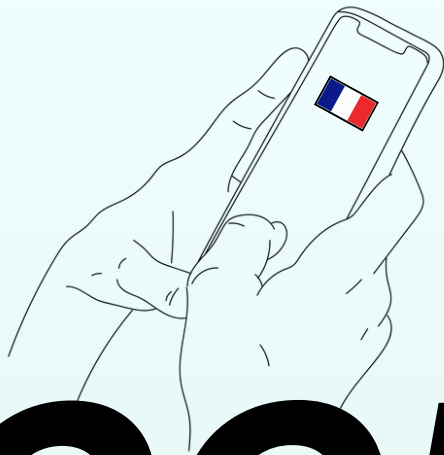




CONTENT GUIDE^{TO}

MARKETING IN FRANCE

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 France

MARKET SIZE

175.3 billion EUR
total value of the online market

OFFICIAL LANGUAGES

French

PAY DAY

The most common payday nationally is between the 25th day of the month and the 5th day of the following month.



DO YOU KNOW THESE SUCCESSFUL FRENCH BRANDS?

BackMarket, BlaBlaCar, Jacquemus, Vestiaire Collective, Bonne Maman, Diptyque, Delsey, Deezer

Top

3

PRODUCT CATEGORIES



Fashion



Shoes



Health & Beauty

SOCIAL MEDIA CHANNELS



50.70 million users



29.95 million users



27.35 million users

ANNUAL HIGHLIGHTS



Christmas



Music Day



National Day

DOWNLOAD MARKET FACT SHEETS
FOR EVEN MORE MARKET FACTS

[GET ALL MARKET FACTS](#)



Agathe Dupriet
E-commerce Specialist at MakesYouLocal

Specialist's Content Marketing tips

WHAT WORKS WELL

- Be personal – the French appreciate feeling valued. Loyalty programmes and personalised customer accounts work particularly well
- Use colors – bolder color palettes resonate more than in Scandinavian markets
- Target Wednesday afternoons – the peak time for online shopping in France. Make sure your offers and campaigns are visible then

WHAT TO AVOID

- Don't be overly familiar – especially in direct communication; keep a respectful tone
- Don't skip French – always provide fully localised, high-quality French content and support
- Do not hide information – the French strongly prefer logistics and product details to be easily accessible

CAMPAIGN ANGLE IDEAS

- A “yummy Christmas” campaign – Focused on festive French treats, pâtisserie, and chocolates, with rich textures, gold and red accents.
- A “Feel the beat” campaign – Featuring bold soundwave graphics, bright gradients, and short, rhythmic taglines.
- An “Summer break” campaign – Outdoor terrace vibes, chilled drinks, and bright Mediterranean tones, with a relaxed, convivial message.

CULTURAL REMINDERS

- Santa Claus is coming on the night of Christmas Eve (24th), and the presents are opened the next morning
- French customers HATE bad surprises and show much less flexibility regarding them
- Avoid religious references – the principle of *laïcité* is deeply rooted in French culture

January

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 Nouvel An	<i>#nouvelan #bonneannee #reveillon #fetedefindannee</i>
4th Epiphany celebration Célébration de l'Épiphanie	<i>#galetteedesrois #galette maison #couronnedesrois</i>
7th Winter sales Soldes d'Hiver	<i>#soldeshiver #soldeshiver #soldesjanvier</i>
11th World Thank You Day Journée Mondiale du Merci	<i>#journéeedumerci #journeedumerci #journeemondialemerci</i>
20th Blue Monday Blue Monday	<i>#lundibleu #bluemonday #lebluemonday</i>
21st Hug Day Journée des Câlines	<i>#journeeedescalins #hugday #journeeeinternationaleescalins</i>
22nd Franco-German Day Journée Franco-allemande	<i>#journée francoallemande #journeefrancoalleamande</i>
24th World Education Day Journée Internationale de l'Éducation	<i>#journeeeducation #journeeeducative #journéeéducative mondiale</i>
29th Comic Book Festival Festival de la Bande Dessinée	<i>#festivalangouleme #festivalbd #festivalbandedessinée</i>

Local's tip

Capitalise on the French Winter Sales. Shoppers use this period to snap up items they missed at Christmas and gear up for winter holidays. Retailers are required to announce discounts in advance, creating anticipation and driving early traffic. Both in-store and online, promotions draw heavy footfall and clicks, while end-of-season stock often sees steeper markdowns as the sales draw to a close.



February

Winter holiday

This school break typically lasts about two weeks, with dates varying by region. Families engage in skiing, traveling, and participating in cultural events. Winter sports, particularly skiing in the Alps, are common, and there may be regional variations in how families celebrate.

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 Candlemas Chandeleur	<i>#chandeleur #crêpeschandeleur #chandeleur2026</i>
4th World Cancer Day Journée Mondiale Contre le Cancer	<i>#journeemondialecontrolecancer #depistagecancer #preventioncancer</i>
5th Six Nations Championship Opening Début du Tournoi des Six Nations	<i>#tournoiônations #tournoidesónations #tournoidessixnations</i>
11th World Day of the Sick Journée internationale des malades	<i>#journéedesmalades #journéemondialemalades</i>
14th Valentine's Day Saint Valentin	<i>#saintvalentin #stvalentin #journeedesamoureux</i>
17th Mardi gras Mardi Gras	<i>#journéemardigras #mardigras #mardigrasparade</i>

Paris International Agricultural Show

Le Salon de l'Agriculture is an annual event in Paris showcases livestock, agricultural products, and regional French specialties, featuring competitions, workshops, and demonstrations. The show attracts both industry professionals and the public, celebrating French culinary traditions and rural culture.

Nice Carnaval

One of the oldest and largest carnivals in the world, the Nice Carnival offers two weeks of lively celebrations with colourful parades, themed floats, and elaborate costumes. Local shops providing costumes, cosmetics and party supplies are tapping into the vibrant excitement.



March

Poets' Spring

Established in France in 1999, "Le Printemps des Poètes" promotes poetry through readings, performances, and workshops, collaborating with schools and cultural institutions. The event connects to the arrival of spring and themes of renewal.

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 Compliment Day Journée du Compliment	<i>#journéedescompliments</i> <i>#journeedescompliments #journéeducompliment</i>
1st Grandmother's Day Fête des Grands-Mères	<i>#fetedesgrandsmeres #fetedesmamies</i> <i>#bonnefetegrandmere</i>
8th International Women's Day Journée Internationale du Droit des Femmes	<i>#journeeinternationaledesdroitsdesfemmes</i> <i>#journeedesdroitsdesfemmes #droitsdesfemmes</i>
15th World Sleep Day Journée Mondiale du Sommeil	<i>#journéedusommeil #journeedusommeil</i> <i>#journéeinternationaleedusommeil</i>
20th International Day of Happiness Journée Internationale du Bonheur	<i>#journeedubonheur #journeebonheur</i> <i>#journeeinternationaleedubonheur</i>
22nd World Water Day Journée Mondiale de l'Eau	<i>#journeedeau #journeemondialeeau</i> <i>#journeemondialedeau</i>
25th World Procrastination Day Journée Internationale de la Procrastination	<i>#journeedelaprocrastination</i> <i>#journéedelaprocrastination #remettreademain</i>
27th National Cheese Day Journée Nationale du Fromage	<i>#journeedufromage #journeefromage</i> <i>#journéedufromage</i>
30th International Day of Zero Waste Journée Internationale du Zéro Déchet	<i>#antigaspi #zérodechets</i> <i>#zerodechet</i>
31st International Trans Day of Visibility Journée Internationale de Visibilité Transgenre	<i>#visibilitetrans #journeevisibilitetransgenre</i> <i>#visibilitetransgenre</i>

Lyon Chocolate Fair 2026

This annual event in Lyon brings together top chocolatiers, pastry chefs, and cocoa producers. Visitors can enjoy tastings, live demonstrations, and workshops, as well as discover innovative creations and regional specialties. The fair attracts both professionals and the public, highlighting craftsmanship, creativity, and the rich traditions of chocolate-making.



April

Spring Break

While many enjoy family time and outdoor activities, students preparing for major high school exams, "baccalauréat", or university finals use this period for intense study and revision. The break is a balance between relaxation and academic focus before the school year's final stretch.

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 Fool's Day Poisson d'Avril	<i>#poissonavril #poissondavril #blaguepoissonavril</i>
2nd World Autism Awareness Day Journée Mondiale de Sensibilisation à l'Autisme	<i>#journeesensibilisationautisme #journeemondialeautisme #journeeautisme</i>
5th Easter Pâques	<i>#paques #pâques #oeufdepaques #chasseauxoeufs</i>
6th Easter Monday Lundi de Pâques	<i>#paques #pâques #oeufdepaques #lundidepâques</i>
7th World Health Day Journée Mondiale de la Santé	<i>#journéemondialesanté #journeesante #santé</i>
10th International Day of Brothers and Sisters Journée internationale des frères et sœurs	<i>#journeefreresetsoeurs #journéefrèresoeur</i>
15th World Art Day Journée Mondiale de l'Art	<i>#journeedelart #journeeart #journéemondialeart</i>
22nd Earth Day La Journée Internationale de la Terre Nourricière	<i>#journeedelaterre #journeemondialedeleterre #earthday</i>
23rd World Book and Copyright Day Journée Mondiale du livre et des droits d'auteur	<i>#journéemondialedulivreetdesdroitsdauteur #journéemondialedulivre #journeemondialedulivre</i>
29th French Days French Days	<i>#frenchdays #frenchday #frenchdayprintemps</i>

Local's tip

A classic April Fools' prank in France is to secretly stick a paper fish on someone's back without them noticing, the origin of the name "Poisson d'Avril".

Local's tip

While the Easter Bunny is popular, it is widely believed that chocolate eggs are brought by the Easter bells. Children eagerly wait to hear them ring before setting off to hunt for the delicious treats.



May

Holidays frenzy

"Bridging" refers to taking an extra day off between a public holiday and a weekend to create an extended break. This is especially common in May, when several public holidays fall midweek. The "pont" is a cherished part of French work culture, giving people more time to relax.

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 Labor Day / May Day Fête du Travail	<i>#1mai #premiermai #fetedutravail</i>
8th Victory Day Victoire de 1945	<i>#8mai #journee8mai</i>
9th Europe Day Journée de l'Europe	<i>#journeedeurope #jourdeurope</i>
12th Beginning of Cannes Film Festival Début du Festival de Cannes	<i>#cannesfestival #festivaldufilmcannes #festivaldecannes</i>
14th Ascension L'Ascension	<i>#ascension #feteascension</i>
17th International Day Against Homophobia La Journée contre l'homophobie	<i>#journéecontrehomophobie #jouneeantihomophobie</i>
22nd International Day for Biological Diversity La Journée Internationale de la Diversité Biologique	<i>#diversitebiologique #journeediversitebiologique</i>
29th Neighbours Day Fête des voisins	<i>#fetedesvoisins #fêtedesvoisins #fetevoisins</i>
31st Mother's Day La Fête des Mères	<i>#fetedesmeres #fetedesmamans #fêtedesmères #fêtedesmamans</i>
31th World No Tobacco Day La Journée Mondiale Sans Tabac	<i>#joursanstabac #journeesanstabac</i>

Local's tip

1 May is both Labor Day and a celebration of spring. It is a public holiday marked by parades and demonstrations in support of workers' rights, organised by trade unions and political groups. A well-loved tradition is offering sprigs of lily of the valley, "muguet", to friends and family as a token of good luck. Many people spend the day with loved ones, and most shops and businesses remain closed.



June

End of school year

Students say goodbye to their classmates and schools often organise fun activities, including games, performances, and a school fair, allowing children to celebrate the year's achievements.

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

5th Father's Day Fête des Pères	<i>#fetedesperes #fetedespapas #fêtedespères #fêtedespapas</i>
6th Mini-skirt Day Journée de la Mini-jupe	<i>#journeeminijupe #journeedelaminijupe #journéedelaminijupe</i>
8th World Oceans Day La Journée Mondiale de l'Océan	<i>#journeemondialeocean #journéeocéans #journéedesocéans</i>
11th FIFA world cup opening Début de la Coupe du Monde de FIFA	<i>#fifa #coupedumondefoot #coupedumondefootball</i>
21th Music Day Fête de la Musique	<i>#fetemusique #fêtedelamusique #fêtedelamusique</i>
21st Father's Day La Fête des Pères	<i>#fetedesperes #fetedespapas #fêtedespères #fêtedespapas</i>
24th Pentecost Lundi de Pentecôte	<i>#pentecote #pentecôte #lundipentecôte</i>

Fête de la Musique

Fête de la Musique turns streets, squares, and parks into open-air stages. Musicians of all levels perform for the public, creating a festive atmosphere. The event encourages everyone to enjoy music, dance, and community spirit as the summer begins.



July

Local's tip

While July is an important month for French identity, French audiences are cautious about strong displays of national pride. Patriotism is not widely shown in mainstream media. If a brand chooses to reference 14 July, it should be done subtly (e.g., highlight French athletes performance).

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

2nd Cinema Day Fête du Cinéma	<i>#feteducinema #fêteducinéma #fetecinema</i>
3rd International Plastic Bag Free Day Journée Mondiale sans Sac Plastique	<i>#journeesanssacplastique #zerosacplastique</i>
3rd Baccalauréat results Résultats du Baccalauréat	<i>#baccalauréat #resultatdubac #résultatdubaccalauréat</i>
4th Beginning of Tour de France Début du Tour de France	<i>#tourdefrance #tourdefrance2026 #cyclismetourdefrance</i>
14th National Holiday Fête Nationale	<i>#fetenationale #fêtenationale #fetenationalefrançaise #14juillet 🇫🇷</i>
17th World Day Emoji Journée Mondiale des Emojis	<i>#journéeemoji #journeeemoji</i>
30th World Day Friendship Journée Mondiale de l'Amitié	<i>#journéeelamitié #journeelamitie</i>

Festival season

The beginning of summer holidays is filled with festivals and cultural events. Some of the most iconic ones include Les Vieilles Charrues, Les Eurockéennes, Festival d'Avignon, Jazz à Vienne, Les Francofolies, Hellfest, and Main Square Festival. Festival-goers often camp on site, so sleeping bags, tents, foldable chairs and other festival essentials are in high demand.



August

Local's tip

August is the peak vacation month in France: many shops and offices close, and families head to the seaside, countryside, or mountains. Campaigns that focus on relaxation, travel essentials, and outdoor leisure resonate well. Themes like "easy to pack," "holiday must-haves," or "make the most of summer days" resonate. Light, refreshing, and practical products (sun care, picnic gear, portable accessories) fit perfectly with the August mindset.

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 La Journée Internationale du Chat	<i>#journéeinternationaleduchat</i> <i>#journeeinternationaleduchat</i>
12th International Youth Day Journée Internationale de la Jeunesse	<i>#journéeinternationaledelajeunesse</i> <i>#journeeinternationaledelajeunesse</i>
13th International Left-Handers Day Journée Internationale des Gauchers	<i>#journéeinternationaledesgauchers</i> <i>#journeedesgauchers #journeegauchers</i>
15th Assumption Assomption	<i>#15août</i> <i>#15aout</i>
19th World Humanitarian Day Journée Mondiale de l'Aide Humanitaire	<i>#journeeaidehumanitaire</i> <i>#journeelaidedehumanitaire</i>
26th International Dog Day Journée internationale du chien	<i>#journéeinternationaleduchien</i> <i>#journeeinternationaleduchien</i>

Did you know?

France has one of the highest numbers of cats per capita in Europe. Cats are especially popular in France because they fit well with modern lifestyles: they are independent, easier to care for than dogs in smaller city flats. They are also seen as affectionate companions, offering comfort and company, which appeals to French mindset.



September

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				

Back to school

“La rentrée des classes” is a time for new beginnings and a season for shopping school supplies, clothes, backpacks, and shoes to get ready for the year ahead.

IMPORTANT DATES

5th World Beard Day Journée mondiale de la barbe	<i>#journéeinternationaledelabarbe #journeedelabarbe #journeedesbarbus</i>
5th International Charity Day Journée Internationale de la Charité	<i>#journéeinternationaledelacharité #charité</i>
15th International Democracy Day La Journée Internationale de la Démocratie	<i>#journéeeladémocratie #journeedemocratie</i>
22nd World Car-Free Day La Journée Mondiale sans Voiture	<i>#journéesansvoiture #journeesansvoiture</i>
26th Gastronomie Day Fête de la Gastronomie	<i>#journéeгаstronomie #journéeгаstronomiedurable</i>
28th Paris Fashion Week Fashion Week de Paris	<i>#fashionweekparis #parisfashionweek #fashionweekparis2026</i>
29th International Day of Awareness of Food Loss and Waste Journée Internationale de Sensibilisation à la Perte et au Gaspillage Alimentaires	<i>#journeeantigaspi #journéeantigasplage</i>
TBD French Days French Days	<i>#frenchdays #lesfrenchdays</i>

Local's tip

Similar to Black Friday, **French days** is big online sales event launched by major French retailers, usually held twice a year (spring and autumn). The occasion boosts brand visibility, drives strong online traffic, and allows participation in a nationally recognised shopping event that French consumers actively look forward to.

Paris Fashion Week

Held every autumn, the Paris Fashion Week showcases major luxury brands and up and coming designers. The event blends heritage with innovation and creates global buzz leveraged in digital storytelling on social media platforms across the retail sector.



October

Pink October – Octobre Rose

Medical institutions, NGOs, and charities like *La Ligue contre le cancer* hold events, fundraisers, and breast cancer awareness campaigns that advocate the importance of regular screenings. The pink ribbon symbolises the movement, with landmarks like the Eiffel Tower lighting up in pink to show support.

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 World Cocoa and Chocolate Day Journée Mondiale du Cacao et du Chocolat	<i>#journeeduchocolat #journeemondialeduchocolat</i> <i>#journéemondialeduchocolat #journéeduchocolat</i>
1st International Day of Older Persons Journée Internationale des Personnes Âgées	<i>#journeeinternationaledespersonnesagees</i> <i>#journéedespersonnesagées</i>
4th Grandfathers Day Fête des Grands-pères	<i>#fetedesgrandsperes #fêtedesgrandspères</i> <i>#fetegrandpere</i>
10th World Mental Health Day Journée mondiale de la santé mentale	<i>#journéesantéméntale</i> <i>#santéméntale</i>
16th World Food Day Journée Mondiale de l'Alimentation	<i>#journéemondialealimentation</i> <i>#journeemondialealimentation</i>
16th World Bread Day Journée Mondiale du Pain	<i>#journéedupain #journéemondialedupain</i>
24th United Nations Day Journée Des Nations Unies	<i>#journéenationsunies</i> <i>#journéedesnationsunies</i>
31st Halloween Halloween	<i>#halloween #halloweenfrance</i> <i>#fêtehalloween</i>

Local's tip

This is a time when chocolatiers and chocolate lovers highlight the rich flavours and traditions of cocoa, from artisanal creations to everyday treats. French consumers enjoy indulging in a variety of chocolate products, making this day a celebration of both taste and craftsmanship.

Halloween

Over the past decades, celebrating Halloween gradually gained popularity, especially among children, becoming a fun occasion for dressing up and enjoying themed sweets and parties.

November

November

Fundraising events, sporting challenges, and awareness campaigns take place and focus on men's health. Companies and sports clubs organise charity runs or fitness challenges to support the cause. Many organisations take part in awareness campaigns or encourage donations for charities.

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 All Saints' Day Toussaint	#tousaint #latoussaint
1st World Vegan Day Journée mondiale du Véganisme	#journéemondialeduvéganisme #journeemondialeduveganisme
11th Armistice Armistice	#larmistice #armistice
13th World Kindness Day Journée Mondiale de la Gentillesse	#journéemondialedelagentillesse #journeemondialedelagentillesse
16th International Day for Tolerance Journée Mondiale de la Tolérance	#journéemondialedelatolérance #journeemondialedelatolerance
19th Launch of Beaujolais Nouveau wine Lancement du Beaujolais Nouveau	#beaujolaisnouveau #beaujolaisnouveauestarrive
20th Universal Children's Day (La) Journée mondiale de l'enfance	#journeemondialedelenfance #journéemondialedelenfance
27th Black Friday (Le) Black Friday	#blackfriday #blackfridayfrance
30th Cyber Monday Cyber Monday	#cybermonday #cybermondayfrance

Local's tip

During Beaujolais Nouveau Day, the French celebrate the arrival of the new wine with festivities, tastings, and parties. Many gather at bars, restaurants, and wine shops to sample the fresh wine, often accompanied by food and music. In some towns, there are also parades and special events organised by local producers. It's a truly French culinary and social celebration.



December

Christmas Markets

This festive tradition lights up towns and cities. Visitors can enjoy local crafts, seasonal decorations, and culinary treats like mulled wine, gingerbread, and regional specialties. The most famous market is in Strasbourg, known as the “Capital of Christmas”, attracting millions of visitors each year and creating a magical holiday atmosphere.

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 World AIDS Day (La) Journée Mondiale de Lutte Contre le Sida	<i>#luttecontrelesida</i> <i>#journéedeluttecontrelesida</i>
5th International Volunteer Day (La) Journée Internationale du Bénévolat	<i>#journéedubénévolat</i> <i>#bénévolat</i>
6th Saint Nicolas Saint Nicolas	<i>#saintnicolas</i> <i>#fetesaintnicolas</i>
9th National Secularism Day (La) Journée nationale de la laïcité	<i>#journéedelalaïcité</i> <i>#journéenationaledelalaïcité</i>
10th Human Rights Day (La) Journée Mondiale des Droits de l’Homme	<i>#journéedesdroitsdelhomme</i> <i>#journéedesdroitshumains</i>
13th Raclette Day (La) Journée de la Raclette	<i>#journéedelaraclette</i> <i>#journeedelaraclette</i>
24th Christmas Eve Réveillon de Noël	<i>#noel</i> <i>#réveillondenoël</i> <i>#fetesdenoel</i> <i>#repasdenoel</i>
25th Christmas Noël	<i>#noel</i> <i>#cadeauxdenoel</i> <i>#fetesdenoel</i>
31st New Year Eve (Le) Réveillon du Nouvel An	<i>#nouvelan</i> <i>#réveillondunouvelan</i> <i>#nouvelleannée</i>

Local's tip

New Year palette consists of gold, silver, and black. Gold and silver add sparkle and a festive feel, symbolising prosperity, while black brings elegance and sophistication.

Did you know

On Christmas Eve in France, children leave carrots for Santa's reindeers and small treats for Santa himself near the Christmas tree before going to bed. Parents often sneak a bite of the snacks to make it seem like Santa has already visited, adding a touch of magic to the night.



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