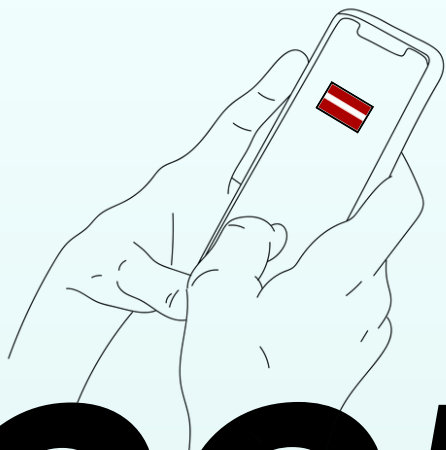




***CONTENT GUIDE*^{TO}**

MARKETING IN LATVIA

2026 | CREATED BY
MAKES₃LOCAL

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.

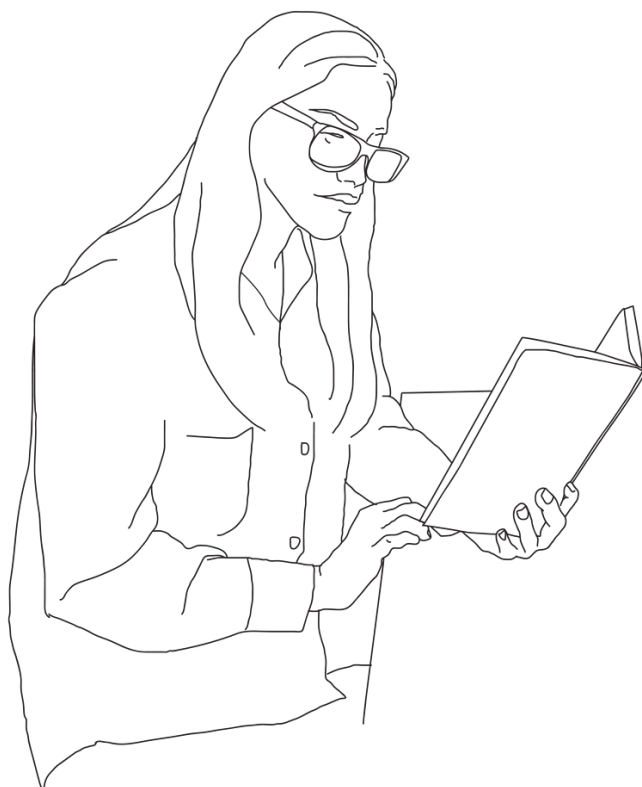
Below, you find inspiring cases of brands who took their business abroad:

[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 Latvia

MARKET SIZE

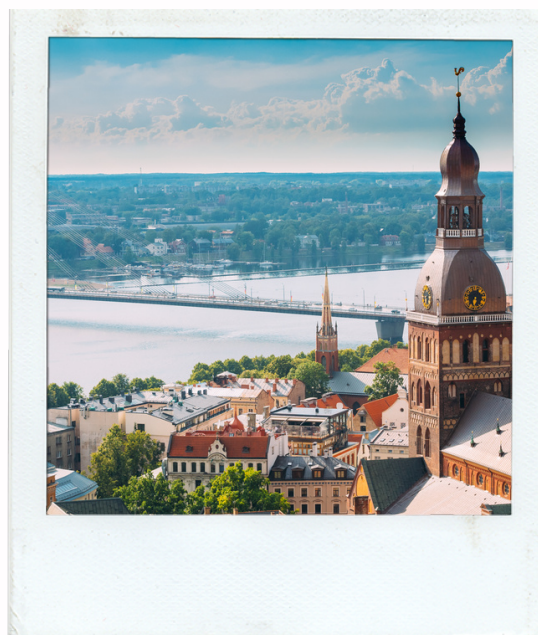
0.77 billion EUR
value of the online market

OFFICIAL LANGUAGES

Latvian

LATVIANS

Reserved yet fact-based and
quality-focused.



DO YOU KNOW THESE SUCCESSFUL LATVIAN BRANDS?

Madara Cosmetics, Stenders, Latvijas Balzams (Riga Black Balsam), Laima, Printify

Top
3

PRODUCT CATEGORIES



Beauty &
Personal Care



Clothing &
footwear



Furniture

SOCIAL MEDIA CHANNELS



1.46 million users



0.83 million users



0.74 million users

ANNUAL HIGHLIGHTS



Christmas



Midsummer



Independence Day

DOWNLOAD MARKET FACT SHEETS
FOR EVEN MORE MARKET FACTS

[GET ALL MARKET FACTS](#)



Liena Bruņeniece-Žiniene
E-commerce Specialist at MakesYouLocal

Specialist's Content Marketing tips

WHAT WORKS WELL

- Lifestyle visuals that convey high quality of life through peace and personal time resonate with Latvians.
- A clear, compact and down-to-earth style resonates more than overblown language.
- Content that encourages discussion, polls, or sharing experiences works well.
- The stories about sustainability and local products (Latvians value organic and "local production") work very well.

WHAT TO AVOID

- Pushy sales tactics, constant offers of discounts or spammy ads can be a turn off
- Ignoring local celebrations (Midsummer, 18 November) or failing to link your content to cultural touchpoints is a missed opportunity.
- To be considered vulgar or untrustworthy. Excessively extravagant things, ostentatious luxury, or provocative parties do not correspond to the Latvian values –modesty, functionality, and restrained elegance.

CAMPAIGN ANGLE IDEAS

- Latvians have a profound, almost spiritual connection to the forest (mežs). Visuals should evoke calm, quietude, and a sense of heritage (dzimtā puse).
- References to Latvia's strong culture, characterised by cosy comfort, slow mornings, and warm comfort.
- Focus on the combination of quality and affordability. Position the product as a "smart" choice, not just a "cheap" choice.

CULTURAL REMINDERS

- Latvians are practical and careful consumers – they want to understand before they buy.
- "We are local" – belonging is an important sign of credibility to Latvians.
- Mindful use of informal 'you' (tu) in youth campaigns or formal 'you' (jūs) builds trust.

January

Winter sales

As we wrap up celebrations of Christmas and New Year according to the Julian calendar, the shopping excitement continues! To maintain the festive momentum, stores launch enticing winter sales with exclusive offers for winter apparel, home essentials, and holiday decorations. With Orthodox Christmas and the Old New Year approaching, the festive spirit and demand for gifts remain strong throughout the month.

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 Jaungada diena	#laimigujaunogadu #daudzlaimes #jaunaisgads #jaunsgadsjaunssakums
4th World Braille Day Starptautiskā Braila raksta diena	#brails #saliedetiba #integracija
6th Star Day Zvaigznes diena	#zvaigznesdiena #starday #epiphany
7th Orthodox Christmas Pareizticīgo Ziemassvētki	#pareizticigoziemassvetki #atkalsvetki #ziema #счастливогорождества
11th International Thank You Day Starptautiskā "paldies" diena	#paldies #pateiciba #paldiesdiena
14th Orthodox New Year Vecais Jaunais Gads	#vecaisjaunaisgads #oldnewyear #старыйновыйгод
20th Commemoration Day of Defenders of the Barricades 1991. gada barikāžu aizstāvju atceres diena	#barikādes #brīvība #neatkarība #1991
24th International Day of Education Starptautiskā izglītības diena	#izglitiba #izglitibasdiena #zināšanas
26th The Centenary of the International Recognition of Latvia Latvijas starptautiskās atzīšanas diena	#dejure #deiure #latvija
26th International Day of Clean Energy Starptautiskā tīrās enerģijas diena	#tīraenerģija #dabaidraudzīgs #atjaunojamāenerģija
29th Chinese New Year Ķīniešu Jaunais gads	#ķīniešujaunaisgads #čūskasgads

Local's tip

Since The Star Day follows immediately after New Year's Day and concludes the Christmas/holiday season, it often marks the end of holiday sales and a return to "normal" mode.



February

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	

Local's tip

Valentine's Day is a fairly new celebration in Latvia, with couples exchanging gifts, schools holding "Friendship Days" and companies offering themed promotions.

IMPORTANT DATES

2nd Candlemas Sveču diena	<i>#svečudiena #sveces #svečuliešana</i>
2nd World Wetlands Day Starptautiskā mitrāju diena	<i>#MitrājuDiena #mitrāji #worldwetlandsday #dabasaizsardzība</i>
4th World Cancer Day Pasaules Pretvēža diena	<i>#vēzis #pretvēžadiena #onkologija</i>
5th Agata Day Agatas diena	<i>#agatasdiena #agatesdiena #svētāagata</i>
6th Shrovetide Carnival Metēņi (pēc Saules kalendāra)	<i>#meteņi #meteni #pankūkas #metēņdiena #масленица</i>
11th International Day of Women and Girls in Science Starptautiskā sieviešu un meiteņu diena zinātnē	<i>#sievieteszinātnē #womeninscience #girlpower</i>
14th Valentine's Day Valentīna diena	<i>#valentīnadiena #valentinadiena #valentīnadienasdāvana #iloveyou #mīlestībassvētki #estevimīlu #mīlestība</i>
18th Day of Ashes Pelnu diena	<i>#gavēnis #pelnudiena #lieldienasgaidot</i>
20th World Day of Social Justice Pasaules sociālā taisnīguma diena	<i>#sociālaistaisnīgums #socialjustice #worlddayofsocialjustice</i>
21st International Mother Language Day Starptautiskā dzimtās valodas diena	<i>#dzimtāsvalodasdiena #dzimtāvaloda #UNESCO</i>

Candlemas & mask parades

A traditional celebrations mark the midpoint of winter. Candlemas is a time to light candles symbolising the arrival of spring. Masked parades, held from late November to February, celebrate the Winter Solstice with colorful costumes, spirit symbolism, humor, and fertility rituals



March

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					

Local's tip

Day of Māra is about nature's awakening, strength and beauty – a good occasion to tell a brand story emphasising Latvian identity, ecology, health, femininity, and support for local producers.

IMPORTANT DATES

8th International Women's Day Starptautiskā sieviešu diena jeb 8.marta svētki	<i>#8marts #sieviešudiena #tulpes</i>
16th Remembrance Day of the Latvian Legionnaires Leģionāru piemiņas diena	<i>#16marts #leģionārudiena #leģionāri #leģions</i>
18th Global Recycling Day Vispasaules pārstrādes diena	<i>#globalrecycling #apritesekonomika</i>
19th Customer Day Klienta diena	<i>#KlientaDiena #LaimīgiKlienti</i>
21st International Day of Forests Starptautiskā mežu diena	<i>#starptautiskāmežudiena #meži #mežudiena</i>
25th Day of Māra Māras diena	<i>#mārasdiena #pavasaramāra #pavasaris</i>
29th Palmsunday Pūpolu svētdiena	<i>#pupolsvētdiena #PūpoluSvētdiena #pavasaris #Pūpoli</i>
30th International Day of Zero Waste Starptautiskā bezatkritumu diena	<i>#ZeroWasteDay #BezatkritumuDiena #bezatkritumiem</i>

It's all about her

giving flowers and gifts to women is widely popular on Women's Day. The focus is on spring flowers, e.g., tulips. Appropriate gifts include perfumes, spa treatments, jewelry, chocolate, and festive meals. Men traditionally buy gifts for all the women in their lives (wives, mothers, colleagues, etc.). Companies commonly honor and give flowers or small gifts to female employees as well.

Local's tip

Willow branches play a central role in Palm Sunday traditions and Easter imagery.



April

Local's tip

The April Fools' chant goes, "April, April!" if you've managed to fool someone.

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 Joku diena	<i>#1aprīlis #jokudiena #aprilapril #aprilfools</i>
2nd World Autism Awareness Day Pasaules Autisma atpazīstamības diena	<i>#autisms #autismawareness #autismadiena</i>
4th Good Friday Lielā piektdiena	<i>#lielāpiektdiena #Lieldienas #lieldienuolas #olukrāsošana</i>
5th - 6th Easter Lieldienas	<i>#Lieldienas #priecīgaslieldienas #lieldienuzaķis #ģimene #šūpoles</i>
7th World Health Day Pasaules veselības diena	<i>#veselībasdiena #veselība #VeselībasDiena</i>
22nd Earth Day Zemes diena	<i>#zemesdiena #earthday #paldiesdabai</i>
23rd St. George's Day Jurģi jeb Ūsiņa diena	<i>#Jurģi #Jurģadiena #jurgi</i>
24th Fashion Revolution Day Modes revolūcijas diena	<i>#mode #modesdiena</i>
27th Latgale Congress Day Latgales kongresa diena	<i>#Latgaleskongress #Latgale #Latvija</i>
29th International Dance Day Starptautiskā dejas diena	<i>#dejasdiena #danceday #degotirlaime</i>

Local's tip

The Easter Bunny is popular in Latvia, but NOT the central or original symbol of Easter. For a local touch, focus on Easter traditions – warmth, nostalgia, authenticity, and energetic spirit. Hand-painted eggs, swinging in wooden swings in traditional costumes, rolling eggs. Everything comes directly from nature – pastel colors, woven baskets, moss, untreated wood and linen capture the joy.

May

Month of family values

May is a time of respectful national celebration, but also a time of significant commercial opportunities. First part of the month is for patriotic tone, while Mother's Day and Family Day focus on family and gift-giving.

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, Constitution of the Republic of Latvia Adoption Day Darba svētki, Latvijas Republikas Satversmes sasaukšanas diena	<i>#1maijs #darbasvetki #darbasvētki #svētki</i>
4th Day of the Restoration of Latvian Independence Latvijas Republikas Neatkarības atjaunošanas diena	<i>#4maijs #neatkarība #brīvība #valstssvētki</i>
9th Europe Day Eiropas diena	<i>#eiropasdiena #EiropasSavienība #ES</i>
10th Mother's Day Mātes diena	<i>#mātesdiena #matesdiena #mātesdienasdāvana #māmiņdiena</i>
15th International Day of Families Starptautiskā ģimenes diena	<i>#ģimenesdiena #gimenesdiena #maņģimene</i>
16th Bike-to-Work Day "Ar velo uz darbu" diena	<i>#arvelouzdarbu #arvelo #parzaļulativiju</i>
17th Firefighters and Rescuers Day Ugunsdzēsēju un glābēju diena	<i>#vugd #ugunsdzēsējūdienu #glābējūdienu</i>
18th International Museum Day Muzeju diena	<i>#muzejunakts #museumnight #atvērtāsdurvis</i>
24th Whitsun Vasarsvētki	<i>#vasarassvetki #vasaranāk #daba</i>

Local's tip

Family Day receives active attention in the media, social campaigns, and commercial marketing – a consistent message about family, values, togetherness, love, and appreciation is conveyed.

Local's tip

Latvians call this day the "white tablecloth celebration", which means celebrating independence with grace, respect and pride amongst family and friends.



June

Summer

June is one of the most important months of the year in Latvia. This is determined by two very strong and distinct themes: graduation and the summer season and, most importantly, the Līgo/Jāņi celebrations. Graduation generates high demand for goods with high added value. June marks the official transition to the summer season, which highlights the importance of tourism, leisure, and seasonal goods.

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 International Day for Protection of Children Starptautiskā bērnu aizsardzības diena	#bērnudiena #bērni #bērnudienasfestivāls
3rd World Bicycle Day Starptautiskā velosipēdu diena	#velo #velosipēdudiena #velodiena
8th World Oceans Day Pasaules okeānu diena	#okeānudiena #okeāns #oceanday
17th Occupation of the Latvian Republic Day Latvijas Republikas okupācijas diena	#okupācijasdiena #okupācija #brīvāvalsts
20th World Refugee Day Pasaules bēgļu diena	#bēgļudiena #bēgļi #refugeeday
23rd Midsummer celebration Līgo	#līgo #līgolīgo #jāņunakts #jāņi #jāņuzāles
24th Saint John's Day Jāņi	#jāņi #jani #vasarassaulgrieži #summersolstice #jāņabērni #latvija
29th Saint Peter's Day Pētera diena	#pēterdiena #pēteri #vasara

Midsummer

Līgo/Jāņi focuses on traditions, nature, and being together in nature with bonfires and Jāņi wreaths and celebrations. is the most important holiday of the year – right after Christmas. Most people celebrate Midsummer by going to their country and lakeside homes or by going to outdoor concerts, balls and plays. Bonfires in nature, friends, national songs, cheese and beer are a MUST HAVE.

Local's tip

Choose visuals with oak wreaths, linen/white clothes, cheese, beer, bonfires, jumping or dew to capture the local Midsummer feeling.



July

Still nature

Sun, water and green nature – July is the month of summer vacations, holiday tourism, and sales. It is the second of the three main summer months, when activities move from cities to the seaside and countryside.

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 Starptautiskā no plastmasas maisiņiem brīvā diena	<i>#plasticbagday #saudzēdabu #plastmasamaisiņš</i>
4th Commemoration day on the victims of genocide Ebreju tautas genocīda upuru piemiņas diena	<i>#4jūlijs #holokausts #vēsture #mēsatteramies</i>
10th Seven Brothers' Day Septiņu brāļu vai Septiņu gulētāju diena	<i>#septiņigulētāji #lietussargs #lietus</i>
11th Day of the Sea Jūras svētku diena	<i>#jurassvetki #jūrassvētki #zvejnieksvētki</i>
17th World Emoji Day Pasaules emocijzīmju (emoji) diena	<i>#emoji #emocijzimes #emocijzimjudiena</i>
25th Feast of Saint James Jēkaba diena	<i>#jēkabadiena #maizesdiena #saimniekadiena</i>
26th Anna's Day Annas diena	<i>#annasdiena #annasdienas #Anna</i>
28th World Nature Conservation Day Pasaules Dabas aizsardzības diena	<i>#dabasaizsardzībasdiena #saudzēdabu #dzīvozaļi</i>
30th International Friendship Day Starptautiskā draudzības diena	<i>#draudzībasdiena #skauti #gaidas #worldthinkingday #FoundersDay</i>

Local's tip

Latvians like to save money, and the slogan "Don't miss your last chance" applies especially in July, during which summer sales kick off. Swimsuits, sunscreen, summer shoes, cold drinks, barbecue accessories, garden furniture, and, concert and festival tickets are on high demand. Light, sunny, and leisure-oriented advertisements create a sense of well-being and a desire to enjoy summer even more.



August

Local's tip

Meadowlark, oak tree, and linden tree: Use these images as an aesthetic and national backdrop for your campaigns (especially if you are advertising food, cosmetics, or tourism services). They create closeness to Latvian nature.

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

7th International Beer Day Starptautiskā alus diena	<i>#alusdiena #alus #StarptautiskāAlusDiena</i>
8th International Cat Day Pasaules kaķu diena	<i>#kaķudiena #kaķi #kaķis</i>
11th  Commemoration Day of Latvian Freedom Fighters Latvijas brīvības cīnītāju piemiņas diena	<i>#brīvībascīnītājudiena #brīvībascīnītāji #brīvība</i>
12th International Youth Day Starptautiskā jaunatnes diena	<i>#jaunatnesdiena #jaunieši #jauniešudiena</i>
13th International Lefthanders Day Starptautiskā kreīļu diena	<i>#kreīļudiena #kreīļi #arkreiso</i>
15th Virgin Mary's Assumption day Visvētākās Jaunavas Marijas debesīs uzņemšanas svētki	<i>#aglona #aglonasbazilika #aglonassvētki #svētceļojums</i>
21st  Anniversary of the de facto restoration of Latvia's independence Konstitucionālā likuma "Par Latvijas Republikas valstisko statusu" pieņemšanas diena	<i>#defacto #21augusts #Latvija #brīvībasceļš</i>
23rd The Baltic Way Baltijas ceļš	<i>#baltijasceļš #baltija #Latvija #Lietuva #Igaunija</i>

Outdoor festival time

August is dominated by a lively summer atmosphere and cultural events. Consumers are expected to have more spending power but will remain price-conscious, prioritizing convenient e-commerce and fast delivery. Marketing strategies should focus on outdoor lifestyles, festival culture, and travel, while offering good value and easy purchasing options.

Local's tip

By the end of August, families prepare for the school semester start – back to school campaigns run in August!



September

Not the End of Summer

School starts on September 1st, but the weather often remains pleasant. Don't pack away your summer clothes and shoes just yet. The month is perfect for enjoying a late summer feeling without the tourist crowds and for enjoying the last of summer and back-to-school sales.

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 Knowledge Day Zinību diena	#yrittaja #yrittajyys #yrittajanpaiva
5th International Literacy Day Starptautiskā rakstpratības diena	#RakstītPrasme #rakstība #valoda
13th Father's Day Tēva diena	#tēvadiena #tevadiena #tēvadienakatrudienu #tētis #tētisvar
21st International Day of Peace Starptautiskā miera diena	#mieradiena #miers #peaceday
22nd World Car-Free Day Diena bez auto	#dienabezauto #velo #arvelouzdarbu
22nd Baltic Unity Day Baltu vienotības diena	#baltuvienotībasdiena #latvija #lietuva
26th International Sign Language Day Starptautiskā zīmju valodu diena	#ZīmjuValodasDiena #SignLanguageDay #zīmjuvaloda
26th European Day of Languages Eiropas valodu diena	#eiropasvalodudiena #valodudiena #biblioteka
29th Michael's Day Miķeļdiena	#miķeļi #miķeļdiena #rudenssaulgrieži #rudens
29th International Day of Awareness of Food Loss and Waste Starptautiskā pārtikas zudumu un pārtikas atkritumu izpratnes diena	#pārtikasatlikumi #pārtikasdienas #zerowastefood

Fresh start

September in Latvia marks a vibrant transition, with the fresh start of the new school year and a shift toward a cosy, harvest-themed atmosphere. Locals enjoy the "golden autumn", perfect for hiking and outdoor activities before the cold sets in. For marketing, it's a prime time to promote back-to-school items, seasonal produce, and products that create a sense of warmth and comfort at home.



October

Cozy time

The days are getting shorter, and in the evenings people seek warmth and comfort at home. It's the beginning of the season for candles, hot tea, coffee, cosy blankets, books, movies, or games. Messages that focus on rest and relaxation are increasingly popular.

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 International Day of Older Persons Starptautiskā senioru diena	<i>#seniorudiena #seniori</i>
2nd World Smile Day Pasaules smaida diena	<i>#PasaulesSmaiduDiena #Smaidi #WorldSmileDay</i>
5th Teacher's Day Skolotāju diena	<i>#skolotājudiena #skolotāja #skolotājs</i>
10th World Mental Health Day Pasaules garīgās veselības diena	<i>#garīgāveselība #mentālāveselība #garīgāsveselībasdiena</i>
15th State Language Day Valsts valodas diena	<i>#valstsvaloda #valstsvalodasdiena #latviešuvaloda</i>
28th International Animation Day Starptautiskā animācijas diena	<i>#InternationalAnimationDay #animācija #StarptautiskāAnimācijasDiena</i>
31st Halloween Helovīns	<i>#helovīns #saldumi #joksvaisaldumi</i>

Local's tip

Halloween holds minor interest in Latvia compared to Christmas. Therefore, you'll find Christmas stock hitting shelves early, often appearing right next to Halloween decorations.

Local's tip

Teachers' Day is widely celebrated in and outside of schools. Flowers, sweets, high-quality office supplies, coffee/tea sets, thermos flasks, books, and gift cards make for good presents. The day is about simplicity, respect, gratitude and recognition.



November

Local's tip

November is a patriotic and cosy month, marking Lāčplēsis Day and Independence Day with respect and candles. The month is ideal for marketing themes of light, cosiness, and warmth.

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 Pasaules vegānisma diena	<i>#pasaulesvegānismadiena #vegānisms #vegāns</i>
10th = Mārtiņdiena St. Martin's Day	<i>#mārtiņdiena #mārtiņi #ķekatas</i>
11th Singles' Day Vientuļnieku diena	<i>#vientuļniekudiena #SinglesDay #sale</i>
11th = Lāčplēsis Day Lāčplēša diena	<i>#lāčplēšadiena #lāčplēsis #11novembris #latvijaskarogs</i>
16th International Day for Tolerance Starptautiskā tolerances diena	<i>#tolerancesdiena #ieciētība #iekļaujošasabiedrība</i>
17th World Prematurity Day Pasaules priekšlaicīgi dzimušo bērnu diena	<i>#priekšlaicīgidzimušodiena #priekšlaicīgidzimisbērns #piedzimuagrāk</i>
18th = Proclamation Day of the Republic of Latvia Latvijas Republikas proklamēšanas diena	<i>#18novembris #latvijaszimšanasdiena #18novembris = #latvijaskarogs</i>
22nd = Evening of Candles Svecīšu vakars	<i>#svecīšuvakars #sveces #gaisma</i>
22nd First Advent Pirmā Advente	<i>#PirmāAdvente #advente #AdventesLaiks</i>
27th Black Friday Melnā piektdiena	<i>#melnāpiektdiena #melnāizpārdošana #BlackFridayIzpārdošana</i>

Local's tip

the Day of Latvian Patriots is a very important and serious celebration. Online shops and retailers therefore avoid running large campaigns under the name "Singles' Day", so as not to clash with the patriotic mood



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			

The light is coming

Thus, for Latvians, Lucia Day is not a big holiday but a quiet but significant day that reminds us of the power of light in the darkness and ushers in the season of Christmas waiting.

IMPORTANT DATES

5th International Volunteer Day Starptautiskā brīvprātīgo diena	<i>#brīvprātīgodiena #brīvprātīgie #brīvprātīgaisdarbs</i>
6th Second Advent Otrā Advente	<i>#OtrāAdvente #advente #AdventesLaiks</i>
10th Human Rights Day Starptautiskā cilvēktiesību diena	<i>#cilvēktiesības #tiesības</i>
13th Third Advent Trešā Advente	<i>#TrešāAdvente #advente #AdventesLaiks</i>
13th St Lucia's Day Lūcijas diena	<i>#LūcijasDiena #sveces #gaisma</i>
13th Fourth Advent Ceturta Advente	<i>#CeturtaAdvente #advente #AdventesLaiks</i>
24th Christmas Eve Ziemassvētku vakars	<i>#ziemassvētkuvakars #ziemassvētki #ziemassvētkudāvanas</i>
25th Christmas Day Ziemassvētku diena	<i>#ziemassvētki #ziemassvētkulaiks #ziemassvētkudāvanas</i>
31st New Year's Eve Jaungada vakars	<i>#jaunaigads #vecvakars #jaungadanakts</i>

Did you know

- Riga is the historical birthplace of the Christmas tree.
- The main event is Christmas dinner with traditional dishes, like grey peas with pig's snout, gingerbread cookies, stewed cabbage, and pies

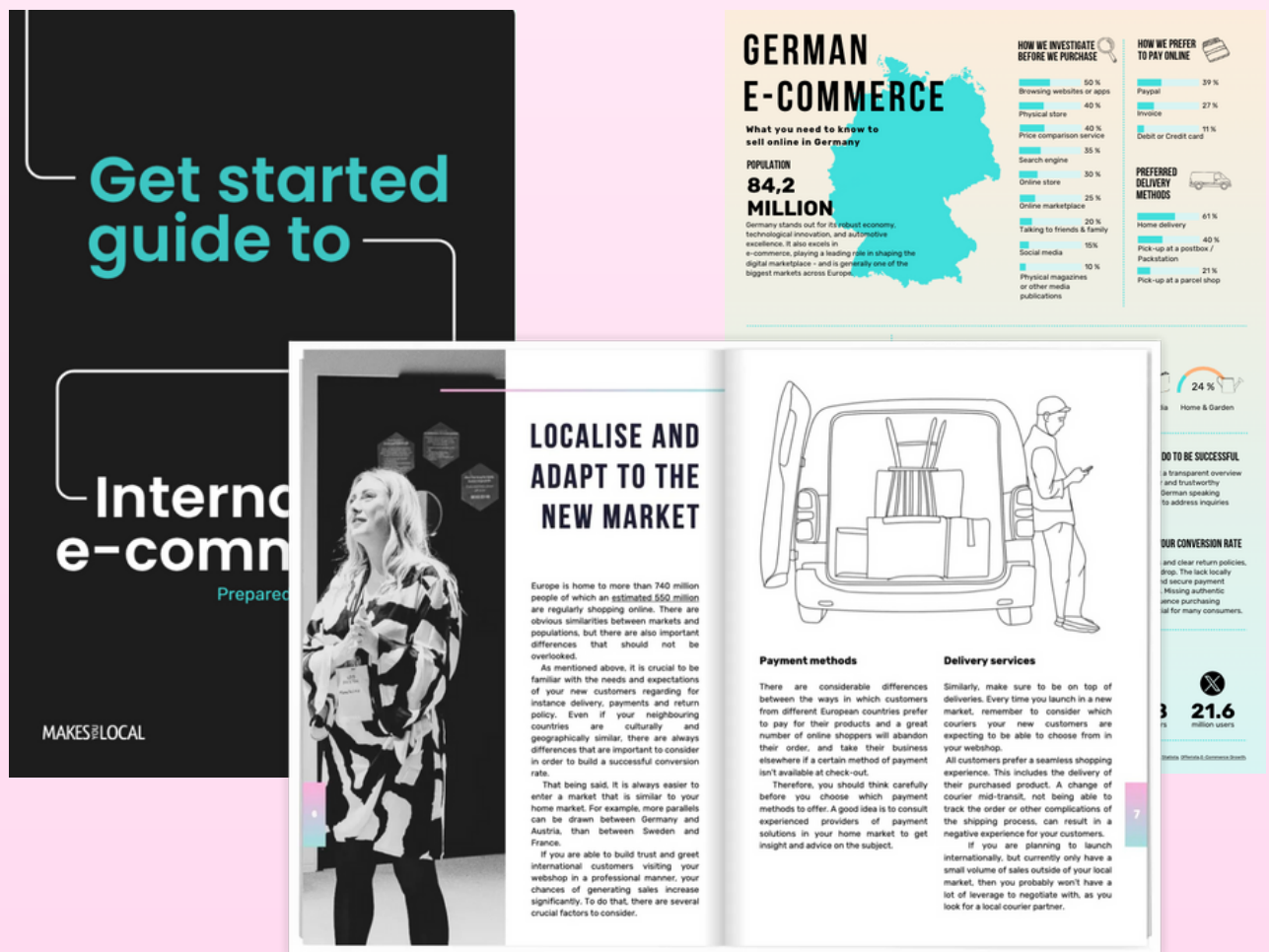
Local's tip

Post-Christmas sales start in shops. This is an important month for retail promotions. Traditionally, people go out in the evening to eat, dance, drink in the beautifully decorated traditional Christmas markets.



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