

LITHUANIA

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 LITHUANIANS?

TOP CHANNELS:

	2.1 million users
	1.6 million users
	1.0 million users
	0.81 million users
	0.39 million users

TOP ONLINE PURCHASES:

	Toys, Hobby & DIY
	Electronics & Media
	Fashion
	Furniture & Appliances
	Food & Personal Care

LEARN MORE:

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

[**DOWNLOAD HERE**](#)

OCTOBER
SPALIS

M	T	W	T	F	S	S
29	30	1	2	3	4	5
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13	14	15	16	17	18	19
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27	28	29	30	31		

<p>THEME OF THE MONTH: Returning to Rhythm <i>Sugrįžimas į ritmą</i></p> <p>October brings a sense of order, productivity, and quiet comfort, influencing both personal habits and seasonal choices. Weekdays are shaped by predictable, calm patterns as school routines are set and schedules become more structured.</p>	<p>PHENOMENON: Grave Care Rituals <i>Kapų tvarkymo metas</i></p> <p>Especially in the second half of the month, many begin cleaning and preparing family graves ahead of All Saints' Day. This widespread ritual of weeding, washing, planting, and placing candles reflects a deep cultural custom of remembrance and respect. Families come together across generations, turning a quiet task into a shared tradition.</p>	<p>SEASONAL HIGHLIGHT: Evening Light and Warm Food <i>Vakaro šviesa ir šiltas maistas</i></p> <p>As the evenings grow darker, homes start to glow in candlelight, and kitchens fill with the smells of stew, baked vegetables, and freshly made teas. This sensory shift marks a return to slow cooking, warm meals, and indoor comfort, shaping how people shop, cook, and spend time after work or school.</p>
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October

EVENTS & HAPPENINGS

15th-19th Vilnius Jazz festival

The oldest yearly jazz festival, known for its bold and experimental style, featuring modern jazz from around the world.

IMPORTANT DATES

2nd Guardian Angels / Police Day | *Angelų sargų arba Policijos diena*

Celebrated with official ceremonies, awards, and speeches honouring law enforcement officers. Public events like police demonstrations, dog shows, and educational activities are organised to engage the community and promote safety.

5th International Teachers' Day | *Tarptautinė mokytojų diena*

Students show appreciation through flowers, performances, and small surprises for their teachers. Older students might symbolically take over the teacher role for the day as a light-hearted tradition

31st Halloween | *Helovynas*

Although not widely celebrated, Halloween is gaining popularity through themed parties, costume contests, spooky decorations and haunted attractions in cities.

POPULAR HASHTAGS

#policija
#policijosdiena
#angelassargas

#aciumokytoja
#mokytoja
#mokytoju diena

#helovynas
#siurpnaktis
#moliugas

SOCIALLY CONSCIOUS DATES

1st International Day of Older Persons

Tarptautinė pagyvenusių žmonių diena

#senatve
#pagyvenezmones
#pagyvenusiužmoniudiena

1st International Coffee Day

Tarptautinė kavos diena

#kava
#kavosdiena
#skanioskavos

2nd World Farm Animals Day

Pasaulinė ūkinių gyvūnų diena

#gyvunai
#ukis
#ukiniugyvunudiena

3rd International Smile Day

Tarptautinė šypsenos diena

#sypsena
#nusisypsok
#sypsenosdiena

4th World Animal Day

Pasaulinė gyvūnijos diena

#gyvunai
#gyvunija
#gyvunijosdiena

24th United Nations Day

Jungtinių tautų organizacijos diena

#JTO
#jungtinstautos
#jungtiniutautuorganizacija

24th International Day of Climate action

Tarptautinė klimato kaitos diena

#klimatas
#klimatokaita
#klimatokaitosdiena

NOVEMBER

LAPKRITIS

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:
Remembering and Slowing Down | Atminimas ir lėtesnis ritmas

November is marked by a noticeable shift toward reflection, calm, and emotional closeness. People spend more time at home, enjoying quiet moments, familiar routines, and time with family. It's a month where daily life slows down, creating space for rest and preparation for the season ahead.

PHENOMENON:
The Glow of Cemeteries | Kapinių šviesa

Lithuanian cemeteries become illuminated by thousands of candles placed on graves, creating a uniquely peaceful and emotional atmosphere. Visiting cemeteries is not just a tradition but a shared national moment, where families walk among the lights in silence, connecting with both personal memories and a wider sense of community.

SEASONAL HIGHLIGHT:
Soup Season Begins | Sriubų sezono pradžia

As temperatures drop, kitchens turn to warm, hearty soups like barščiai (hot beet soup), kopūstienė (cabbage soup), and pupelių sriuba (bean soup). These traditional dishes bring comfort, make use of root vegetables and preserved ingredients, and signal the shift to slower cooking and cosy home routines that define the cold season's start.

November

EVENTS & HAPPENINGS

23rd Lithuanian Armed Forces Day

Military parades, flag-raising ceremonies, and open events with soldiers showcasing equipment and activities.

IMPORTANT DATES

1st All Saints' Day <i>Visų šventųjų diena</i> The day is marked by quiet family gatherings and reflection.	#visusventujudiena #zvake #artimieji
2nd All Souls' Day <i>Mirusiųjų atminimo diena, Vėlinės</i> A continuation of remembrance, focusing on prayers for the souls of the departed. Many return to cemeteries to light candles, lay flowers, and reflect in silence.	#velines #mirusiujuatminimodiena #zvake
6th Cake Day <i>Pyragų diena</i> A charity initiative launched by TV3 encourages people to raise money through bake sales. The event is widely observed in schools, kindergartens, and workplaces.	#pyragudiena #pyragas #issipildymoakcija
11th Single's Day <i>Juodasis penktadienis</i> Shops offer discounts on fashion, electronics, beauty products. People treat themselves with small gifts or enjoy time alone.	#single #vienisiudiena #laisvasirlaimingas
19th International Men's Day <i>Tarptautinė vyrų diena</i> Shops offer discounts on men's clothes, gadgets, or grooming items. People celebrate with small gifts or spending time with the men in their lives.	#vyras #vyrudiena #tarptautinevyrudiena
28th Black Friday <i>Juodasis penktadienis</i> Shops offer big discounts on Black Friday, both in stores and online. Common products to buy are clothes, electronics, and Christmas gifts.	#juodasispenktadienis #blackfriday #nuolaidos

POPULAR HASHTAGS

SOCIALLY CONSCIOUS DATES

1st World Vegan Day <i>Pasaulinė veganų diena</i>	#vegan #veganudiena #pasaulineveganudiena
13th World Kindness Day <i>Pasaulinė gerumo diena</i>	#gerumas #gerumodiena #bukgeras
16th International Day for Tolerance <i>Tarptautinė tolerancijos diena</i>	#tolerancija #tolerancijosdiena #tolerantiskas
17th International Student Day <i>Tarptautinė studentų diena</i>	#studentai #studentes #studentudiena
20th Universal Children's Day <i>Pasaulinė vaiko teisių diena</i>	#vaikas #vaikoteises #vaikoteisiudiena

POPULAR HASTAGS

DECEMBER

GRUODIS

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1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
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29	30	31				

THEME OF THE MONTH:
Light and Togetherness | Šviesa ir bendrystė

December brings a shift toward warmth, community, and celebration. Cities light up filled with the anticipation of Christmas, generosity, and meaningful connection, shaped by long-standing traditions and shared seasonal joy. Even everyday routines take on a festive tone, as people decorate their spaces, plan gatherings, and look forward to moments with family and friends.

PHENOMENON:
Kūčiukai Everywhere | Kūčiukai visur

Kūčiukai —small, poppyseed-flavoured holiday biscuits—appear in nearly every bakery, supermarket, and home. Though traditionally served on Christmas Eve, they are often snacked on throughout the month, used for decoration, or shared at school and work. Their early presence reflects a uniquely Lithuanian way of welcoming the festive season with familiar tastes, textures, and quiet nostalgia.

SEASONAL HIGHLIGHT:
Christmas Baking | Kalėdiniai kepiniai

In preparation for the holidays, families bake together. Kitchens come alive with the smells of *meduoliai* (honey cookies), *kūčiukai*, and poppyseed desserts. For Lithuanians, baking is a way to pass down tradition and spend time together. The rise in demand for baking ingredients and tools is also felt by vendors.

December

“In Q4, Lithuanians turn to reflection and remembrance, favouring meaningful purchases, home comfort items, and supplies for traditions that connect them with family and the past.”

EVENTS & HAPPENINGS

Christmas Town in Vilnius

A magical market square with light installations, events, and entertainment.



GINTARĖ NARMONTAITĖ,
LITHUANIAN E-COMMERCE MANAGER
AT MAKESYOULOCAL

IMPORTANT DATES

24th Christmas Eve | *Kūčios*

Families gather for *Kūčios*, a traditional meatless dinner with 12 symbolic dishes such as herring, *kūčiukai*, and poppy milk. The evening is spent in a calm atmosphere, honouring traditions and remembering departed family members, often by leaving an empty place and plate at the table for them.

#kucios
#kuciuvakaras
#kuciustalas

25th Christmas | *Kalėdos*

Lithuanians spend time with family exchanging presents and enjoying hearty meals that often include meat dishes, desserts, and homemade treats.

#kaledos
#dovanos
#kaledurytas

26th Second Day of Christmas | *Antroji Kalėdų diena*

Relaxed gatherings visiting extended family or friends is a common activity on this day. The atmosphere is informal and cosy, often spent enjoying leftovers, playing games, and continuing conversations around the table.

#antrojikaledudiena
#kaledos
#vakariene

31st New Year's Eve | *Naujujų metų išvakarės*

Parties, festive meals, and fireworks and toasts at midnight make the day. Watching concerts or comedy shows on TV is also common.

#naujiejimetai
#sunaujais
#naujimetai

SOCIALLY CONSCIOUS DATES

4th Wildlife Conservation Day

Laukinės gamtos išsaugojimo diena

#gamta
#laukinegamta
#saugokimgamta

5th International Volunteer Day

Tarptautinė savanorių diena už ekonominę ir socialinę plėtrą

#savanoris
#savanoriudiena
#savanoryste

5th World Soil Day

Pasaulinė dirvožemio diena

#dirvozemis
#zeme
#dirvozemiodiena

10th Human Rights Day

Tarptautinė žmogaus teisių diena

#teise
#zmogausteises
#zmogausteisiudiena

15th International Tea Day

Tarptautinė arbatos diena

#arbata
#arbatosdiena
#arbatospuodelis

POPULAR HASHTAGS

ARE YOU LOOKING FOR MORE RESOURCES?

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



[Explore toolkits here](#)