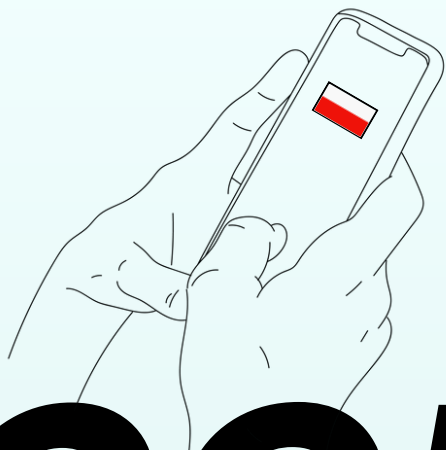




CONTENT GUIDE^{TO}

MARKETING IN POLAND

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.

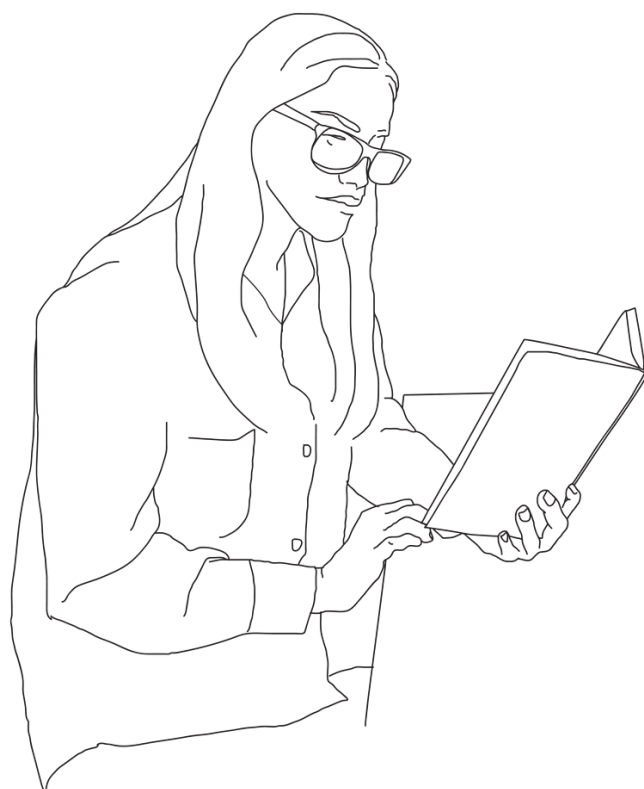
Below, you find inspiring cases of brands who took their business abroad:

[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 Poland

MARKET SIZE

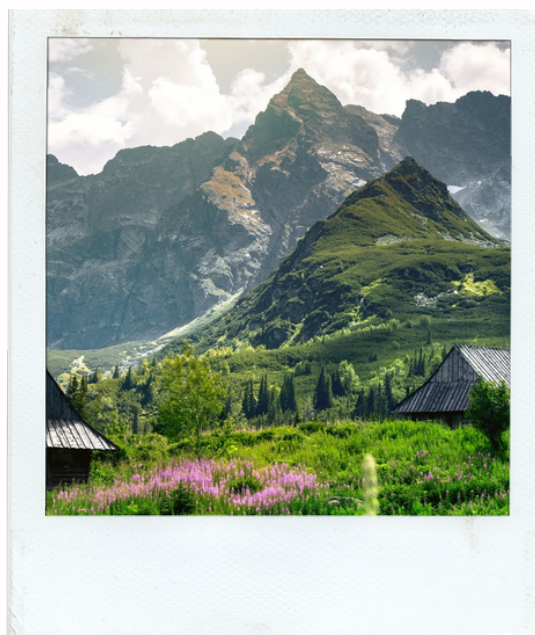
36.4 billion EUR
total value of the online market

OFFICIAL LANGUAGE

Polish

PAY DAY

No later than the 10th day of each month.



DO YOU KNOW THESE SUCCESSFUL POLISH BRANDS?

4F, CCC, Reserved, Sinsay, Tymbark, Drutex, Wawel, CD Projekt

Top

3

PRODUCT CATEGORIES



Clothing



Shoes



Beauty

SOCIAL MEDIA CHANNELS



27.9 million users



24.7 million users



12.3 million users

ANNUAL HIGHLIGHTS



Christmas



Easter



Independence Day

DOWNLOAD MARKET FACT SHEETS
FOR EVEN MORE MARKET FACTS

[GET ALL MARKET FACTS](#)



Jolanta Mickevič,
E-commerce Specialist at MakesYouLocal

Specialist's Content Marketing tips

WHAT WORKS WELL

- E-commerce and mobile shopping are growing rapidly, so optimised websites, apps, and mobile-friendly campaigns are essential.
- Campaigns that tell a story or create an emotional connection – whether humour, nostalgia, or community spirit – tend to stand out.
- Especially in fashion, beauty, lifestyle, and gaming, influencers can drive awareness and trust more effectively than traditional ads.

WHAT TO AVOID

- English. Although many Poles understand it, clear, natural Polish in all communications demonstrates respect and earns the trust.
- A universal social media accounts instead of ones tailored to Polish consumers. Local platforms and influencers have a strong impact on purchase decisions.

CAMPAIGN ANGLE IDEAS

- Poles have a strong sense of national identity, references to heritage resonate.
- Clever idioms, puns, wordplay and observational humor about everyday life works great in local advertising.
- Craft campaigns around shared cultural touchpoints, such as traditional foods, national holidays and sports – especially football.

CULTURAL REMINDERS

- Polish consumers are pragmatic and cautious shoppers.
- Most Polish shoppers plan purchases carefully, especially for more expensive items, and enjoy discounts and promotions.

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	

Did you know

Winter holidays are staggered across different regions and take place between 19 January and 1 March. The varying dates help manage tourist traffic in popular winter resorts.

IMPORTANT DATES

1st New Year's Day Nowy Rok	<i>#nowyrok #nowyrok2026 #sylwester #nowyroknowaja #nowyroknowyja</i>
6th Epiphany Trzech Króli	<i>#trzechkroli #swieto #rodzina</i>
21st Grandmother's Day Dzień Babci	<i>#dzenbabci #babcia #rodzina #prezent #upominek #dzenbabciidziadka #wnuki</i>
22nd Grandfather's Day Dzień Dziadka	<i>#dziendziadka #dziadek #rodzina #wnuki #upominek #prezent dzienbabciidziadka</i>
25th Shopping Sunday Niedziela Handlowa	<i>#niedzielahandlowa #handel #zakupy</i>
27th  International Holocaust Remembrance Day Międzynarodowy Dzień Pamięci o Ofiarach Holokaustu	<i>#ofiary #ofiaryholokaustu #holokaust #zycie #historia</i>

Local's tip

Grandmother's and Grandfather's Days are often celebrated together, creating a special family occasion. Focus on heartfelt gifts, personalised messages, and products that convey warmth, care, and appreciation for loved ones.

Cavalcade of Magi

This lively street nativity features children and participants dressed as kings, making their way through the streets to the Stable to pay tribute to Jesus. Carols fill the air, and attendees are given songbooks and colourful paper crowns along the route.

Studniówka ball

held about 100 days before high school finals, is a cherished celebration where students dress elegantly, dance, and share reflective moments, creating a night full of nostalgia and anticipation for the future.



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

For Poles, Valentine's Day is about both romantic love and friendship. Position your marketing messages to celebrate couples, show appreciation for friends, and encourage sharing thoughtful gestures with loved ones.

IMPORTANT DATES

2nd Candlemas Ofiarowanie Pańskie	<i>#rodzina #swieca #swieto #radosc</i>
4th Safer Internet Day Dzień Bezpiecznego Internetu	<i>#DBI #DBI2026 #haslo #bezpieczenstwo #dzienbezpiecznegointernetu #internet</i>
4th World Cancer Day Światowy Dzień Walki z Rakiem	<i>#swiatowydzienwalkizrakiem #rak #zycie #dzienwalkizrakiem</i>
12th Fat Thursday Tłusty Czwartek	<i>#tlustyczwartek #czwartek #paczki #radosc #rodzina</i>
14th Valentines Day Walentynki	<i>#walentynki #valentines #milosc #love #prezent #serce</i>
17th Shrove Tuesday Ostatki	<i>#ostatki #swieto #radosc #wtorek</i>
18th Ash Wednesday Popielec	<i>#popielec #srodapopielcowa #sroda #post</i>

Local's tip

Base your Fat Thursday campaigns on images of "pączki" (pancakes), to reflect the local tradition.

Garden work

February is an important month for gardeners. It's the right time to plan new beds, get the greenhouse ready, start sowing early crops and long-season vegetables, and take cuttings from shrubs to keep the garden growing strong.



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

Women's day is celebrated widely. Tulips, roses, or carnations are classic gifts from men to partners, female family members and colleagues, making it one of the busiest days for florists, restaurants, and gift shops.

IMPORTANT DATES

8th International Women's Day Dzień Kobiet	<i>#8marca #dzienkobiet #womansday #prezent #kobieta #mockobiet</i>
15th International Clients Day Międzynarodowy Dzień Konsumenta	<i>#konsument #zakupy #dzienkonsumenta #ochronaprawkonsumentow #prawakonsumenta</i>
18th Global Recycling Day Światowy Dzień Recyklingu	<i>#swiatowydzienrecyklingu #recykling #ochronaprzyrody</i>
21st The drowning of Marzanna Topienie Marzanny	<i>#topieniemarzanny #marzanna #lalka #zabawa #dzieci #tradycja #konieczimy</i>
22nd Earth Hour Godzina dla Ziemi	<i>#godzinadlaziemi #ziemia #planeta</i>
29th Palm Sunday Niedziela Palmowa	<i>#niedzielapalmowa #niedziela #tradycje #obyczaje #palma #wierzba #kwietna</i>

The drowning of Marzanna

Drowning is a long-standing Slavic custom that celebrates the coming of spring. Children make and decorate dolls from straw, old clothes, and natural elements such as flowers and twigs. Representing winter and death, these dolls are carried through the village or town before being "destroyed" – either drowned in a river or burned – symbolising the farewell to winter.



April

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 Prima Aprilis	<i>#primaaprilis #1kwietnia #zarty #psoty #psikusy #radosc #usmiejch #smiejch #zabawa</i>
2nd Maundy Thursday Wielki Czwartek	<i>#wielkiczwartek #czwartek #ostatniawieczera #tradycje</i>
3rd Good Friday Wielki Piątek	<i>#wielkipiatek #piatek #tradycje #obyczaje</i>
4th Holy Saturday Wielka Sobota	<i>#wielkasobota #sobota #tradycje #obyczaje</i>
5th Easter Wielkanoc	<i>#wielkanoc #zmartwychwstanie #alleluja #wesolegojaja #zajaczek #pisanki #tradycje</i>
6th Easter Monday Poniedziałek Wielkanocny	<i>#poniedzialekwielkanocny #radosc #lanyponiedzialek #smigusdyngus</i>
7th World Health Day Światowy Dzień Zdrowia	<i>#zdrowie #zycie #swiatowydzienzdrowia #dzienzdrowia #zdrowezycie</i>
12th Divine Mercy Sunday Święto Bożego Miłosierdzia	<i>#swietobozegomilosierdzia #bozemilosierdzie #swieto</i>
22nd Earth Day Dzień Ziemi	<i>#dzienziemi #ziemia #ekologia #planeta #zycie</i>

Śmigus-dyngus

is one of Poland's most loved traditions on Easter Monday. People of all ages splash water on each other, turning the day into a fun, lively celebration, especially for children and young people.

Local's tip

The main symbol of Polish Easter is the "pisanka" – a beautifully decorated egg, typically crafted with beeswax and natural dyes.



May

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

Local's tip

Use national colors (white, red) respectfully in your marketing visuals.

IMPORTANT DATES

1st Labor Day / May Day Międzynarodowe Święto Pracy	<i>#swietopracy #praca #1maja #miedzynarodoweswietopracy</i>
2nd The Polish National Flag Day Dzień Flagi Rzeczypospolitej Polskiej	<i>#dzienflagi #flaga #2maja #bialoczerwona #flagapanstwowa #symbolnarodowy</i>
3rd Constitution Day Święto Konstytucji 3 Maja	<i>#zeslanieduchaswietego #zieloneswiatki #swieto</i>
5th Day of Tolerance, Human Rights and European Integration Dzień Tolerancji, Praw Człowieka i Integracji Europejskiej	<i>#tolerancja #dzientolerancji #prawaczlowieka #integracjaeuropejska</i>
9th Europe Day Dzień Europy	<i>#dzieneuropy #europa #9maja #uniaeuropejska #ue</i>
15th International Day of Families Międzynarodowy Dzień Rodzin	<i>#dzienrodzin #rodzina #milosc #szczescie #rodzice #dzieci</i>
16th Bike-to-Work Day Dzień Dojazdu Rowerem do Pracy	<i>#rower #ekologia #sport #dojazdroweremdo pracy</i>
24th Whitsun Zesłanie Ducha Świętego	<i>#zeslanieduchaswietego #zieloneswiatki</i>
26th Mother's Day Dzień Matki	<i>#dzienmatki #dzienmamy #mama #mamusia #mother #dzieci #prezenty</i>

Local's tip

Position your marketing messages around this heartfelt gesture, highlighting thoughtful presents that children can give to show their appreciation. Cards and flowers are customary.

Majówka

is the holiday weekend from May 1st to 3rd. Many people use the long break for outdoor activities, family gatherings, and short trips, taking advantage of the spring weather. It's also a season for picnics, barbecues, festivals, and celebrations of Polish culture and history.

June

Summer break

typically starts in the middle of June and lasts for 2 months. Students of all grades are off and high school graduates celebrate finishing their studies.

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 Children's Day Międzynarodowy Dzień Dziecka	<i>#dziendziecka #dziecko #dzieci #rodzina #maluchy #swietodzieci</i>
4th Corpus Christi Uroczystość Najświętszego Ciała i Krwi Chrystusa	<i>#bozecialo #wiara #chrzescijanstwo</i>
5th World Environment Day Światowy Dzień Środowiska	<i>#swiatowydziensrodowiska #srodowisko #przyroda #natura</i>
8th World Oceans Day Światowy Dzień Oceanów	<i>#swiatowydzienoceanow #ocean #blekitnaplaneta</i>
23rd Father's Day Dzień Ojca	<i>#dzienojca #dzientaty #tata #tatus #rodzina #upominki #prezenty</i>
23rd Kupala Night Noc Świętojańska	<i>#nocswietojanska #nockupaly #noc #tradycje #obyczaje</i>

Local's tip

This is the brightest day and night of the year, so ensure your bonfire images capture a vivid, glowing sky.

Wreaths

Kupala Night is celebrated with the enchanting tradition of floating wreaths made from flowers, herbs, and grasses, symbolising purity, love, and the power of nature. These wreaths are placed on rivers or lakes, often with accompanying wishes or prayers. Folklore says that a wreath that floats smoothly brings good fortune, while one that sinks is thought to foretell challenges ahead.



July

Festival season

July is the peak month for live music and festivals in Poland. Known for its rich musical traditions and welcoming attitude to a variety of genres, the country draws thousands of music lovers from across the globe.

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 Aunt and Uncle Day Dzień Cioci i Wujka	<i>#ciocia #wujek #rodzina #dziencioci #dzienwujka #dzienciociiwujka #prezent</i>
6th International Kissing Day Międzynarodowy Dzień Całowania	<i>#dziencałowania #pocalunek #buziaczek #milosc</i>
24th Police Day Święto Policji	<i>#policja #swietopolicji #policjant #sluzba #bezpieczenstwo</i>
25th Safe Driver's Day Dzień Bezpiecznego Kierowcy	<i>#dzienbezpiecznegokierowcy #kierowca #dzienkierowcy #automobilista #praca</i>
28th World Nature Conservation Day Światowy Dzień Ochrony Środowiska	<i>#ochronasrodowiska #srodowisko #planeta #ochronaplanety</i>
30rd International Friendship Day Międzynarodowy Dzień Przyjaźni	<i>#dzienprzyjazni #przyjazn #przyjaciel #przyjaciele #kolega #kolezanka</i>

Local's tip

The day recognises police officers for their dedication and service. Marketing is usually understated, with most brands focusing on congratulating or showing appreciation for the work of the police.



August

Harvesting

The month marks the height of harvest, with farmers collecting apples, cherries, tomatoes, and peppers. Preparations also begin for "Dożynki", the traditional harvest festival celebrating farmers with music, dancing, feasts, and bread made from the season's first grains.

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

1st National Warsaw Uprising Remembrance Day Narodowy Dzień Pamięci Powstania Warszawskiego	<i>#powstaniewarszawskie #powstanie #warszawa #pamietamy #1sierpnia</i>
12th International Youth Day Międzynarodowy Dzień Młodzieży	<i>#dzienmlodziezy #mlodziez #dzienmlodziezy2026 #swieto</i>
15th Armed Forces Day Święto Wojska Polskiego	<i>#swietowojskapolskiego #wojskopolskie #wojsko #silyzbrojne #swietopanstwowe</i>
19th World Humanitarian Day Światowy Dzień Pomocy Humanitarnej	<i>#pomochumanitarna #pomoc #dzienpomocyhumanitarnej</i>
28th Polish Aviation Day Święto Lotnictwa Polskiego	<i>#swietolotnictwapolskiego #lotnictwo #lotnictwopolskie #samolot #swietopanstwowe</i>
31st Day of Solidarity and Freedom Dzień Solidarności i Wolności	<i>#solidarnosc #wolnosc #panstwo #swietopanstwowe</i>

Local's tip

This is an important day to celebrate and empower young people. Schools and communities host events recognising their achievements, while e-commerce brands can engage youth with campaigns, offers, or collaborations reflecting their trends and creativity.

St. Dominic's Fair

It is one of Europe's largest summer events in Gdańsk, featuring over a thousand stalls with crafts, antiques, food, and clothing. Visitors can enjoy music, performances, and art, making it a lively celebration of local tradition and creativity.



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				

Local's tip

Brands usually encourage people to explore alternative transport options such as cycling, walking, or public transit. Messaging can focus on sustainability, promoting healthier lifestyles, and enjoying city streets free from traffic.

IMPORTANT DATES

8th Dreamer Day Dzień Marzyciela	<i>#dzienmarzyciela #marzyciel #marzena #magia</i>
10th Footballers Day Dzień Piłkarza	<i>#dzienpiłkarza #piłkarz #pilka #pilkanozna #mecz</i>
15th International Dot Day Międzynarodowy Dzień Kropki	<i>#dzienkropki #kropka #miedzynarodowydzienkropki</i>
22nd World Car-Free Day Dzień bez Samochodu	<i>#dzienantykoncepcji #antykoncepcja #swiadomywybor</i>
30th Boy's Day Dzień Chłopaka	<i>#dzienchlopaka #chlopak #chlopiec #przyjaciol #kolega</i>

Local's tip

Boy's Day is dedicated to honoring boys and their unique qualities. Special promotions on toys, games, and clothing for boys, along with personalised gifts are common. The occasion is also used to highlight products that appeal to younger audiences, with campaigns focusing on fun and creativity.

Mushroom picking season

Mushroom picking season begins, with around 70% of Poles taking part in the activity. People head to forests across the country to gather a variety of mushrooms, including porcini, chanterelles, and boletus. Stocking mushrooms up for winter is a beloved tradition, often enjoyed with family and friends.



October

Back to school

Students return to school and universities after the summer break. Campuses and classrooms bustle with opening ceremonies, new timetables, and the start of lectures. Families are busy buying school supplies, while local businesses kick off autumn promotions as the season changes.

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

11th International Day of the Girl Child Międzynarodowy Dzień Dziewczynek	<i>#dziendziewczynek #dziewczynki #dziewczynka #swietodziewczynek</i>
12th Safer Internet Day Dzień Bezpiecznego Internetu	<i>#dzienbezpiecznegointernetu #bezpiecznyinternet #internet</i>
14th Teachers' Day Dzień Nauczyciela	<i>#dziennauczyciela #nauczyciel #nauczycielka #szkola #wychowawca</i>
24th United Nations Day Dzień Organizacji Narodów Zjednoczonych	<i>#narodyzjednoczone #onz #dzienonz #organizacjanarodowzjednoczonych</i>
31st Halloween Halloween	<i>#halloween #impreza #strach #straszne #cukierekalbopsikus #dynia</i>

Local's tip

Children usually say "cukierek albo psikus" (trick or treat) when asking for sweets at the doors of decorated houses.

Teacher's Day

It is a time to honor educators for their role in shaping the country's future. Offer discounts on small items ideal for gifts. Products like notebooks, pens, personalised stationery, coffee mugs, and small gadgets become popular choices.



November

Shopping ahead the holiday rush

Hunt for ideas and deals for Christmas gifts starts early. Many turn to social media for inspiration.

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 Wszystkich Świętych	<i>#wszystkichswietych #pamietamy #swietozmarlych</i>
2nd All Souls Day Dzień Zaduszny	<i>#dzienzaduszny #zaduszki #pamietamy</i>
11th Poland Independence Day Narodowe Święto Niepodległości	<i>#11listopada #niepodleglosc #wolnosc #niepodleglapolska #swietonarodowe</i>
16th International Day for Tolerance Międzynarodowy Dzień Tolerancji	<i>#miedzynarodowydzientolerancji #dzientolerancji #tolerancja</i>
24th Katerina Sannitsa Day Katarzynki	<i>#katarzynki #katarzyna #imieninykatarzyny #imieniny</i>
27th Black Friday Czarny Piątek	<i>#blackfriday #czarnypiatek #wyprzedaza #promocja #rabaty #znizki</i>
29th St. Andrew's Day Andrzejki	<i>#andrzejki #andrzej #wrozby #zabawa #imprezaandrzejkowa</i>
29th First Sunday of Advent I niedziela Adwentu	<i>#Iniedzielaadwentu #adwent #niedziela</i>

Fortune divinations

People take part in playful fortune-telling games that aim to reveal something about the future, especially in love and relationships. They pour wax into cold water and interpret the shapes, line up shoes to see who will "walk" down the aisle first, or draw hidden names to guess a future partner. It's a fun and imaginative way to explore hopes and curiosities about what lies ahead.

Local's tip

During these two days locals honour loved ones by visiting cemeteries, lighting candles, and laying flowers. The atmosphere is calm and reflective, and marketing is kept low-key.



December

Saint Nicholas Day traditions

In the morning, children usually find small gifts, sweets, or chocolates left by Saint Nicholas. In some regions, children who misbehaved might receive a symbolic twig called a "różga" instead. This playful tradition reminds kids about good behavior.

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 Miners' Day Barbórka	<i>#barborka #dziengornika #gornicy</i>
6th Saint Nicholas Day Dzień św. Mikołaja	<i>#mikolajki #swietymikolaj #dzieci #prezenty #prezent #niespodzianka</i>
6th Second Sunday of Advent II Niedziela Adwentu	<i>#IIniedzielaadwentu #adwent #niedziela</i>
10th Human Rights Day Międzynarodowy Dzień Praw Człowieka	<i>#dzienprawczlowieka #prawaczlowieka #prawo #czlowiek</i>
13th Third Sunday of Advent III Niedziela Adwentu	<i>#IIIniedzielaadwentu #adwent #niedziela</i>
20th Fourth Sunday of Advent IV Niedziela Adwentu	<i>#IVniedzielaadwentu #adwent #niedziela</i>
24th Christmas Eve Wigilia Bożego Narodzenia	<i>#wigiliabozegonarodzenia #gwiazdka #swieto #choinka #rodzina #prezent #prezenty #merrychristmas #wigilia</i>
25th Christmas Day Boże Narodzenie (pierwszy dzień)	<i>#bozegonarodzenie #swieto #choinka #rodzina #prezent #prezenty</i>
26th Boxing Day Boże Narodzenie (drugi dzień)	<i>#bozegonarodzenie #swieto #rodzina #prezent #prezenty</i>
31st New Year's Eve Sylwester	<i>#sylwester #nowyrok #2027 #nowyrok2027 #prezenty #zabawa</i>

Christmas Eve

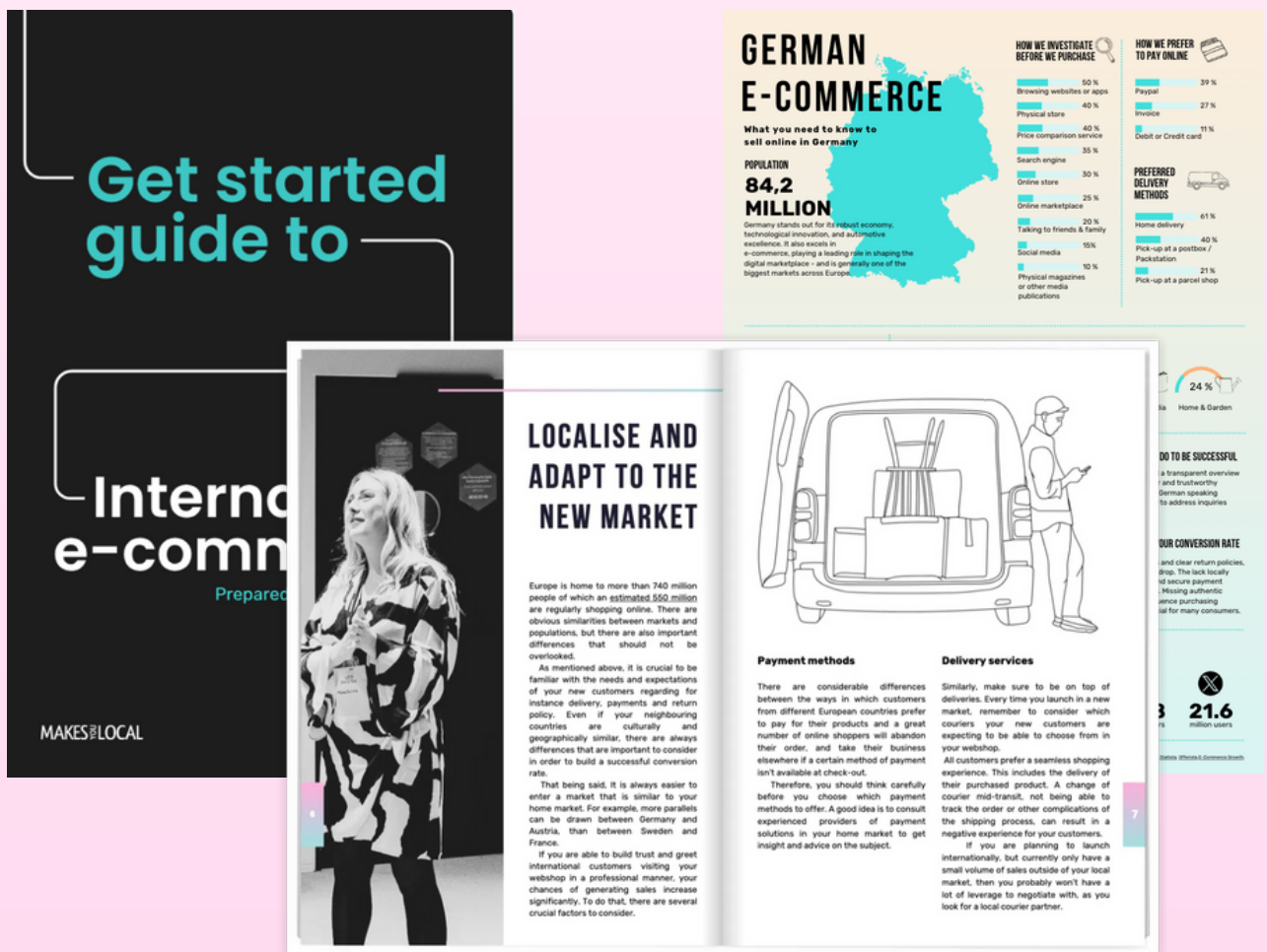
Families gather for Wigilia, a special dinner that begins when the first star appears in the sky and share "opłatek", Christmas wafer. During this period, local businesses usually do not promote new products but focus on sending holiday greetings and good wishes to their customers.

Did you know

"Koledori", carolling, is a beloved Polish Christmas tradition. From singing at the table on Christmas Eve to visiting the neighborhood's houses or performing in schools and cultural centers, carolling connects generations and remains an important part of Polish holiday life.

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