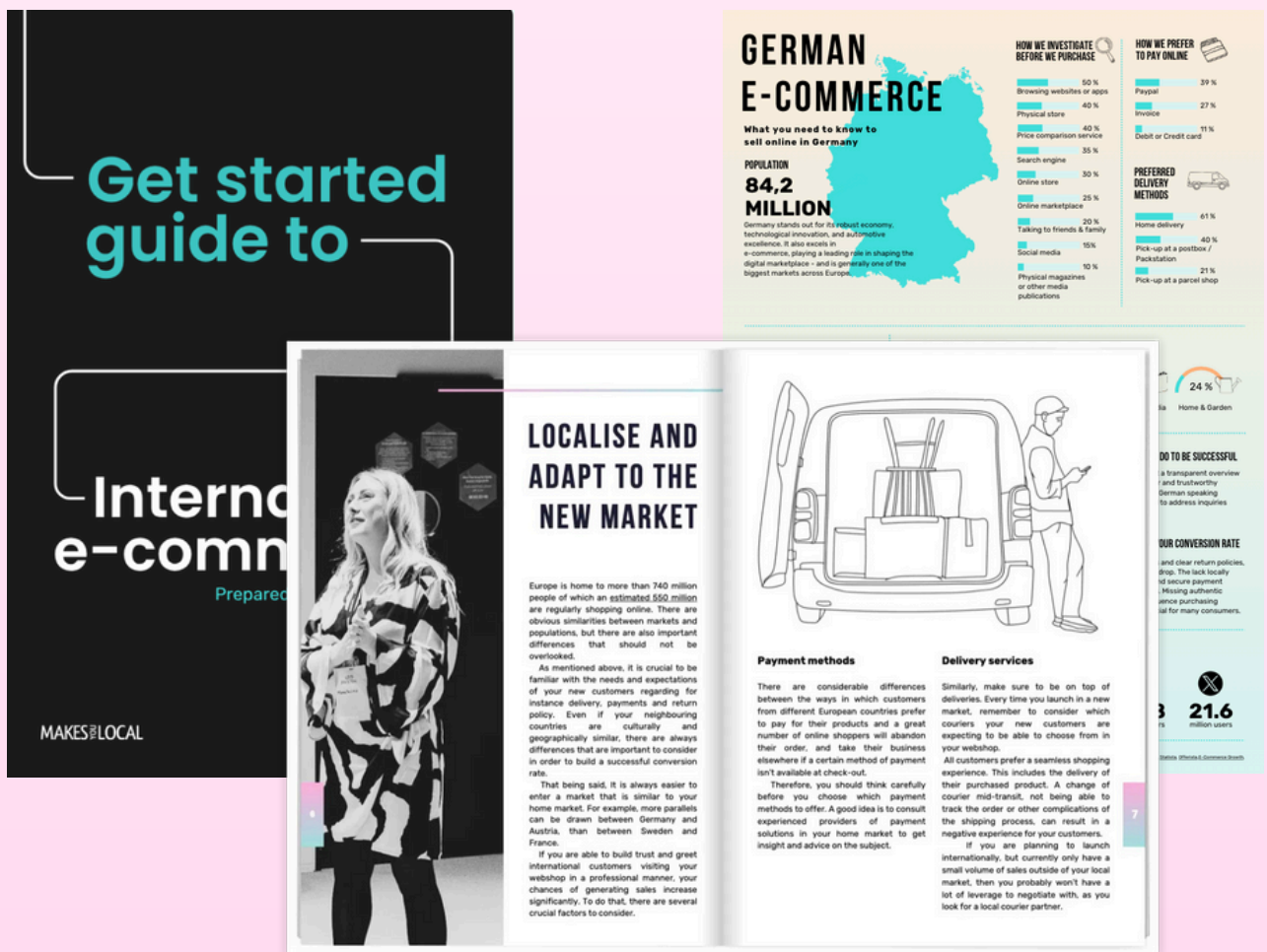
Fish dishes are a traditional choice for Christmas Eve Dinner (Heiligabend). Historically, Christmas Eve was a fasting day before the festive Christmas Day meal. Meat was often avoided, so families would serve fish instead.

Advent Calendar Pop-Up Experiences

A distinctive December tradition is the “Advent Calendar Pop-Up Experiences” in cities like Berlin, Munich, and Hamburg. Instead of just opening a calendar at home, these pop-ups turn each day into a mini-event with surprises, performances, tastings, or interactive art installations.

MORE RESOURCES AND INSPIRATION?

Find free toolkits to help you reach
growth, localisation & expansion
goals on your e-commerce journey.



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