

FINLAND

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 FINNS?

TOP CHANNELS:

	4.62 million users
	3.81 million users
	2.3 million users
	1.42 million users
	0.5 million users

TOP ONLINE PURCHASES:

	Clothing
	Electronics
	Entertainment
	Leisure, sport & hobby
	Beauty

LEARN MORE:

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

[**DOWNLOAD HERE**](#)

OCTOBER

LOKAKUU

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:
Education | *Koulutus*

October celebrates our commitment to high-quality and easily accessible education for all. Finland is renowned for its educational system, which has produced some of the best results in international tests and studies for several decades. Finland is also home to one of the highest ranking universities in the world, Aalto University.

PHENOMENON:
Mid season | *Välikausi*

October is characterised by the ever-changing weather of the mid-season. It's tough to rely on the weather forecasts, and Finns will try to be prepared for everything. Businesses often have their mid-season sales around this time, to clear out space for their coming winter stock.

SEASONAL HIGHLIGHT:
Halloween | *Halloween*

Halloween is not a traditional observance, but Finns have fallen in love with it. While trick-or-treating, is not common, costume parties and scart movie nights are widespread.

October

EVENTS & HAPPENINGS

17th–19th I Love Me 2025

Beauty, fashion, wellness and health expo in Helsinki

23rd–26th Helsinki Book Fair 2025

Largest book expo in Finland

28th–29th Halloween weekend 🎃

Finns dress up in either silly or scary costumes and attend parties with family or friends.

IMPORTANT DATES

10th Aleksis Kivi's Day, the Day of Finnish Literature | *Aleksis Kiven päivä, suomalaisen kirjallisuuden päivä* +

Aleksis Kivi was the first author to write stories, plays and poetry in Finnish. The day is especially relevant occasion for bookstores and cultural institutions.

24th UN Day | *YK:n päivä* +

UN Day has been marked in the official Finnish calendars since 1968. Many businesses often promote UN charities on this day and might have a collection box for a specific branch of the UN that their businesses values resonate with.

POPULAR HASHTAGS

#aleksiskivi
#kirjallisuus
#suomenkieli

#yk
#un
#yhdistyneetkansakunnat
#hyvantekevaisuus

SOCIALLY CONSCIOUS DATES

1st Miina Sillanpää's Day & the Day of Citizen Activism | *Miina Sillanpään ja kansalaisvaikuttamisen päivä* +

#miinasillanpaa #aktivismi
#kansalaisvaikuttaminen
#kansalaisvaikuttamisenpaiva

5th World Teacher's Day *Mailman opettajien päivä*

#opettajienpaiva
#opettajat
#koulutus

10th World Mental Health Day *Mailman mielenterveyden päivä*

#mielenterveys
#mieliry
#mentalhealth

16th World Food Day *Mailman ruokapäivä*

#maailmanruokapaiva
#ruokapaiva
#nalanhata

17th International Day for the Eradication of Poverty *Kansainvälinen päivä köyhyyden poistamiseksi*

#koyhyys
#hyvantekevaisuus

NOVEMBER

MARRASKUU

M	T	W	T	F	S	S
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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

THEME OF THE MONTH:
Light in the dark | *Valo pimeydessä*

November is canonically the “worst month” in Finland in terms of weather. While the darkness can get depressing, we fight the melancholy by getting extra-cosy at home. The tried-and-true remedy for the seasonal blues is warm, savory roast or soup, good lighting and your preference of company (or the absence of it).

PHENOMENON:
Grit | *Sisu*

Finns are known around the world for their grit, tenacity, determination and courage – the word describing all of these is *sisu*. *Sisu* is when you fall down and get back up; when it’s raining sideways and you’ll get the job done no matter what. *Sisu* is going past your usual limits and resources. It’s an essential component of Finnish culture, which is represented in our mythology and psyche.

SEASONAL HIGHLIGHT:
Ice swimming | *Avantouinti*

Ice swimming is a traditional winter activity which is usually paired with warming up in the sauna, before and after the dip. Ice swimming might sound like straight-up lunacy to many, but it is known to benefit physical and mental health. Nowadays, there are many public outdoor swimming facilities that accommodate this hobby for anyone brave enough to try it.

November

EVENTS & HAPPENINGS

19th–20th Slush 2025

World leading startup expo in Helsinki

28th– Helsinki Christmas Market

The largest and most popular Christmas market in Finland

IMPORTANT DATES

6th Swedish Heritage Day, Gustav Adolph's Day | *Ruotsalaisuuden päivä, Kustaa Aadolfin päivä* +

Celebrating the Swedish-speaking minority, this day highlights bilingualism and cultural heritage, offering businesses a chance to connect with Swedish-speaking consumers.

9th Father's Day | *Isänpäivä* +

A key retail event in Finland drives sales in gifts, dining, and experience-based services, making it an opportunity for brands to push personalised products.

28th Black Friday | *Black Friday*

Black Friday has become a popular shopping event in Finland during the past 10 years. Almost all businesses have some sort of discount or campaign running at this time of year.

POPULAR HASHTAGS

#suomenruotsalaisuus
#finlandssvensk
#ruotsalaisuudenpaiva

#isanpaiva
#isa
#isyys

#blackfriday
#blackweek
#ale

SOCIALLY CONSCIOUS DATES

1st All Saint's Day *Pyhäinpäivä*

#pyhainpaiva
#halloween

20th Children's Day *Lapsen oikeuksien päivä* +

#lastenoikeudet
#lapsenoikeuksienpaiva

“Over 90% of Finns speak English, but they still prefer shopping in their own language. A well-localised webshop isn't just a nice touch—it's the trust builder that turns browsing into purchases.”



ARTTU SAARELA,
FINNISH E-COMMERCE MANAGER
AT MAKEYOULOCAL

DECEMBER

JOULUKUU

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:
**National Identity |
Kansalaisidentiteetti**

The blue and white of the Finnish flag symbolise the country's vast lakes and snowy landscapes, embodying the resilience and unity of its people. During December, we reflect on our heritage and the heroes who fought for our independence. While we share similarities with Swedish culture, Finland has always been its own, unique region with distinct cultural traits.

PHENOMENON:
Blue Hour | Sininen hetki

The Blue Hour is a natural phenomenon that occurs during the twilight hours, when the sun is well below the horizon. The reflected sunlight colours the sky and everything under it with a blue hue, that has become a common, but always fascinating sight for Finns, which has made it a popular subject of many artworks as well as a component in local advertising.

SEASONAL HIGHLIGHT:
**Christmas parties |
Pikkujoulut**

Businesses, organisations and groups of friends traditionally host a “little Christmas” parties. This party involves eating dinner or snacking on gingerbreads, Glögg, and Christmas treats and afterwards hitting the nightlife. These parties are infamous for filling up the bars and restaurants with rowdy office folk throughout December.

December

EVENTS & HAPPENINGS

22nd Helsinki Christmas Market

The largest and most popular Christmas market in Finland

6th Independence Day Reception

Finnish politicians, celebrities and guests of honour are invited to the President's Castle for a ball. One of the most popular broadcasted events in Finland.

IMPORTANT DATES

POPULAR HASHTAGS

1st Cyber Monday | *Cyber Monday*

Cyber Monday is one of the busiest days for retail and e-commerce in Finland – especially for home electronics sales.

#cybermonday
#ale

6th Independence Day | *Itsenäisyyspäivä* +

A solemn national holiday marked by patriotic events and TV broadcasts. While Independence Day has limited commercial opportunities, many businesses commemorate the occasion by adorning their stores or ads with the Finnish flag.

#suomi
#itsenaisyySPAIVA
#kiitos
#itsenainensuomi

8th Jean Sibelius' Day, Day of Finnish Music | *Jean Sibeliuksen päivä, suomalaisen musiikin päivä* +

Honouring Finland's most famous composer, this day is important for the cultural sector, with increased interest in classical music and related merchandise.

#sibelius
#jeansibelius
#finlandia

24th Christmas Eve | *Jouluaatto*

The main Christmas celebration in Finland, Christmas Eve sees peak demand in food, gifts, and decorations, making it crucial for retail and hospitality businesses.

#joulu
#joululahja
#joulupukki
#joulukinkku

25th Christmas Day | *Joulupäivä*

A quiet, family-focused day with most businesses closed, but online sales in digital entertainment and gift cards may see an uptick.

#joulupaiva

26th Boxing Day | *Tapaninpäivä*

A public holiday with post-Christmas sales beginning, making it a key date for retail promotions and leisure activities. Traditionally, people go out on this day to meet each other for dancing or having drinks.

#tapaninpaiva
#tapanintanssit
#tapsantanssit

31st New Year's Eve | *Uudenvuodenaatto*

A major celebration driving sales in food, drinks, fireworks, and party supplies. While public firework displays are gradually replaced with more environmentally conscious light shows, Finns still love to have a grand old party with sparkling wine and traditional New Year's Eve foods.

#uusivuosi
#uusivuosi2026

SOCIALLY CONSCIOUS DATES

POPULAR HASHTAGS

5th International Volunteer Day *Kansainvälinen vapaaehtoisten päivä*

#vapaaehtoistyö
#vapaaehtoistenpaiva
#hyvantekevaisuus

10th Human Rights Day *Ihmisoikeuksien päivä*

#ihmisoikeudet
#ihmisoikeusienpaiva

ARE YOU LOOKING FOR MORE RESOURCES?

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



[Explore toolkits here](#)