

FRANCE

# LOCAL MARKETING CALENDAR

2025  
Q4

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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 FRENCH?

### TOP CHANNELS:

-  50.7 million users
-  29.95 million users
-  25.90 million users
-  25.42 million users
-  27.35 million users

### TOP ONLINE PURCHASES:

-  Fashion
-  Shoes
-  Beauty & health products
-  Game & toys
-  Physical cultural products

### LEARN MORE:

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

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

OCTOBER  
OCTOBRE

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:

**Pink October |  
Octobre Rose**

Medical institutions, NGOs, and charities like *La Ligue contre le cancer* hold events, fundraisers, and breast cancer awareness campaigns that advocate the importance of regular screenings. The pink ribbon (ruban rose) symbolises the movement, with landmarks like the Eiffel Tower lighting up in pink to show support.

PHENOMENON:

**Chestnut and Truffle Festivals |  
Fêtes de la Châtaigne et de la Truffe**

October marks the season for chestnut and truffle harvests across France. Villages and towns, particularly in regions like Ardèche and Périgord, celebrate with markets, tastings, and culinary events. Visitors can enjoy truffle hunting, and gourmet dishes featuring these prized autumn ingredients.

SEASONAL HIGHLIGHT:

**Autumn Foliage Walks |  
Balades en Forêt d'Automne**

As temperatures drop, forests across France transform into vibrant shades of red, orange, and gold. October is the perfect time for scenic walks in nature, whether in the Loire Valley, the Vosges, or local parks. The crisp air, rustling leaves, and seasonal treats like hot chestnuts and cider make for a cosy autumn experience.

# October

## EVENTS & HAPPENINGS

### La Rochelle jazz

Reknown jazz festival

### Oct 29 - Nov 2 - Paris Chocolate Fair

Event showcasing chocolatiers' craftsmanship to visitors

## IMPORTANT DATES

### 1st World Cocoa and Chocolate Day | (La) Journée Mondiale du Cacao et du Chocolat

This thematic day highlights the craftsmanship of French chocolatiers and coffee roasters deeply rooted in French culinary heritage. The products are showcased through tastings and special collections and editions.

### 5th Grandfathers Day | (La) Fête des Grands-pères

Established in 2008, families now typically celebrate the day by organising gatherings, sharing meals, giving personalised gifts, or simply spending quality time with their grandfathers.

### 16th World Bread Day | (La) Journée Mondiale du Pain

Bread and bakeries are an essential part of the French diet, which is evident during this day marked by various events and activities showcasing its cultural and nutritional importance.

### 31th Halloween | Halloween

Halloween is celebrated with costumes, trick-or-treating, and parties, mainly in urban areas. While becoming more popular, it's not ingrained in French tradition.

## POPULAR HASTAGS

#journeeducocolat  
#journéeducocolat  
#journeemondialeducocolat  
#journéemondialeducocolat

#fetedesgrandsperes  
#fêtedesgrandspères  
#fetegrandpere

#journéedupain  
#journéemondialeupain

#halloween #halloweenfrance  
#fêtehalloween

## SOCIALLY CONSCIOUS DATES

### 1st International Day of Older Persons (La) Journée Internationale des Personnes Âgées

#journeeeinternationaledespers  
onnesagees  
#journéedespersonnesagées

### 4th World Animal Day (La) Journée Mondiale Des Animaux

#journeedesanimaux  
#journéedesanimaux  
#journeemondialeanimaux

### 10th World Mental Health Day (La) Journée mondiale de la santé mentale

#journéesantéméntale  
#santéméntale

### 16th World Food Day (La) Journée Mondiale de l'Alimentation

#journéemondialealimentation  
#journeemondialealimentation

### 24th United Nations Day (La) Journée Des Nations Unies

#journéenationsunies  
#journéedesnationsnunes

## POPULAR HASTAGS

NOVEMBER

NOVEMBRE

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

THEME OF THE MONTH:

**Movember |  
Movember**

Fundraising events, sporting challenges, and awareness campaigns take place and focus on men's health. Companies and sports clubs organise charity runs or fitness challenges to support the cause. Many organisations, including healthcare groups, promote early detection and mental health support for men, and encourage donating to charities.

PHENOMENON:

**Mushroom Foraging Season |  
Saison de la Cueillette des  
Champignons**

November is peak mushroom foraging season, with enthusiasts gathering cèpes, girolles, and chanterelles in forested regions. Markets and restaurants highlight seasonal mushrooms, but expert guidance is advised due to the risk of toxic species.

SEASONAL HIGHLIGHT:

**Cosy Cafés & Hot Drinks |  
Cafés et Boissons Chaudes**

As the days grow colder, the French seek warmth in cosy cafés. Traditional favourites like chocolat chaud, mulled wine, and spiced teas become seasonal staples. Whether in Parisian cafés, mountain chalets, or small-town bistros, enjoying a warm drink by candlelight or a fireplace adds to the charm of late autumn.

# November

**“The three colours traditionally linked to Christmas are gold (for elegance), red (garlands and baubles) and green (the tree), all playing a key role in decorations. Silver on the other hand is closely associated with New Year's Eve.”**



AGATHE DUPRIET  
FRENCH E-COMMERCE MANAGER  
AT MAKESYOULOCAL

## EVENTS & HAPPENINGS

### 20th (La) sortie du Beaujolais Nouveau Launch of New Beaujolais wine

The launch involves lively gatherings, wine tastings, and festivities.

### 22nd Beaujolais Nouveau International Marathon

Festive run focusing on the launch of the new Beaujolais wine.

## IMPORTANT DATES

## POPULAR HASHTAGS

<b>1st All Saints' Day   (La) Toussaint</b> French remember deceased loved ones and honour saints on this holiday. It is typically observed by visiting cemeteries, placing chrysanthemums on graves, and attending a Mass. Schools and businesses are often closed for the day.	#toussaint #latoussaint
<b>11th Armistice   (L') Armistice</b> This remembrance day commemorates the end of World War I, with ceremonies held across the country to honour fallen soldiers. The public holiday is marked by moments of silence and the laying of wreaths.	#larmistice #armistice
<b>28th Black Friday   (Le) Black Friday</b> Retailers often promote sales in advance, host special events or offer flash sales. Online, exclusive deals, free shipping, and bundles are common, and social media plays a key role in promoting the event. Discounts often extend into the weekend, leading into Cyber Monday.	#blackfriday #blackfridayfrance

## SOCIALLY CONSCIOUS DATES

## POPULAR HASHTAGS

<b>1st World Vegan Day</b> <b>(La) Journée mondiale du Véganisme</b>	#journéemondialeduvéganisme #journeemondialeduveganisme
<b>13th World Kindness Day</b> <b>(La) Journée mondiale de la gentillesse</b>	#journéemondialedelagentillesse #journeemondialedelagentillesse
<b>16th International Day for Tolerance</b> <b>(La) Journée mondiale de la tolérance</b>	#journéemondialedelatolérance #journeemondialedelatolerance
<b>20th Universal Children's Day</b> <b>(La) Journée mondiale de l'enfance</b>	#journeemondialedelenfance #journéemondialedelenfance

DECEMBER  
DÉCEMBRE

M	T	W	T	F	S	S
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15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

THEME OF THE MONTH:

**Festive Season & Christmas Markets | Saison des Fêtes & Marchés de Noël**

December is filled with festive Christmas magic in holiday traditions, decorations and Christmas markets. Cities like Strasbourg, Colmar, and Paris become winter wonderlands, offering handcrafted gifts, mulled wine, and seasonal delicacies. Illuminations, ice skating rinks, and Nativity scenes add to the joyful atmosphere.

PHENOMENON:

**Provence Santons | Santons de Provence**

Santons de Provence are handcrafted clay figurines used in Nativity scenes, depicting both biblical and village characters. A key Christmas tradition in southern France, they are showcased in artisan markets and fairs in cities like Marseille and Aix-en-Provence, where visitors can buy traditional or custom-made pieces.

SEASONAL HIGHLIGHT:

**Advent Calendar | Calendrier de l'Avent**

Advent calendars with chocolates, toys, or festive messages inside are a cherished tradition adding excitement to the season, particularly for children. The most elaborate calendars feature local treats or designs that reflect French culture and Christmas traditions.



# December

EVENTS & HAPPENINGS

**Dec 4-7 Lyon Light Festival**

The city is transformed with stunning light installations and projections, celebrating creativity and the beauty of light.

IMPORTANT DATES

POPULAR HASHTAGS

<b>1st Cyber Monday   (Le) Cyber Monday</b> Cyber Monday in France is growing in popularity. French retailers offer online discounts, mainly in fashion, electronics, and home goods.	#cybermonday #CYBERMONDAY
<b>9th National Secularism Day   (La) Journée nationale de la laïcité</b> The day commemorates the 1905 law on the separation of church and state, celebrating laïcité, which ensures state neutrality in religious matters.	#journéedelalaïcité #journéenationaledelalaïcité
<b>13th Raclette Day   (La) Journée de la Raclette</b> A fun, unofficial celebration encourages people to gather with friends and family to enjoy this Swiss-French dish with cheese served over potatoes, charcuterie, and other accompaniments. The meal is typically enjoyed during the colder months.	#journéedelaraclette #journeedelaraclette
<b>25th Christmas   Noël</b> Noël is celebrated with close family, joined by extended family in some regions. The traditional Christmas Eve dinner (réveillon) includes foie gras, oysters, roasted meats, and bûche de Noël. Presents are exchanged either after the meal or next morning.	#noel #réveillondenoël #fetesdenoel
<b>31st New Year Eve   (Le) Réveillon du Nouvel An</b> New year is celebrated with a lavish meal, featuring foie gras, oysters, and lobster, with champagne. At midnight, people exchange New Year's wishes, often with a kiss, and enjoy fireworks. Fun traditions and regional foods add to the festivities.	#nouvelan #réveillondunouvelan #nouvelannée

SOCIALLY CONSCIOUS DATES

POPULAR HASTAGS

<b>1st World AIDS Day</b> <b>(La) Journée Mondiale de Lutte Contre le Sida</b>	#luttecontrelesida #journéedeluttecontrelesida
<b>5th International Volunteer Day</b> <b>(La) Journée Internationale du Bénévolat</b>	#journéedubénévolat #bénévolat
<b>8th World Climate Day</b> <b>(La) Journée Mondiale du Climat</b>	#journéeduclimat #journeeduclimat
<b>10th Human Rights Day</b> <b>(La) Journée Mondiale des Droits de l'Homme</b>	#journéedesdroitsdelhomme #journéedesdroitshumains

# ARE YOU LOOKING FOR MORE RESOURCES?

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



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