

GERMANY

# LOCAL MARKETING CALENDAR

2025  
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MAKES  
YOU LOCAL

# INTRODUCTION



### Why is localised marketing so important?

Localised marketing means tailoring your marketing strategies and campaigns to meet the specific preferences, needs and cultural nuances of a particular nation and country. Localising involves adapting content, messaging, and promotional tactics to resonate effectively with the local audience.

Localising your marketing is important to enhance relevance and connect with the target audience, leading to better engagement and customer loyalty. By localising, you'll create more personalised and effective campaigns, improving your brand perception, driving higher conversion rates, and ultimately increasing sales. Localising your marketing efforts will also help you avoid cultural missteps and ensure that the brand message resonates positively with the local customers.

### Content that resonates with locals

Writing localised, translated ads and copy, even if English ones perform okay, can significantly boost your marketing effectiveness. While your English ads and copy may reach a broad audience, the localised and translated content resonates more deeply with local consumers. This connection enhances trust, brand loyalty, and engagement, leading to higher conversion and retention rates. Localised ads will also help you stand out in competitive markets where your brand is yet to gain awareness.

### HOW TO USE THIS GUIDE

The Local Marketing Calendar is a guide to your target markets' most important dates, cultural celebrations and customs. Use this guide to find out when it's the right time to post around a specific holiday, find days that resonate with socially conscious consumers, and understand what your local competitors are doing to win over their customers.

### WHAT WE CAN DO FOR YOUR SUCCESS

MakesYouLocal has helped over 1000 webshops on their international expansion. Our native experts optimise webshops to match local demands, translate webshop & product texts in 22 languages and take care of the daily operations, like customer service and social media monitoring, making sure your business can reach it's full potential abroad.

Read more about our clients' successes with us:






**[SEE CASES](#)**

Q4








# HOW WELL DO YOU KNOW THE GERMANS?

## TOP CHANNELS:

-  65.5 million users
-  31.3 million users
-  24.5 million users
-  21.8 million users
-  21.6 million users

## TOP ONLINE PURCHASES:

-  Fashion
-  Entertainment
-  Groceries
-  Physical media
-  Home & Garden

## LEARN MORE:

Want to gain more insights to the German consumer habits and spending across sectors? Get your consumer statistics straight with Market Fact Sheets

[\*\*DOWNLOAD HERE\*\*](#)

# OCTOBER

# OKTOBER

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		

THEME OF THE MONTH:  
**Back to Routine & Structure |  
Wiederbeginn & Alltag**

After the summer breaks, people settle back into their daily routines. With school and work in full swing, the focus shifts to productivity, organisation, and planning ahead. This leads to increased demand for stationery, office supplies, digital tools, and products that support structured daily habits.

PHENOMENON:  
**Cosy Season Kick-Off |  
Herbstbeginn & Kuschelzeit**

It is the start of the cosy season, as consumers turn to warm interiors, wellness, and seasonal comforts. Retail sees rising demand for candles, tea, textiles, and baking goods. Autumn-themed offers and early winter promos drive engagement across online and offline channels. DIY and cooking also trend as families embrace time indoors.

SEASONAL HIGHLIGHT:  
**Harvest Season |  
Erntedankfest**

The month of harvest festivals, warm drinks, and embracing the *gemütlichkeit* (coziness) of home life. Germans enjoy forest walks in crisp air, foraging mushrooms, and preparing seasonal dishes like *Kürbissuppe* (pumpkin soup) or *Zwiebelkuchen* (Onion Cake). The season also brings *the Erntedankfest* - traditional Harvest thanksgiving.

# October

## EVENTS & HAPPENINGS

### Oktoberfest

The world's largest beer festival held in Munich, celebrating Bavarian culture with traditional music, food, and millions of visitors enjoying beer tents and festivities.

### Frankfurt Book Fair (Frankfurter Buchmesse)

The Frankfurt Book Fair is the world's largest trade fair for books and publishing. Held annually in October in Frankfurt am Main, it brings together publishers, authors, agents, and media professionals from across the globe.

## IMPORTANT DATES

### 3rd Day of German Unity | *Tag der Deutschen Einheit*

This national public holiday commemorates the reunification of East and West Germany in 1990. The day is marked by official ceremonies, concerts, cultural events, and political speeches, symbolising unity, democracy, and national identity.

## POPULAR HASHTAGS

#TagDerDeutschenEinheit  
#Wiedervereinigung  
#30Oktober  
#Deutschland

## SOCIALLY CONSCIOUS DATES

### 4th World Animal Day

*Welttierschutztag*

#Welttierschutztag  
#Tierschutz  
#TiereLieben

### 10th World Mental Health Day

*Welttag für psychische Gesundheit*

#SeelischeGesundheit  
#PsychischeGesundheit  
#SprichDrüber

### 17th International Day for the Eradication of Poverty

*Internationaler Tag zur Beseitigung der Armut*

#ArmutBekämpfen  
#SozialeGerechtigkeit  
#GleichheitFürAlle

**“German consumers value responsibility and support brands that promote fair wages and social equity. Companies that help reduce poverty through transparent, fair practices earn greater trust and long-term loyalty.”**



CHRISTIAN LEHNERT  
GERMAN - COUNTRY LEAD  
AT MAKEYOULOCAL

# NOVEMBER

# NOVEMBER

M	T	W	T	F	S	S
27	28	29	30	31	1	2
3	4	5	6	7	8	9
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17	18	19	20	21	22	23
24	25	26	27	28	29	30

<p>THEME OF THE MONTH:</p> <p><b>Calm Before the Festive Storm   Die Ruhe vor dem festlichen Sturm</b></p> <p>Germany is a transitional month. It marks the shift from autumn to winter, when consumers begin preparing for the colder season and the upcoming Christmas period. Buying patterns change: people turn inward, focusing on comfort, home, and early festive planning.</p>	<p>PHENOMENON:</p> <p><b>Start of Carnival Season   Beginn der Karnevalszeit</b></p> <p>The Carnival season in Germany officially begins on 11 November at 11:11 a.m. It marks the start of the “fifth season” in many regions, especially in Cologne, Düsseldorf, and Mainz. Though the major celebrations follow in February, this date kicks off the planning, costume trends, and festive spirit leading up to the height of Carnival.</p>	<p>SEASONAL HIGHLIGHT:</p> <p><b>Start of Christmas Markets   Start der Weihnachtsmärkte</b></p> <p>While Christmas officially begins in december, Germany's <i>weihnachtsmärkte</i> (Christmas markets) often open in late November, especially the week after Totensonntag. This triggers the start of festive consumer behaviour as people prepare for the main celebration.</p>
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# November

## EVENTS & HAPPENINGS

### Jazzfest Berlin

A major international jazz festival held annually, featuring concerts and performances across various venues in Berlin. It draws jazz enthusiasts and tourists alike.

### Polonia Music Festival

A vibrant festival showcasing Polish and international pop-rock bands, popular within Frankfurt's Polish community

## IMPORTANT DATES

## POPULAR HASHTAGS

### 10th St. Martin's Day | *Martinstag*

St. Martin's Day is a traditional celebration, especially popular in western and southern Germany "Martinsumzüge". The event symbolises light, sharing, and kindness.

#Martinstag  
#SanktMartin  
#Laternenumzug  
#SanktMartinsfest

### 28th Black Friday

Black Friday has evolved into one of the largest shopping events of the year. Retailers, both online and brick-and-mortar, offer steep discounts across categories, and many extend deals throughout the weekend, often into Cyber Monday.

#BlackFriday  
#BlackFridayAngebote  
#Schnäppchenjagd  
#BlackFridayDE

## SOCIALLY CONSCIOUS DATES

## POPULAR HASHTAGS

### 1th World Vegan Day *Weltvegantag*

#Weltvegantag  
#WorldVeganDay  
#VeganInDeutschland

### 9th World Freedom Day *Mauerfall-Jahrestag*

#Freiheit  
#9November  
#Weltfreiheitstag

### 13th World Kindness Day *Weltfreundlichkeitstag*

#Weltfreundlichkeitstag  
#FreundlichSein  
#GuteTaten

### 17th World Prematurity Day *Weltfrühgeborenentag*

#Weltfrühgeborenentag  
#Frühchen  
#KleinAberOho

### 20th Transgender Day of Remembrance *Gedenktag für trans Menschen*

#TDoR  
#TransRechte  
#Vielfalt

# DECEMBER

# DEZEMBER

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	31				

THEME OF THE MONTH:  
**Christmas Shopping |  
Weihnachtseinkauf**

December is dominated by Christmas shopping, with consumers actively purchasing gifts, decorations, and festive foods. This period sees peak retail sales both in-store and online, driven by the holiday spirit and year-end promotions.

PHENOMENON:  
**Advent and Christmas Markets |  
Weihnachtsmärkte**

Christmas markets are a deep-rooted tradition in Germany, attracting millions with their unique atmosphere, crafts, and seasonal treats. They strongly influence consumer mood and spending habits, encouraging early and repeated visits for gifts and festive experiences.

SEASONAL HIGHLIGHT:  
**Advent Sundays |  
Adventssonntage**

The four Sundays of Advent mark the countdown to Christmas, with traditions like lighting Advent candles and family gatherings. These Sundays trigger spikes in retail and online sales, especially for home décor, confectionery, and gifts.



# December

## EVENTS & HAPPENINGS

### Christmas Rock Night

The Christmas Rock Night in Ennepetal is an annual rock and metal festival featuring international bands during the festive season

### Christmas Jazz Festival Berlin

An annual jazz festival in Berlin featuring performances by national and international jazz musicians, providing a musical highlight during the pre-Christmas season.

## IMPORTANT DATES

### 1st Cyber Monday

One of the biggest shopping events of the year, focusing exclusively on digital sales. Significant discounts are offered on a wide range of products by online retailers.

### 6th St. Nicholas Day | Nikolaustag

A popular tradition where children receive small gifts or sweets in their shoes. It's an opportunity for retailers to promote seasonal treats, small gifts, and children's products.

### 24th Christmas Eve | Heiligabend

The most important day of the Christmas season, when families gather for celebrations and gift-giving.

### 25th Christmas Day | 1th Weihnachtstag

A public holiday dedicated to family, rest, and reflection. Unlike Christmas Eve, which is often lively with gift-giving and celebrations, the First Christmas Day is typically quieter, spent enjoying festive meals and quality time with close family members.

### 31st New Year's Eve | Silvester

Silvester marks the final day of the year and is celebrated with parties, fireworks, and gatherings. Many consumers shop for festive food, drinks, and party supplies leading up to the evening. It's also a popular time for online promotions on celebration-related products.

## POPULAR HASHTAGS

#CyberMonday #MegaRabatte  
#CyberMondayDE  
#OnlineShopping

#Nikolaustag  
#StNicholasDay  
#Nikolaus #Weihnachten

#Heiligabend #Weihnachten  
#ChristmasEve #Festtag

#ErsterWeihnachtstag  
#ChristmasDay  
#Weihnachtsfeiertag  
#FesttagmitFamilie

#Silvester  
#Neujahr  
#Feuerwerk  
#Partytime

## SOCIALLY CONSCIOUS DATES

### 1th World AIDS Day (Welt-AIDS-Tag)

***Raises awareness about HIV/AIDS, promotes education, prevention, and support for those affected.***

#WeltAIDSTag  
#AIDSawareness  
#Solidarität

### 3th International Day of Persons with Disabilities Internationaler Tag der Menschen mit Behinderungen

#Inklusion  
#Barrierefreiheit  
#MenschenMitBehinderung

### 5th International Volunteer Day Internationaler Tag des Ehrenamts

#Menschenrechte #Gleichheit  
#HumanRightsDay

### 10th Human Rights Day Tag der Menschenrechte

#MigrantenTag  
#Vielfalt #Integration

### 18th International Migrants Day Internationaler Tag der Migranten

#TagDesEhrenamts  
#Freiwilligenarbeit  
#Gemeinschaft

# ARE YOU LOOKING FOR MORE RESOURCES?

**The free growth, localisation & expansion toolkits will help you on your e-commerce journey.**



**[Explore toolkits here](#)**