



# ***CONTENT GUIDE***<sup>TO</sup>

# MARKETING IN FINLAND

CREATED BY  
**MAKES<sub>3</sub>LOCAL**

# 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.

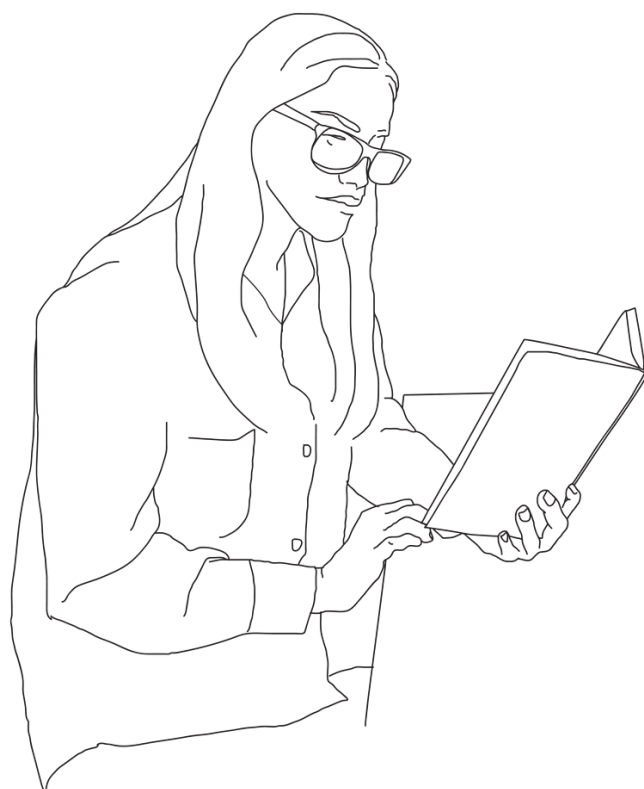
Below, you find inspiring cases of brands who took their business abroad:

**[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 Finland

## MARKET SIZE

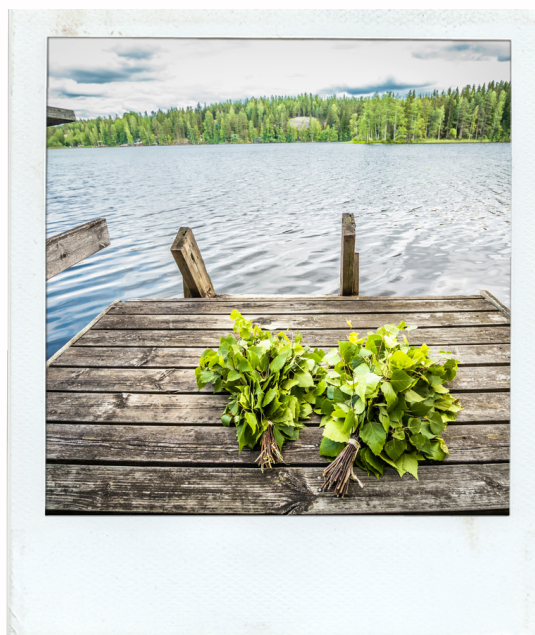
5.28 billion EUR  
total value of the online market

## OFFICIAL LANGUAGES

Finnish & Swedish

## PAY DAY

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



## DO YOU KNOW THESE SUCCESSFUL FINNISH BRANDS?

Wolt, Nokia, Marimekko, Fazer, Moomin,  
Angry Birds

Top  
3

### PRODUCT CATEGORIES



Clothing



Electronics



Entertainment

### SOCIAL MEDIA CHANNELS



4.62 million users



3.81 million users



2.3 million users

### ANNUAL HIGHLIGHTS



Christmas



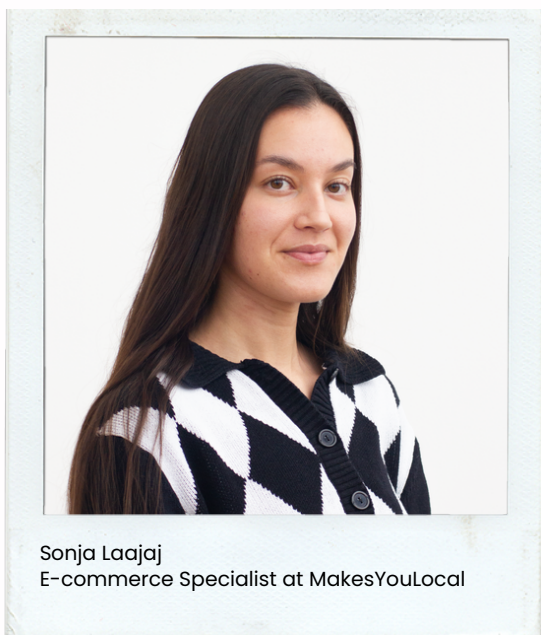
Midsummer



May 1st

DOWNLOAD MARKET FACT SHEETS  
FOR EVEN MORE MARKET FACTS

[GET ALL MARKET FACTS](#)



Sonja Laajaj  
E-commerce Specialist at MakesYouLocal

# Specialist's Content Marketing tips

## WHAT WORKS WELL

- Use nature-based visuals: lakes, forests, islands, and snow-covered landscapes feel familiar and calm.
- Referencing sauna, ice swimming, or summer cottages creates immediate local recognition.
- Humour – especially dry or understated – resonates more than big emotional language.
- Sales or promotions? Yellow is the go-to signal colour in Finland.

## WHAT TO AVOID

- Do not overuse emojis or overly sweet language – subtlety is preferred.
- Avoid showing exaggerated expressions or dramatic storytelling. Finns tend to keep emotions private.
- English may be widely understood, but campaigns perform better when written in Finnish – and Swedish, where relevant.

## CAMPAIGN ANGLE IDEAS

- A “cold outside, warm inside” winter campaign centred around sauna, with muted visuals and a practical tone.
- A minimalist May Day promotion, with bold design and little text.
- A summer feature highlighting time at the cottage, simple living, and natural light.

## CULTURAL REMINDERS

- Santa Claus lives in Lapland – this is not up for debate.
- Finnish consumers value honesty, clarity, and good service. Keep your message straightforward and your promises realistic.

# January

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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

|                                                                                                   |                                                             |
|---------------------------------------------------------------------------------------------------|-------------------------------------------------------------|
| <b>1<sup>st</sup> New Year's Day</b><br>Uudenvuoden päivä                                         | <i>#uusivuosi #uv2026<br/>#uudenvuodenlupaus</i>            |
| <b>6<sup>th</sup> Epiphany</b><br>Loppiainen                                                      | <i>#loppiainen #talvi #vapaa</i>                            |
| <b>24<sup>th</sup> International Day of Education</b><br>Kansainvälinen koulutuksen päivä         | <i>#koulutus #tasaarvo #opettajat</i>                       |
| <b>26<sup>th</sup> International Day of Clean Energy</b><br>Kansainvälinen puhtaan energian päivä | <i>#vihreäenergia #uusiutuvaenergia<br/>#kestäväkehitys</i> |
| <b>27<sup>th</sup> Holocaust Remembrance Day</b><br>Holokaustin uhrien muistopäivä                | <i>#holokausti</i>                                          |

### Dry January

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



# February

## Week long holiday

known as "skiing vacation" is held in February. Many will take a trip to northern parts for snowboarding and skiing. Kids even ice skate and cross-country ski at schools during this time of the year.

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| 23 | 24 | 25 | 26 | 27 | 28 |    |

## IMPORTANT DATES

|                                                                                                                                        |                                                                                             |
|----------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|
| <b>3<sup>rd</sup> + Day of Finnish Architecture and Design</b><br>Alvar & Aino Aallon ja suomalaisen arkkitehtuurin ja muotoilun päivä | <i>#arkkitehtuurinjamuotoilunpäivä<br/>#alvarjaainoalto #finnishdesign</i>                  |
| <b>5<sup>th</sup> + Runeberg Day</b><br>Runebergin päivä                                                                               | <i>#runebergsdagen #runeberg<br/>#runeberginpäivä #runebergintorttu<br/>#runebergstårta</i> |
| <b>14<sup>th</sup> Valentine's Day</b><br>Ystävänpäivä                                                                                 | <i>#ystävänpäivä #valentinesday<br/>#rakkaus</i>                                            |
| <b>15<sup>th</sup> Shrove Sunday</b>                                                                                                   | <i>#laskiainen #laskiaispulla<br/>#laskiaissunnuntai #pulkkamäki</i>                        |
| <b>17<sup>th</sup> Shrove Tuesday</b><br>Laskiainen                                                                                    | <i>#laskiainen #laskiaispulla<br/>#laskiaistiistai #talvi</i>                               |
| <b>28<sup>th</sup> + Kalevala Day &amp; Day of Finnish Culture</b><br>Kalevalan päivä ja suomalaisen kulttuurin päivä                  | <i>#kalevala #väinämöinen</i>                                                               |

### Local's tip

For Finns, Valentines day is mostly about friendship. Position your marketing messages to include this aspect, remembering friends and appreciating long lasting friendships.



### Local's tip

"Laskiaispulla", a pastry filled with whipped cream and jam, is the top 1 visual que in shrovetide social media stories.

### Benchpressing & Seniors' ball

Senior classes celebrate "Penkkarit", leaving the school in funny costumes, tossing candy around the city from lorries. Meanwhile, second-year upper secondary school students perform traditional dances dressed in old-time evening gowns and black ties, symbolising their transition into seniority. "Wanhojen tanssit" is a unique rite of passage,



# March

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| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 | 31 |    |    |    |    |    |

## IMPORTANT DATES

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|------------------------------------------------------------------------------------------------------|---------------------------------------------------------|
| <b>13<sup>th</sup> + Winter War Commemoration Day</b><br>Talvisodan päättymisen muistopäivä          | <i>#talvisota #suomi</i>                                |
| <b>19<sup>th</sup> + Minna Canth Day of Equality</b><br>Minna Canthin ja tasa-arvon päivä            | <i>#minnacanth #tasaarvo #feminismi<br/>#naiset</i>     |
| <b>22<sup>nd</sup> Earth Hour</b><br>Maan tunti                                                      | <i>#earthhour #ilmastonmuutos</i>                       |
| <b>29<sup>th</sup> Palm Sunday</b><br>Palmusunnuntai                                                 | <i>#virpominen #pääsiäinen</i>                          |
| <b>30<sup>th</sup> International Day of Zero Waste</b><br>Kansainvälinen hävikkivapaa päivä          | <i>#hävikkivapaa</i>                                    |
| <b>31<sup>st</sup> International Trans Day of Visibility</b><br>Kansainvälinen transnäkyvyyden päivä | <i>#ihmisoikeudet #solidaarisuus<br/>#transoikeudet</i> |

### Local's tip

Celebrations tied to national identity require subtlety. Most Finnish brands refrain from referring to politically charged observances.

### Palm Sunday

is an important day for the kids, who visit extended family and exchange willow branches, decorated with feathers and paper flowers, for Easter treats.



# April

## Local's tip

The april fools chant goes: "Aprillä, syö silliiä, juo kuravettä päälle!"

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| 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| 27 | 28 | 29 | 30 |    |    |    |

## IMPORTANT DATES

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|--------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------|
| <b>1<sup>st</sup> April Fool's Day</b><br>Aprillipäivä                                                       | #aprillipäivä #aprillia                                             |
| <b>3<sup>rd</sup> Good Friday</b><br>Pitkäperjantai                                                          | #pitkäperjantai                                                     |
| <b>5<sup>th</sup> Easter Sunday</b><br>Pääsiäispäivä                                                         | #pääsiäiskukko #pääsiäinen                                          |
| <b>6<sup>th</sup> Easter Monday</b><br>Toinen pääsiäispäivä                                                  | #pääsiäinen #pääsiäismuna #määmi<br>#pääsiäispupu #munajahti #kevät |
| <b>7<sup>th</sup> World Health Day</b><br>YK:n maailman terveyspäivä                                         | #WHO #terveyspäivä                                                  |
| <b>8<sup>th</sup> National Romani Day</b><br>Romanien kansallispäivä +                                       | #romani                                                             |
| <b>9<sup>th</sup> The Day of the Finnish Written Language</b><br>Mikael Agricolan päivä & suomenkielen päivä | #suomenkielenpäivä #agricola<br>#suomenkieli                        |
| <b>27<sup>th</sup> + National Veteran's Day</b><br>Kansallinen veteraanipäivä                                | #kiitos #veteraanit                                                 |
| <b>30<sup>th</sup> Mayday's Eve</b><br>Vappuaatto                                                            | #vappu #klaravappenhelanatten<br>#vappuaatto #hyväävappua           |

## Local's tip

In most of Finland, Easter rooster lays chocolate eggs for children to find on Sunday morning. Spruce your marketing materials with willow branches and roosters for proper Easter feel.



# May



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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 |

## IMPORTANT DATES

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|--------------------------------------------------------------------------------------------------|--------------------------------------------------------------|
| <b>1<sup>st</sup> May Day</b><br>Vappu                                                           | <i>#vappu #vappumunkki #sima</i>                             |
| <b>9<sup>th</sup> Europe Day</b><br>Eurooppa-päivä                                               | <i>#eurooppa #eurooppapäivä #eu</i>                          |
| <b>10<sup>th</sup> Mother's Day</b><br>Äitienpäivä                                               | <i>#äitienpäivä #äiti</i>                                    |
| <b>12<sup>th</sup> Day of Finnish Identity</b><br>J.V. Snellmanin päivä & suomalaisuuden päivä + | <i>#suomalaisuudenpäivä<br/>#suomalaisuus #madeinfinland</i> |
| <b>14<sup>th</sup> Feast of the Ascension</b><br>Helatorstai                                     | <i>#helatorstai</i>                                          |
| <b>18<sup>th</sup> Commemoration Day of Fallen Soldiers</b><br>Kaatuneiden muistopäivä +         |                                                              |

### Local's tip

May day is hugely important to Finns. High school graduates of all ages wear their student caps and hit the town market and parks to party. Families are out and about as well.

**Add this paraphernalia for your marketing visuals:** *vappuhuiska, serpentiini, vappupallo,*  
**Local foods:** *Sima, tippaleipä, vappumunkki.*



# June

## Summer break

typically starts in early June and lasts for 2 months. Students of all grades are off and high school graduates celebrate finishing their studies with a formal party hosted at family homes.

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| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 |    |    |    |    |    |

## IMPORTANT DATES

### 4<sup>th</sup> Flag Day of the Finnish Defence Forces

Puolustusvoimain lippujuhlan päivä +

#puolustusvoimat

### 19<sup>th</sup> Midsummer's Eve

Juhannusaatto

#juhannus #keskikesä #juhannusaatto

### 20<sup>th</sup> Midsummer

Juhannuspäivä +

#juhannus #keskikesä

### 24<sup>th</sup> Pentecost

Helluntai

#helluntai

## Midsummer

is the most important celebration of the year – right after Christmas. Bonfires are a must and most people will head to their cottages and lake side houses to celebrate, take a Sauna and swim on Midsummer's Eve..

## Local's tip

**Midsummer's eve** is the brightest day (and night) of the year – make sure that the sky is bright in your bonfire images.



# July

## Local's tip

It's the summer cottage season. You can't go wrong with cottage, island, sauna and swimming themed marketing, garden dining, grilling and birch trees.

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| 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| 27 | 28 | 29 | 30 | 31 |    |    |

## IMPORTANT DATES

### 6<sup>th</sup> Eino Leino's Day, day of poetry and summer

Eino Leinon päivä, runon ja suven päivä 🇫🇮

#einoleino #runous #kesä

#kirjallisuus #kulttuuri

## Festival season

The warmest month of the year is filled with festivals and cultural events. Here are the most iconic ones: Ruisrock, Ilosaarirock, Porijazz, Tammerfest, Kotkan meripäivät, Kuopiorock, Qstock. Sleeping on site is very common, and Finns will be looking for sleeping bags, tents, foldable chairs and other festival gear.

## For the more mature generations

Savonlinnan Oopperajuhlat, is an opera festival hosted at a 15th-century castle, attracting a huge amount of visitors every year. The dress code is accordingly sophisticated and formal.



# August

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| 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
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| 31 |    |    |    |    |    |    |

## IMPORTANT DATES

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|------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------|
| <b>9<sup>th</sup> Tove Jansson's Day &amp; the Day of Finnish Art</b><br>Tove Janssonin ja suomalaisen taiteen päivä +       | <i>#tovejansson #muumit<br/>#taide #suomalainentaide</i>                  |
| <b>9<sup>th</sup> International Day of the World's Indigenous People</b><br>Kansainvälinen maailman alkuperäiskansojen päivä | <i>#alkuperäiskansat #saamelaiset<br/>#alkuperaiskansojenpaiva</i>        |
| <b>19<sup>th</sup> World Humanitarian Day</b><br>Maailman humanitaarisuuden päivä                                            | <i>#humanitaarisuus #hyvantekevaisyys</i>                                 |
| <b>30<sup>th</sup> Day of Finnish Nature</b><br>Suomalaisen luonnon päivä +                                                  | <i>#suomenluonto #finnishnature<br/>#luonnonpaiva #suomenluonnonpäivä</i> |



### Symbols of diversity

It's hard to find a household without at least one dish of textile adorned by the Moomin characters – did you know that the creator Tove Jansson is not only cherished for her paintings, frescos and books for adults and children alike, but also for being one of the early public figures belonging to the LGBTQIA+ community?

### Local's tip

Spruce your marketing visuals up with these native nature symbols:

**Flower:** Convallaria majalis

**Tree:** Silver birch

**Animal:** Bear

**Bird:** Whooper swan

**Fish:** European perch



# September

## Local's tip

Leverage Helsinki Design Week's excitement for your home & interior related content. This festival is the Nordic's biggest one dedicated to architecture and design.

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| 28 | 29 | 30 |    |    |    |    |

## IMPORTANT DATES

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|-------------------------------------------------------------------------------------------|-----------------------------------------------------|
| <b>5<sup>th</sup> Entrepreneur's Day</b><br>Yrittäjän päivä                               | <i>#yrittaja #yrittajyys<br/>#yrittajanpaiva</i>    |
| <b>15<sup>th</sup> International Day of Democracy</b><br>Kansainvälinen demokratian päivä | <i>#demokratia #demokratianpaiva<br/>#eduskunta</i> |
| <b>21<sup>st</sup> Kansainvälinen rauhanpäivä</b><br>International Day of Peace           | <i>#rauhanpaiva #rauha #peace</i>                   |
| <b>25<sup>th</sup> World Maritime Day</b><br>Kansainvälinen merenkulkupäivä               | <i>#merenkulkupaiva<br/>#itameri #maritimeday</i>   |

## Hunting and foraging

Not much is happening in September, which makes it a perfect time for hunting trips. Elk, deer, hare and several birds are fair game starting from September. Hiking and hunting gear is on high demand. Lingonberries are also in season, which means mosquito repellents, buckets and rubber boots are common accessories.



# October

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| 26 | 27 | 28 | 29 | 30 | 31 |    |

## Great education

Despite some setbacks in the latest years, Finland has a reputation for great education due to high success on international PISA tests. Also, Finnish kids play outside in between classes and get a free hot meal every day at school.

## IMPORTANT DATES

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|-------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|
| <b>1<sup>st</sup> Miina Sillanpää's Day &amp; the Day of Citizen Activism</b><br>Miina Sillanpään ja kansalaisvaikuttamisen päivä + | <i>#miinasillanpaa #aktivismi<br/>#kansalaisvaikuttaminen<br/>#kansalaisvaikuttamisenpaiva</i> |
| <b>10<sup>th</sup> Aleksis Kivi's Day, the Day of Finnish Literature</b><br>Aleksis Kiven päivä, suomalaisen kirjallisuuden päivä + | <i>#aleksiskivi #kirjallisuus<br/>#suomenkieli</i>                                             |
| <b>10<sup>th</sup> World Mental Health Day</b><br>Maailman mielenterveyden päivä                                                    | <i>#mielenterveys<br/>#mieli #mentalhealth</i>                                                 |
| <b>16<sup>th</sup> World Food Day</b><br>Maailman ruokapäivä                                                                        | <i>#maailmanruokapaiva<br/>#ruokapaiva #nalanhata</i>                                          |
| <b>17<sup>th</sup> International Day for the Eradication of Poverty</b><br>YK:n köyhyyden ja syrjäytymisen vastainen päivä          | <i>#koyhyys #hyvantekevaisyys<br/>#asunnottomienyo</i>                                         |
| <b>24<sup>th</sup> UN Day</b><br>YK:n päivä +                                                                                       | <i>#yk #yhdistyneetkansakunnat<br/>#un #hyvantekevaisyys</i>                                   |
| <b>31<sup>st</sup> Halloween</b><br>Halloween                                                                                       | <i>#halloween</i>                                                                              |

## Local's tip

Known better as "Asunnottomien yö" (Night of the homeless), an event to fight homelessness and take social responsibility.

## Local's tip

While costume parties are popular, trick-or-treating is not customary, and can even be considered rude amongst the Finns. Take this cultural aspect into account when planning your marketing copy!

# November

| M  | T  | W  | T  | F  | S  | S  |
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## IMPORTANT DATES

|                                                                                                                 |                                                             |
|-----------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------|
| <b>6<sup>th</sup> Swedish Heritage Day, Gustav Adolph's Day</b><br>Ruotsalaisuuden päivä, Kustaa Aadolfin päivä | <i>#opettajienpaiva</i><br><i>#opettajat #koulutus</i>      |
| <b>8<sup>th</sup> Father's Day</b><br>Isänpäivä                                                                 | <i>#isanpaiva #isa #isyys</i>                               |
| <b>11<sup>th</sup> Singles' Day</b><br>Sinkkujen päivä                                                          | <i>#mielenterveys</i><br><i>#mieli #mentalhealth</i>        |
| <b>20<sup>th</sup> Children's Day</b><br>Lapsen oikeuksien päivä +                                              | <i>#maailmanruokapaiva</i><br><i>#ruokapaiva #nalanhata</i> |
| <b>27<sup>th</sup> Black Friday</b><br>Black Friday & Musta perjantai                                           | <i>#blackfriday #blackweek</i><br><i>#ale</i>               |
| <b>30<sup>th</sup> Cyber Monday</b><br>Cyber Monday                                                             | <i>#cybermonday #ale</i>                                    |



### Local's tip

The first snow typically falls in November. This is the prime time to switch mid season attire for winter wear: woolen underwear, jumpers, hats, mittens, socks - you name it. Know that when persuading the Finns, they will prioritize convenience and warmth over looks.

# December

## Pikkujoulu -season

Businesses, organisations and friends traditionally host pre-Christmas parties, involving party outfits, gingerbreads, *glögg*, and Christmas treats. Afterwards, guests hit the nightlife. These parties are infamous for filling up the bars and restaurants with rowdy office folk throughout December.

| 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

|                                                                                                                        |                                                                   |
|------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|
| <b>6<sup>th</sup> Independence Day</b><br>Itsenäisyyspäivä +                                                           | <i>#suomi #itsenäisyyspäivä<br/>#kiitos #itsenainensuomi</i>      |
| <b>8<sup>th</sup> Jean Sibelius' Day, Day of Finnish Music</b><br>Jean Sibeliuksen päivä, suomalaisen musiikin päivä + | <i>#sibelius #jeansibelius #finlandia</i>                         |
| <b>10<sup>th</sup> Human Rights Day</b><br>Ihmisoikeuksien päivä                                                       | <i>#Ihmisoikeuksienpäivä</i>                                      |
| <b>24<sup>th</sup> Christmas Eve</b><br>Jouluaatto                                                                     | <i>#jouluaatto #aatto #jouluaatto<br/>#joululahja #joulupukki</i> |
| <b>25<sup>th</sup> Christmas Day</b><br>Joulupäivä                                                                     | <i>#joulupäivä #jouluaatto</i>                                    |
| <b>26<sup>th</sup> Boxing Day</b><br>Tapaninpäivä                                                                      | <i>#tapaninpäivä #tapanintanssit<br/>#tapsantanssit</i>           |
| <b>31<sup>st</sup> New Year's Eve</b><br>Uudenvuodenaatto                                                              | <i>#uusivuosi<br/>#uusivuosi2026</i>                              |

### Did you know

The morning of Christmas Eve starts with rice porridge with one hidden almond in it. Relatives gather for Christmas meal, and Santa typically visits kids around dinner time or leaves the gift sacks on the porch.

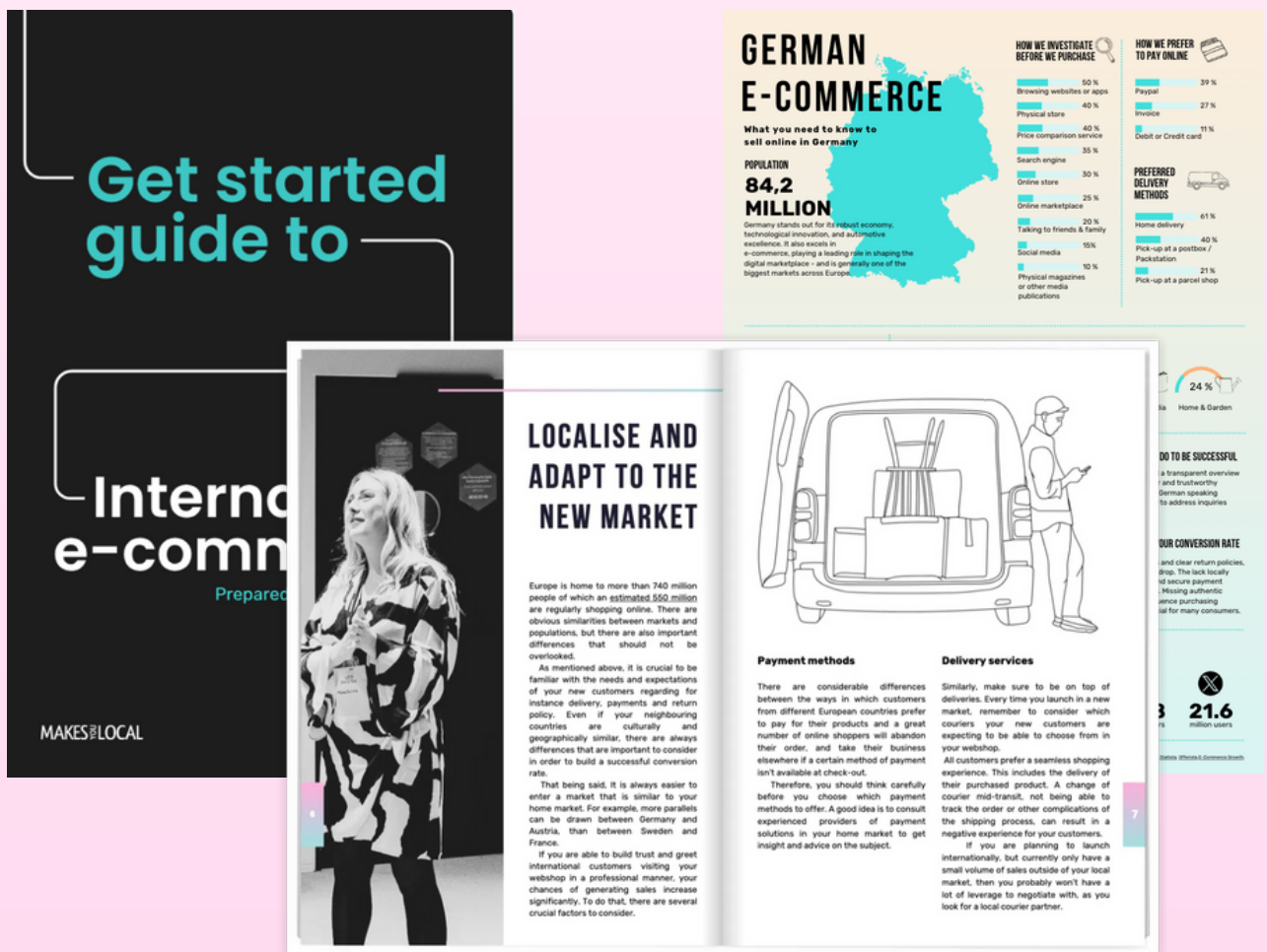
### Local's tip

The post-Christmas sales begin, making this a key date for retail promotions. Traditionally, people hit the town in the evening, dance and have drinks. This pastime is known as *Tapsan tanssit*.



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