

DENMARK

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 DANES?

TOP CHANNELS:

-  4.9 million users
-  3.4 million users
-  2.5 million users
-  1.45 million users
-  1 million users

TOP ONLINE PURCHASES:

-  Fashion
-  Take away
-  Pharmacy
-  Groceries
-  Interior

LEARN MORE:

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

[**DOWNLOAD HERE**](#)

OCTOBER

OKTOBER

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THEME OF THE MONTH:
Halloween | Halloween

Halloween is a growing tradition, especially embraced by children. Pumpkin lanterns at a doorstep signify a welcome for trick-or-treaters. Homes are decorated with pumpkins, cobwebs, and spooky themes, creating a festive atmosphere. Many people host costume parties, where both kids and adults dress up in scary outfits.

PHENOMENON:
Oktoberfest | Oktoberfest

Oktoberfest is celebrated with a local twist. Danes gather in beer tents or bars to enjoy traditional music, German food, and plenty of beer. The atmosphere is lively, with dancing, singing, and a festive spirit. Though smaller than the original, Danish Oktoberfest has grown into a beloved autumn tradition.

SEASONAL HIGHLIGHT:
Autumn holidays | Efterårsferie

In Denmark, the autumn holiday in week 42 is a time for coziness, relaxation, and family activities. Many Danes spend it in holiday homes, travel, visit amusement parks, or enjoy the autumn scenery. Libraries, museums, and zoos often offer special activities for children. Shopping centers and cinemas also see increased visits, as many take the opportunity to enjoy indoor entertainment.

October

EVENTS & HAPPENINGS

10th Copenhagen Culture Night

Danes explore museums, theatres, and cultural institutions after dark.

IMPORTANT DATES

13th Autumn holiday | *Efterårsferie*

First day in the holidays. Many Danes go on short holidays or enjoy time together at home. Many families visit amusement parks like Tivoli or Legoland, while others go on autumn outings to the countryside to experience the colourful leaves.

31th Halloween | *Halloween*

Many Danes decorate their homes and yards American style – all in.

POPULAR HASTAGS

#Kulturnatten2025
#KulturOgHygge
#OplevKøbenhavn

#Halloween
#UhyggeFest
#SlikEllerBallade

SOCIALLY CONSCIOUS DATES

1st International Day of Older Persons *Den Internationale Ældredag*

#ÆldresDag
#VærdsætÆldre
#ÆldresRetter

2nd World Farm Animals Day *Verdens Dag for Landbrugsdyr*

#Landbrugsdyr
#Dyrevelfærd
#BeskytDyrene

4th World Animal Day *Verdens Dyredag*

#VerdensDyredag
#Dyrevelfærd
#BeskyttelseAfDyr

11th International Day of the Girl Child *Den Internationale Dag for Pigebarnet*

#PigebarnetsDag
#StyrkPigebørn
#LigestillingForAlle

24th United Nations Day *De Forenede Nationers Dag*

#GlobaleLøsninger
#InternationalSamarbejde
#FNdag

24th International Day of Climate action *Den Internationale Dag for Klimahandling*

#Klimahandling
#Klimakamp
#HandelNuForFremtiden

29th World Sustainability Day *Verdens Bæredygtighedsdag*

Bæredygtighed
#GrønFremtid
#BæredygtigVerden

NOVEMBER

NOVEMBER

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THEME OF THE MONTH:
Black friday | Black friday

Black Friday is one of the biggest shopping days of the year. On the last Friday of November, stores offer major discounts both online and in physical shops. Many Danes use the day to buy Christmas gifts at lower prices. The day is now a regular part of Danish shopping culture, often with deals lasting the entire week.

PHENOMENON:
J-Day | J-dag

On J-Day, Danes gather at bars and cafés to celebrate the release of the Christmas beer. Friends meet after work or studies, and at 20:59, Tuborg staff hand out free Christmas beer “julebrygg”. The night is filled with music, snow cannons, and blue Santa hats, with venues and bars hosting live bands, DJs, and special offers. It’s a festive evening of beer, fun, and early Christmas spirit.

SEASONAL HIGHLIGHT:
St. Martin's Eve | Mortens aften

St. Martin’s Eve, or Mortens Aften, is a Danish tradition celebrated on 11 November. Families gather to enjoy roast duck with caramelised potatoes and red cabbage. According to legend, Bishop Saint Martin hid to avoid being appointed, but noisy geese revealed him—so Danes eat duck instead of goose. It’s a cosy evening where many enjoy a festive meal.

November

EVENTS & HAPPENINGS

Bogforum at Bella Center

Bogforum is Denmark's largest book fair, held annually at Bella Center in Copenhagen.

IMPORTANT DATES

2nd All Saints' Day | *Allehelgensdag*

Danes remember their passed family members and friends, lighting candles at gravesites and attending church services.

10th St. Martin's Eve | *Mortens aften*

St. Martin's Eve is celebrated among family with roast duck as a traditional dish, inspired by the legend of St. Martin.

28th Black Friday | *Black Friday*

Black Friday marks the beginning of the holiday shopping season, with many retailers offering significant discounts both in-store and online.

30th The first Sunday of Advent | *1. søndag i advent*

Four weeks before Christmas, Danes mark the first Advent by lighting the first candle on the Advent wreath. In some families, Advents are an occasion for small presents.

POPULAR HASHTAGS

#Allehelgensdag
#MindeDeAfdøde
#LysOgTradition

#Mortensaften
#AndestegTradition
#SanktMartin

#BlackFridayTilbud
#JulShopping
#Rabatter

#1SøndagIAdvent
#AdventTradition
#JuleCountdown

SOCIALLY CONSCIOUS DATES

1st World Vegan Day *Verdens Vegandag*

#VerdensVegandag
#VeganskLiv
#PlantebaseretLiv

13th World Kindness Day *Venlighedens Dag*

#VenlighedensDag
#VærVenlig
#SpredVenlighed

16th International Day for Tolerance *Den Internationale Dag for Tolerance*

#ToleranceDag
#OmfavnTolerance
#FejrForskelligheder

17th World Prematurity Day *Verdens Dag for For tidlig Fødsel*

VerdensForTidligFødselDag
#PrematurBevidsthed
#StøtPrematureBørn

20th Universal Children's Day *Den Universelle Børns Dag*

#UniverselBørnsDag
#BørnFørst
#BeskytVoresBørn

"Autumn is the culmination of Danish *hygge*. Warm tones, cozy atmosphere, and seasonal treats are key elements in marketing that resonates with Danish lifestyle and shopping habits."



IDA KEIS
DANISH E-COMMERCE MANAGER
AT MAKESYOULOCAL

DECEMBER
DECEMBER

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THEME OF THE MONTH:
Christmas | *Jul*

Christmas Eve is the highlight of Danish Christmas celebrations. Families enjoy a festive dinner with dishes like roast duck and pork, followed by dancing around the Christmas tree and singing carols. Children open their presents, and the evening ends with risalamande, a rice pudding where the person who finds the hidden almond wins a prize.

PHENOMENON:
Christmas Procession | *Juleoptog*

Christmas processions are a beloved tradition. Children dressed in festive costumes sing carols and carry candles or lanterns. These processions accompanied by Christmas music offer a special opportunity for communities to gather all ages, celebrate the holiday season, and spread Christmas cheer.

SEASONAL HIGHLIGHT:
Christmas Lunch | *Julefrokost*

“Julefrokost” gatherings are held throughout December. It’s a festive meal featuring classic dishes like pickled herring, liver pate, meatballs, and roast pork. The lunch is often accompanied by snaps (a type of schnapps) and traditional Danish songs. It’s a time for family, friends, and colleagues to gather, enjoy good food, and celebrate the season.

December

EVENTS & HAPPENINGS

Christmas in Tivoli

A magical experience with Christmas lights, and festive rides that create a true Christmas atmosphere.

IMPORTANT DATES

13th Lucia Day | *Luciadag*

Children dress in white robes, sing traditional carols, and carry candles in a procession, bringing light to the dark winter months.

24th Christmas Eve | *Juleaften*

Danes exchange gifts and share a festive meal on Christmas Eve.

25th Christmas Day | *1. Juledag*

Family gatherings are common on the Christmas Day. It's a more relaxed public holiday compared to Christmas Eve, with many visiting relatives or simply resting after the Christmas celebrations.

26th 2nd Christmas Day | *2. Juledag*

A public holiday often spent relaxing with family or visiting friends.

31st New Year's Eve | *Nytårsaften*

Danes celebrate with fireworks, festive dinners, and the tradition of jumping off a chair at midnight to welcome the new year.

POPULAR HASHTAGS

#Luciadag
#LysEnMørkTid
#JuleTraditioner

#Juleaften
#DanskJul
#FamilieTraditioner

#1Juledag
#JulMedFamilien
#FerieHygge

#2Juledag
#JuleHvil
#FamilieTid

#Nytårsaften
#Nytårsfejring
#VelkommenNytår

SOCIALLY CONSCIOUS DATES

4th Wildlife Conservation Day *Verdens Dyrerbeskyttelsesdag*

#Dyrerbeskyttelse
#BeskyttelseAfDyrene
#VildtLiv

5th International Volunteer Day *Den Internationale Frivilligdag*

#FrivilligDag
#GørEnForskel
#FrivilligArbejder

5th World Soil Day *Verdens Jorddag*

#VerdensJorddag
#BeskytJorden
#JordensFremtid

10th Human Rights Day *Menneskerettighedsdag*

#Menneskerettigheder
#RespektForAlle
#FrihedOgLighed

POPULAR HASTAGS

ARE YOU LOOKING FOR MORE RESOURCES?

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



[Explore toolkits here](#)