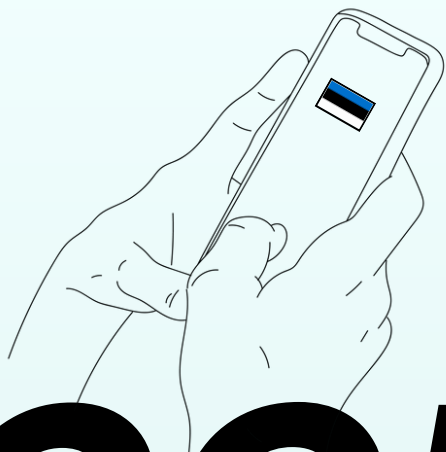




CONTENT GUIDE^{TO}

MARKETING IN ESTONIA

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.

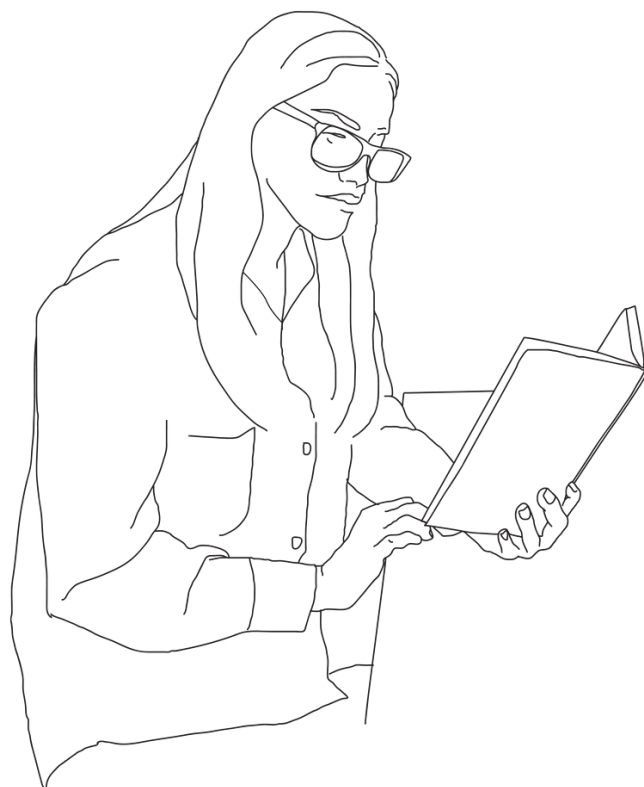
Below, you find inspiring cases of brands who took their business abroad:

[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://makesyoulocal.com).



What you should know about Estonia

MARKET SIZE

5.2 billion EUR
e-commerce turnover

OFFICIAL LANGUAGES

Estonian

PAY DAY

Salaries are paid at the end of the month, on a fixed date, or split mid- and end-of-month.



DO YOU KNOW THESE SUCCESSFUL ESTONIAN BRANDS?

Bolt, Wise, Kalev.

Top
3

PRODUCT CATEGORIES



Clothing,
Sportswear &
Accessories



Restaurant &
Fast food



Cosmetics &
Wellness products

SOCIAL MEDIA CHANNELS



0.98 million users



0.70 million users



0.48 million users

ANNUAL HIGHLIGHTS



Independence Day



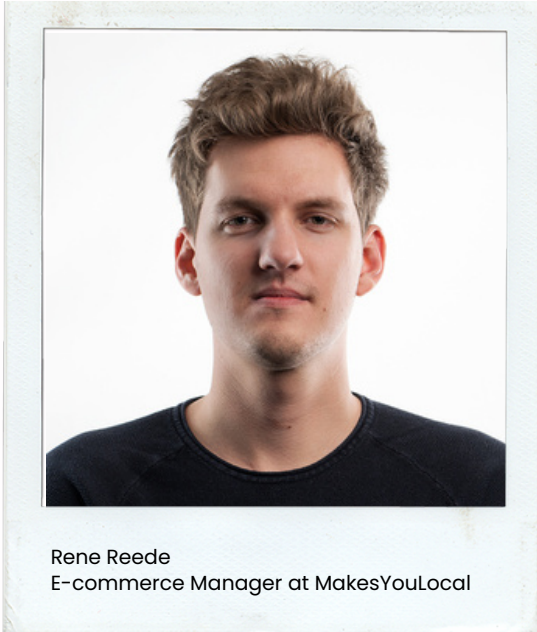
Midsummer



Christmas

DOWNLOAD MARKET FACT SHEETS
FOR EVEN MORE MARKET FACTS

[GET ALL MARKET FACTS](#)



Rene Reede
E-commerce Manager at MakesYouLocal

Specialist's Content Marketing tips

WHAT WORKS WELL

- Use authentic nature visuals: Landscapes featuring bogs, forests, and the coastline resonate deeply.
- Be direct and honest: Estonians value straightforwardness. Get to the point in your messaging and ensure your promises are realistic.
- Be practical: Clearly state the product's function and price.

WHAT TO AVOID

- Hype and exaggerated emotion: Be subtle, factual, and authentic.
- Unrealistic promises: Stick to what you can deliver, as trust is paramount.
- Defaulting to Russian: Prioritize Estonian first, then English.
- Generic stock photos: Use visuals that feel genuinely local.

CAMPAIGN ANGLE IDEAS

- A winter campaign themed around coziness (hubasus), candles, books, and indoor comfort.
- A Midsummer (Jaanipäev) feature highlighting the "white night" bonfire traditions, focusing on community and grilling.
- A "Back to School" campaign in August that emphasizes durability, practicality, and good value for money.

CULTURAL REMINDERS

- Reference key cultural symbols: The Midsummer bonfire (jaanituli), sauna culture, and the Song Festival create instant recognition.
- Respect Personal Space: Estonians are generally reserved, so marketing should be respectful and not overly familiar or intrusive.
- Color red signals sales and promotions.

January

Winter Sports & Sauna

January in Estonia is the peak season for outdoor family fun, thanks to the school winter break. Popular activities range from winter sports like cross-country skiing, sledding, and ice skating to the quintessential sauna experience (talisuplus).

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 Uusaasta	#uusaasta #uusaastalubadused #uusaastapidu #aastavahetus
4th World Braille Day Ülemaailmne punktkirjapäev	#punktkiri #punktkirjapäev
6th Epiphany Kolmekuningapäev	#kolmekuningapäev #kolmekuningapaev
7th Orthodox Christmas Õigeusu jõulud	#õigeusujõulud #õigeusk
14th Orthodox New Year Õigeusu uusaasta	#õigeusk
24th International Day of Education Rahvusvaheline hariduse päev	#rahvusvahelineharidusepäev #haridus #haridusepäev
26th International Day of Clean Energy Rahvusvaheline puhta energia päev	#puhasenergia
30th Estonian Literature Day Eesti kirjanduse päev	#eestikirjandusepäev #eestikirjandus #kirjandus

Local's tip

For the Russian Orthodox community, this celebration includes gift-giving to friends or family, though Estonian companies usually steer clear of marketing on this day. However, this tradition makes it a timely and relevant occasion for businesses to market gifts.

❄️ Ice & Steam

Traditional sauna ritual is a true local experience: Estonians warm up in a wood-fired sauna, often with birch whisks, followed by a revitalising plunge into a hole cut in the ice.



February

Winter's Peak & Independence Day

February is a month of peak winter beauty, and the snowiest time of year, coinciding with a school break and offering a rare chance to see the Northern Lights.

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 Anniversary of Tartu Peace Treaty Tartu rahu aastapäev	<i>#tarturahuaastapäev #tarturahu #tartu</i>
2nd World Wetlands Day Rahvusvaheline märgalade päev	<i>#märgaladepäev #sood #märgalad #worldwetlandsday</i>
11th International Day of Women and Girls in Science Naised teaduses	<i>#naisedteaduses #womeninscience</i>
14th Valentine's Day Valentinipäev a.k.a. Sõbrapäev	<i>#valentinipäev #sõbrapäev #sõber #kingitus</i>
17th Shrove Tuesday Vastlapäev	<i>#vastlapäev #headvastlapäeva #shrovetuesday #vastlapaev</i>
17th Chinese New Year Hiina uusaasta	<i>#hiinauusaasta #chinesenewyear</i>
20th World Day of Social Justice Ülemaailmne sotsiaalse õigluse päev	<i>#sotsiaalneõiglus</i>
24th Estonian Independence Day Eesti iseseisvuspäev	<i>#iseseisvuspäev #vabariigiaastapäev #eesti #eestivabariigiaastapäev</i>

Local's tip

Valentine's Day is a celebration of affection for friends and family, not just romantic partners. Alongside traditional gifts for couples, friends often celebrate with group outings and thoughtful tokens of appreciation.



Shrove Tuesday

Vastlapäev is a day of winter fun, celebrated with sledging to bring good luck for the coming year's harvest. Traditional foods include hearty pea soup and special cream filled buns (vastlakuklid). It's a key time for marketing sledges and winter gear.



March

The Spring Thaw & Awakening Nature

March marks the start of spring as melting snow gives way to the hiking season. It's a time for unique outdoor activities like bog-shoeing and watching the return of migratory birds.

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 Rahvusvaheline diskrimineerimise vastasuse päev	#võrdnekohtlemine #zerodiscrimination
3rd World Wildlife Day Ülemaailmne eluslooduse päev	#elusloodusepäev #elusloodus #diskrimineerimine
8th International Women's Day Rahvusvaheline naistepäev	#naistepäev #rahvusvahelinenapistepäev #naistepaev #naistepäevakingitus
14th Mother Tongue Day Emakeelepäev	#emakeelepäev #emakeel #eestikeel
18th Global Recycling Day Ülemaailmne taaskasutuspäev	#taaskasutuspäev #taaskasutus #taaskasutusonmoes
21st International Day of Forests Rahvusvaheline metsapäev	#metsapäev #mets #rahvusvahelinemetsapäev
28th Earth Hour Maa tund	#maatund #earthhour
30th International Day of Zero Waste Rahvusvaheline jäätmevaba päev	#zerowasteday #jäätmevaba

Local's tip

Women's Day is a major driver for gift sales, especially flowers, chocolates, and cosmetics.

The Spring Thaw

A seasonal shift brings a marketing opportunity and boosts demand for outdoor, gardening, DIY, and spring fashion products.

Birdwatching season

From March to May, Estonia is a top birdwatching destination where you can see nearly 400 migratory species. Famous wetlands like Matsalu National Park become vital stopovers for millions of birds on the East Atlantic Flyway.

April

Easter celebrations

This Estonian holiday revolves around several egg-themed customs, like egg painting and playful games like egg rolling, egg smashing and egg hunts. In preparation for these activities, families stock up on eggs, paints, and chocolates

M	T	W	T	F	S	S
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 April Fools' Day Naljapäev	<i>#naljapäev #aprillipäev #aprillinali</i>
3rd Good Friday Suur reede	<i>#suurreede #lihavõtted #goodfriday</i>
5th Easter Sunday Ülestõusmispühade 1. püha	<i>#munadepühad #lihavõtted #ülestõusmispühad</i>
7th World Health Day Maaailma tervisepäev	<i>#maailmatervisepäev #tervisepäev</i>
22nd Earth Day Maapäev	<i>#maapäev #earthday</i>
23rd Veterans' Day Veteranipäev	<i>#veteranipäev #veteran</i>
24th Fashion Revolution Day Moorevolutsiooni päev	<i>#moorevolutsioon #fashionrevolution</i>
30th Walpurgis Night Võlbriöö	<i>#võlbriöö #võlber #walpurgisnight</i>

Did you know

April 1st is called naljapäev, which literally means "the Joke Day." This highlights a great cultural opportunity, as playful pranks are an expected and welcome way for brands to engage with the public and show a lighter side of themselves.

Local's tip

Walpurgis Night, a spring festival with a Halloween-like atmosphere of parties, bonfires, and witch costumes. This event is a prime marketing opportunity where successful campaigns tap into the unique spooky theme.



May

The Great Outdoors in Full Swing

May is the prime month for outdoor life, kicking off the gardening and camping seasons – a perfect time for hiking and birdwatching in national parks.

M	T	W	T	F	S	S
27	28	29	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 Spring Day Kevadpüha	#kevadpüha #kevad
10th Mother's Day Emadepäev	#emadepäev #emadepäevakingitus #mothersday
12th E-Monday E-smaspäev	#eesmaspäev #emonday
15th International Day of Families Rahvusvaheline perepäev	#rahvusvahelineperepäev #perepäev
15th Bike-to-Work Day Ülemaailmne rattaga tööle tulemise päev	#rattagatööle #biketoworkday
16th Eurovision Song Contest 2026 Eurovisiooni lauluvõistlus 2026	#eurovisioon #eurovision #eestilaul
22nd International Day for Biological Diversity Rahvusvaheline bioloogilise mitmekesisuse päev	#bioloogilisemitmekesisusepäev #keskkonnateadlikkus
24th Pentecost Nelipühade 1. püha	#nelipüha #pentecost

Local's tip

For Mother's Day, the cultural focus is on showing appreciation through thoughtful gifts. Alongside traditional presents like flowers, books, and beauty products, there is a strong emphasis on gifting personal experiences. Successful campaigns align with this spirit by highlighting wellness treatments, spa days, and other curated experiences that honor the occasion



Did you know

Estonia's cherished "sinilill" (Hepatica) is the first spring flower, symbolizing hope and resilience.

June

☀️ Summer break

The Midsummer festivities launch the school holidays, running from mid-June to August 31 for non-graduating students. This vibrant period is packed with concerts by local artists and festivals, drawing lively crowds across the country.

M	T	W	T	F	S	S
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 Child Protection Day Lastekaitsepäev	#lastekaitsepäev #lapsed
3rd World Bicycle Day Rahvusvaheline jalgrattapäev	#jalgrattapäev #jalgrattakuu #jalgratas
4th Flag Day Eesti lipu päev	#eestilipupäev #eestilipp #sinimustvalge
5th World Environment Day Maaailma keskkonnapäev	#maailmakeskkonnapäev #keskkonnapäev #ülemaailmnekeskkonnapäev
8th World Oceans Day Rahvusvaheline ookeanide päev	#rahvusvahelineookeanipäev #ookeanipäev
23rd Victory Day Võidupüha	#võidupüha #victoryday
24th Midsummer Day Jaanipäev	#jaanipäev #midsummer #jaanituli

🔥 Midsummer

For Estonia's solstice, families and friends gather in the countryside for a traditional bonfire. They celebrate with music, dancing, and feasts, enjoying the magical, near-endless daylight of the white nights.

Local's tip

The Midsummer season is perfect for campaigns. Demand is high on mosquito repellents, beverages, barbecue supplies, foods, and essential bonfire equipment, including fire safety products.



July

Local's tip

Harness the magic of Estonia's white nights. Focus your summer marketing on open-air festivals, Midsummer traditions, and late-night adventures. Evoking the simple joys, like the taste of wild strawberries, will connect your brand with the heart of the Estonian summer.

M	T	W	T	F	S	S
29	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

3rd Plastic Bag Free Day Kilekotivaba päev	<i>#kilekotivabapäev #kilekotivaba #kilekott</i>
28th World Nature Conservation Day Ülemaailmne looduskaitsepäev	<i>#looduskaitsepäev #natureconservationday</i>



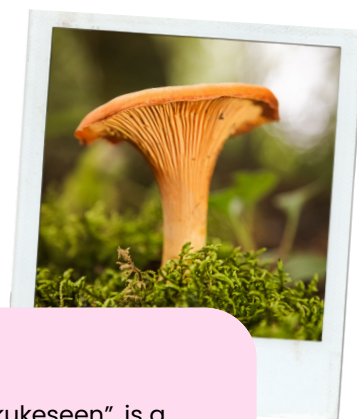
Festival Season

July is the and the peak of festival season and summer, drawing crowds to events all across the country. Major draws include the iconic Viljandi Folk Music Festival, the island-based I Land Sound, Saaremaa Opera Days, and Tallinn's Maritime Days. Because these beloved events happen nationwide, accommodation and ferry tickets sell out fast, and locals will be shopping for festival essentials like camping gear, rain ponchos, and portable chargers.



Mushroom and wild berry picking season

Estonia's foraging season comes alive from July to October, when forests are rich with berries, mushrooms, and herbs. This beloved national tradition sees Estonians of all ages pull on their boots and head into the woodlands, basket in hand, to gather nature's harvest.



Did you know

The chanterelle, or "kukeseen", is a culinary treasure in Estonia and a beloved highlight of the summer foraging season

August

Local's tip

To capture the Estonian late-summer mood, focus on the harvest, mushroom foraging, and cozying up for darker nights. This feeling culminates in the Night of the Ancient Bonfires on the last Saturday of August, when coastal bonfires are lit to say a symbolic goodbye to summer.

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

12th International Youth Day Rahvusvaheline noortepäev	<i>#rahvusvaheline noortepäev #noortepäev #youthday</i>
19th World Humanitarian Day Ülemaailmne humanitaarabi päev	<i>#humanitaarabi #humanitarianaid #maailmahumanitaarabipäev</i>
20th Day of Restoration of Independence Taasiseseisvumispäev	<i>#taasiseseisvumispäev #taasiseseisvumine #estonia</i>
23rd Black Ribbon Day Kommunismi ja natsismi ohvrite mälestuspäev	<i>#kommunismijanatsismiohvrite mälestuspäev #mustalindipäev #blackribbonday</i>
29th Night of the Ancient Bonfires Muinastulede öö	<i>#muinastuledeöö #muinastuled #muinastuledeoo</i>

Restoration of Independence

On Estonia's Restoration of Independence, a public holiday, businesses typically close but engage in patriotic marketing online. It's common to see social media tributes combining special discounts with national symbols like the Estonian flag and the cornflower.

Did you know

August and September are the peak harvest season for Estonian apples and pears. This time is marked by busy orchards, fruit festivals, and families preserving the harvest for winter.

Local's tip

In Estonia, savvy consumers often wait until summer to purchase winter clothing and other cold-weather products at a discount, creating an ideal window for businesses to run seasonal promotions.

Local's tip

The lead-up to the new school year is a key retail period, creating high demand for supplies like notebooks and backpacks. "Back-to-school" campaigns and online discounts are highly effective, as parents and students actively seek out promotions.

September

🇪🇺 Day of Knowledge

The first day of school, September 1st, is a national flag day known as "Teadmistepäev". This festive academic start is celebrated with formal school ceremonies, where students, often with their families, traditionally bring flowers to their teachers.

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

1st Day of Knowledge Teadmistepäev	#teadmistepäev #kooliaastaalgus
8th E-Monday E-smaspäev	#eesmaspäev #emonday
13th Grandparents' Day Vanavanemate päev	#vanavanematepäev #vanavanemad
16th International Day for the Preservation of the Ozone Layer Rahvusvaheline osoonikihi kaitsmise päev	#osoonikiht #osoonikaitsmine
19th World Cleanup Day Maailmakoristuspäev	#maailmakoristuspäev #worldcleanupday #minakoristan
22nd Resistance Day Vastupanuvõitluse päev	#vastupanuvõitlusepäev #vastupanuvõitlus
22nd World Car-Free Day Autovaba päev	#autovabapäev #worldcarfreeday
26th World Contraception Day Rahvusvaheline rasestumisvastaste vahendite päev	#rahvusvahelinerasestumisvastastevahenditepäev #rasestumisvastasedvahendid
29th International Day of Awareness of Food Loss and Waste Rahvusvaheline toidukao ja toidujäätmete alase teadlikkuse päev	#toidukadu #toidujäätmed

Grandparents' Day

is a national flag day and a key commercial and family event. Marketing encourages "quality time" between generations and promotes gifts like picture frames and custom items, complementing the core tradition of visiting grandparents with flowers and cake.

Local's tip

Target September's two biggest Estonian search trends—back-to-school and autumn clothing—with localized e-commerce content themed around the start of the school year and seasonal traditions.

October

Gifts for teachers

On Teachers' Day, Estonians gift flowers, sweets, and notebooks, while a unique custom sees senior students playfully take over teaching roles. Retailers capitalize on this with sales on school supplies and teacher appreciation campaigns, which include gift guides and social media discounts.

M	T	W	T	F	S	S
28	29	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 Local Self-Government Day Omavalitsuspäev	<i>#omavalitsuspäev #eestivallad #eestilinnad</i>
1st International Day of Older Persons Rahvusvaheline eakate päev	<i>#eakatepäev #rahvusvahelineeakatepäev</i>
2nd World Farm Animals Day Ülemaailmne põllumajandusloomade päev	<i>#põllumajandusloomad</i>
4th World Animal Day Ülemaailmne loomade päev	<i>#ülemaailmneloomadepäev #animalday</i>
5th Teachers' Day Õpetajate päev	<i>#õpetajatepäev #opetajatepaev #õpetajad</i>
11th International Day of the Girl Child Rahvusvaheline tüdrukute päev	<i>#tüdrukutepäev #tüdrukud</i>
18th  Tribal Day Hõimupäev	<i>#hõimupäev #finnougricday #finnougric</i>
19th Local government council election day Kohaliku omavalitsuse volikogu valimise päev	<i>#omavalitsus #volikogu #kohalikomavalitsus</i>
24th United Nations Day Ühinenud Rahvaste Organisatsiooni päev	<i>#ÜROpäev #ühinenudrahvasteorganisatsioon</i>
24th International Day of Climate action Rahvusvaheline kliimameetmete päev	<i>#kliimameetmed</i>
29th World Sustainability Day Ülemaailmne jätkusuutlikkuse päev	<i>#jätkusuutlikus #jätkusuutlik</i>
31st Halloween Halloween	<i>#halloween #kommvõipomm #trickortreat</i>

Halloween

In Estonia, Halloween is a youth trend focused on themed parties and spooky online sales, as local traditions replace trick-or-treating.

Local's tip

For October in Estonia, focus campaigns on winter prep. Target dark-season safety with reflectors and early-bird winter tire offers, plus weatherproof autumn apparel like boots, raincoats, and woolens.

November



Local's tip

For the Estonian market, November is the crucial starting point for Christmas gift campaigns, anchored by two massive sales opportunities: the week-long Black Friday event and E-Monday (E-smaspäev).

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 Ülemaailmne veganpäev	#ülemaailmneveganpäev #veganpäev #worldveganday
2nd All Souls' Day Hingedepäev	#hingedepäev #hinged #allsoulsday
8th Fathers' Day Isadepäev	#isadepäev #isadepäevakingitus #fathersday
9th E-Monday E-smaspäev	#eesmaspäev #emonday
10th St. Martin's Day Mardipäev	#mardipäev #mardisandid
11th Singles' Day Vallaliste päev	#vallalistepäev #singlesday
13th World Kindness Day Ülemaailmne lahkuse päev	#lahkusepäev #worldkindnessday
16th International Day for Tolerance Rahvusvaheline sallivuse päev	#sallivusepäev #sallivus
20th Universal Children's Day Rahvusvaheline lastepäev	#lastepäev #rahvusvahelinelastepäev
25th St. Catherine's Day Kadripäev	#kadripäev #hakkamesantima #kadrisandid
27th Black Friday Must reede	#mustreede #blackfriday
29th First advent Esimene advent	#advendiaeg #esimeneadvent
30th Cyber Monday Küberesmaspäev	#küberesmaspäev #cybermonday



Driving candy & costume sales

These two holidays feature kids going from door-to-door and singing for candy. For St. Martin's Day, the costume is dark and masculine, for St. Catherine's Day, light and feminine.

December

📅 Did you know

During Estonian Advent, children enjoy daily chocolates found inside a Christmas calendar and find nightly gifts from elves in their slippers. These customs, along with baking gingerbreads, make the season magical for families.

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

4th Wildlife Conservation Day Ülemaailmne eluslooduse päev	<i>#elusloodusepäev</i> <i>#wildlifeconservationday</i>
6th, 13th, 20th Advents Advendid	<i>#advendiaeg</i>
5th International Volunteer Day Rahvusvaheline vabatahtlike päev	<i>#rahvusvahelinevabatahtlikepäev</i> <i>#vabatahtlikepäev</i>
5th World Soil Day Ülemaailmne mullapäev	<i>#mullapäev</i> <i>#WorldSoilDay</i>
10th Human Rights Day Inimõiguste päev	<i>#inimõigustepäev</i> <i>#inimõigused</i>
24th Christmas Eve Jõululaupäev	<i>#jõululaupäev</i> <i>#jõulud</i>
25th Christmas Day Esimene jõulupüha	<i>#esimenejõulupüha</i>
26th Boxing Day Teine jõulupüha	<i>#teinejõulupüha</i> <i>#boxingday</i>
31st New Year's Eve Vana-aasta õhtu	<i>#vanaaastaõhtu</i> <i>#newyearseve</i>

❄️ Winter holidays

Estonian Christmas means family gatherings, gifts, and festive markets, with traditional foods like blood sausage (verivorst) with lingonberry jam (pohlamoots), roast pork, sauerkraut, potatoes, and gingerbread.

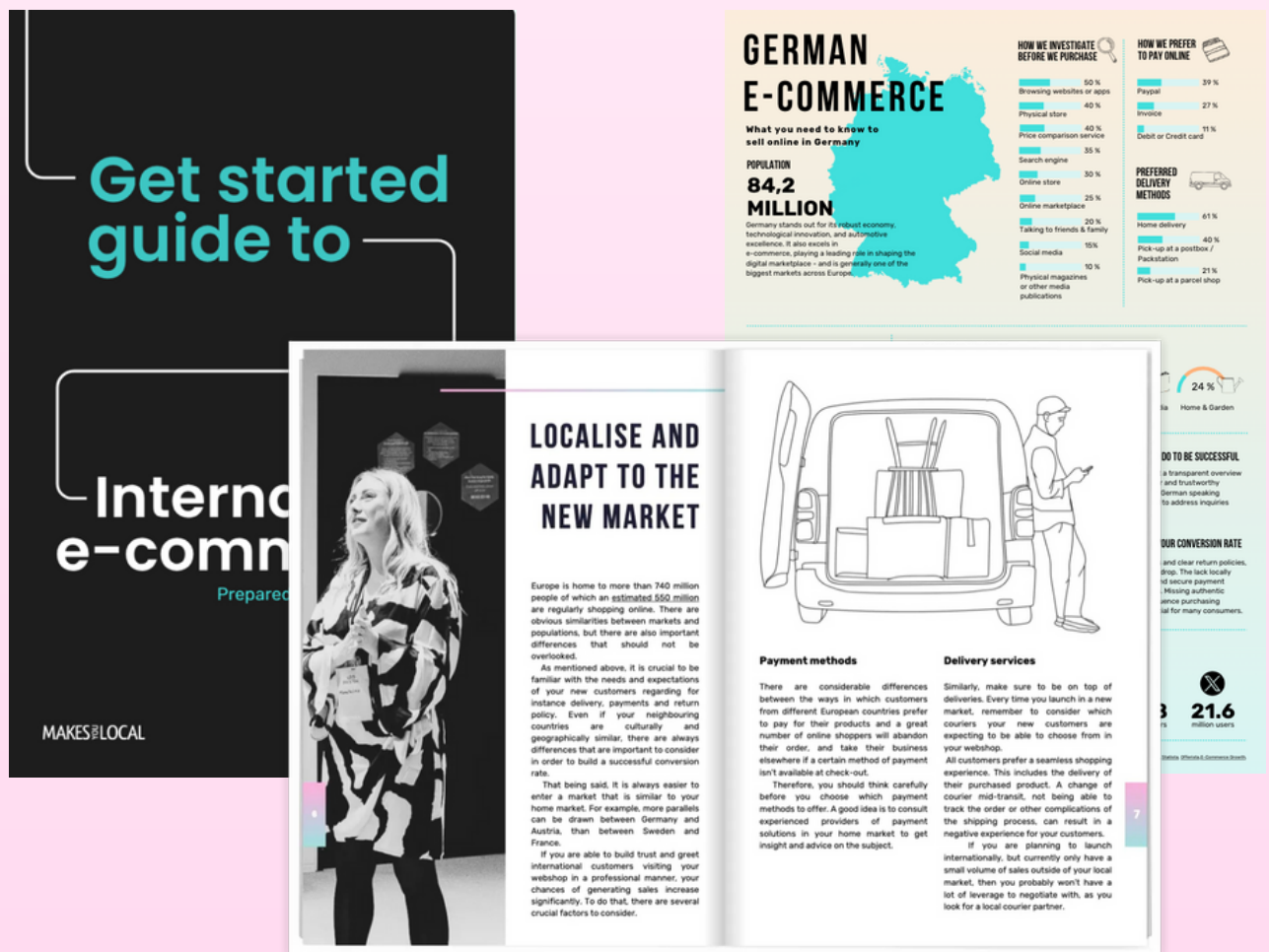
🎉 New Year's Eve

New Year's Eve in Estonia is a lively celebration, often rivaling Christmas in significance. It's marked by parties, fireworks, and sometimes extra gifts, and it's the final day for year-end retail sales.



MORE RESOURCES AND INSPIRATION?

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



[Explore toolkits here](#)

MAKES LOCAL