

LATVIA

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 LATVIANS?

TOP CHANNELS:

-  1.46 million users
-  0.83 million users
-  0.74 million users
-  0.62 million users
-  0.5 million users

TOP ONLINE PURCHASES:

-  Beauty & personal care
-  Fashion
-  Furniture
-  Pharmacy & Health products
-  Arts & Crafts

LEARN MORE:

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

[**DOWNLOAD HERE**](#)

OCTOBER
OKTOBRIS

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:
**The Month of the Dead |
Veļu mēnesis**

It's the time of the year, when Latvians are thinking of those who have passed away. There are many ways of paying respects – some take a plate of food to the cemetery, some put one on their dinner table and others spend their evenings sharing stories about their ancestors.

PHENOMENON:
**Time change to winter time |
Laika maiņa uz ziemas laiku**

Time change to winter time (26 October 2025)
Turning the clock back one hour to symbolise the official changeover to the "dark" season. The extra hour is used as a metaphor for a rest, reflection or new habits. Traders use this moment as a kick-off for Christmas campaigns.

SEASONAL HIGHLIGHT:
**Autumn Holiday |
Rudens brīvlaiks**

Pupils go on the first break of the school term. Weeks before the break are spent on school trips or weekend family trips around Latvia, enjoying the entire spectrum of shades of autumn. Once the school break starts, many leave the country seeking to enjoy warmer weather.

October

EVENTS & HAPPENINGS

Festival "BILDES"

As the oldest music and art festival of Latvia, this event offers collaborative performances of new local artists as well as well-established ones.

RIGA IFF

International Film Festival of Riga welcomes viewers who want to get acquainted with work produced by teams in Baltic Sea region as well the Nordic countries.

IMPORTANT DATES

POPULAR HASHTAGS

5th = Teacher's Day | *Skolotāju diena*

A fun day for both teachers and pupils where traditions of how it is celebrated are very different from school to school. Teachers enjoy day trips and the golden sights of autumn in Latvia. Or there are teacher-pupil exchanges, where pupils get to experience the teaching profession. Flowers or symbolic gifts are always given to teachers.

#skolotājudiena
#skolotāja
#skolotājs

31st = Halloween | *Helovīns*

Halloween is becoming increasingly popular among young people and families. Schools and kindergartens organise costume parties, carve pumpkins and play themed games. In the evening, children go to their neighbours calling out 'Trick or treat!'.

#helovīns
#saldumi
#joksvaisaldumi

SOCIALLY CONSCIOUS DATES

POPULAR HASHTAGS

1st International Day of Older Persons *Starptautiskā senioru diena*

#seniorudiena
#seniori
#hashtag

10th World Mental Health Day *Pasaules garīgās veselības diena*

#garīgāveselība
#garīgāsveselībasdiena
#mentālāveselība

15th = State Language Day *Valsts valodas diena*

#valstsvaloda
#valstsvalodasdiena
#latviešuvaloda

NOVEMBER

NOVEMBRIS

M	T	W	T	F	S	S
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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:
**Latvia's statehood |
Latvijas valstiskums**

November is a month of special significance for Latvia's statehood, and the nation greets the month with pride and celebration. Latvian flags, symbolic pins and themed accessories become a visible part of everyday life, and people gather at events across the country to honour their heritage and share the festive spirit.

PHENOMENON:
**Festival of Light |
Staro Rīga**

Lights, various multimedia installations and local artists fill the landscapes of the capital and other places, providing a festive atmosphere for everyone. The main idea of the festival is to ensure that the celebrations of statehood are bright and illuminated.

SEASONAL HIGHLIGHT:
**Lāčplēsis Day Torchlight
Procession | Lāčplēša dienas
lāpu gājiens**

On the evening of Lāčplēsis day, people from all social groups gather to walk in torchlight parades or to light candles at the memorials of the fallen in the fight for Latvia's freedom. These parades can be witnessed in towns and cities across the country.

November

EVENTS & HAPPENINGS

Staro Rīga

Lights and various multimedia installations festival across the city of Riga

Izskrien Latviju

18th of November runs organised in various cities of Latvia where the goal is to take a run with a route that when tracked on a map would look like a shape of Latvia

IMPORTANT DATES

POPULAR HASHTAGS

10th Mārtiņdiena | St. Martin's Day

This celebration marks the end of autumn, in preparation for the season ahead. Traditions include wearing masks and visiting neighbors (similarly to Halloween) while singing and dancing. Some find entertainment in fortune telling.

#mārtiņdiena
#mārtiņi
#ķekatas


11th Lāčplēša diena | Lāčplēsis Day

People wear red and white ribbons as a symbol of unity and gratitude on this important commemorative day, uniting society in respect for history and the ideals of freedom.

#lāčplēšadiena
#lāčplēsis
#11novembris
#latvijaskarogs

18th Latvijas Republikas proklamēšanas diena | Proclamation Day of the Republic of Latvia

Interestingly, the celebration of birth of the Latvia's statehood is not extremely formal, but rather joyful. Symbols of celebration are everywhere - flags are hung all over, and even businesses release special collections of items (e.g. pins, sweets, toys, etc.) to celebrate the birthday.

#18novembris
#18novembris
#latvijaszimšanasdiena
#latvijaskarogs

23rd Evening of Candles | Svecīšu vakars

Candlemas Eve is a deep-rooted folk tradition and mainly a day of remembrance and respect, when people light candles in cemeteries to honour their loved ones in the darkness of November. Shops set up individual stands with candles and related merchandise.

#svecīšuvakars
#sveces
#gaisma

28th Black Friday

Black Friday has become a significant shopping event also marking the start of the Christmas shopping season. It significantly boosts both online and in-store sales, as shops offer significant discounts, often extending promotions to the whole week. Notably, consumers have become increasingly critical when comparing prices and evaluating offers.

BlackFriday
melnāpiektdiena
#melnāizpārdošana
#BlackFridayIzpārdošana

1st World Vegan Day <i>Pasaules vegānisma diena</i>	#pasaulesvegānismadiena #vegānisms #vegāns
16th International Day for Tolerance <i>Starptautiskā tolerances diena</i>	#tolerancesdiena #ieciētība #iekļaujošasabiedrība
17th World Prematurity Day <i>Pasaules priekšlaicīgi dzimušo bērnu diena</i>	#priekšlaicīgidzimušodiena #priekšlaicīgidzimisbērns #piedzimuagrāk

“To Latvian consumers, aesthetic packaging is vital. They enjoy when businesses understand Latvian aesthetics and bring them into their products. The expectations of special packaging and festivity increase during Christmas season.”



LIETA BRUŅENIECE-ŽINIENE,
LATVIAN E-COMMERCE MANAGER
AT MAKESYOULOCAL

DECEMBER

DECEMBRIS

M	T	W	T	F	S	S
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22	23	24	25	26	27	28
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<p>THEME OF THE MONTH: Winter holidays Ziemassvētku brīvdienas</p> <p>Once Christmas break comes, Latvians tend to disappear by visiting the countryside or taking a break overseas. Latvia has a substantial Orthodox community, which is why winter break accordingly has two different schedules.</p>	<p>PHENOMENON: Molten tin pouring Laimītes liešana</p> <p>One of the more interesting New Year's traditions still popular is molten tin. Once heated, the liquid is poured into cold water. The cast is then interpreted to predict the future. If tin is not available, Latvians switch on their creative minds, replacing it with wax, chocolate and the likes - all in order to tell what the new years is to bring.</p>	<p>SEASONAL HIGHLIGHT: Christmas concerts Ziemassvētku koncerts</p> <p>Latvians do not treat a Christmas concert as an event to be attended out of obligation. As a nation of singers they will gladly sing Christmas songs everywhere - be it a private work party or a Christmas concert their kids prepared for at school. Traditional folk songs or Latvian versions of commercial Christmas tunes alike - Latvians sing along.</p>
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December

EVENTS & HAPPENINGS

Rīgas Ziemassvētku tirdziņš

As in majority of Europe, Riga offers a wonderful Christmas market for locals and visitors to attend.

Ziemas saulgriežu svinības

As a nation with deep pagan roots, celebrations of winter solstice take place - one of the best ones in Latvian Ethnographic Open-Air Museum.

IMPORTANT DATES

POPULAR HASHTAGS

24th Christmas Eve Ziemassvētku vakars Some attend church while others will start celebration by gathering at a dinner table. Many will ensure that twelve different dishes are served to show the abundance and festiveness of the evening.	#ziemassvētkuvakars #ziemassvētki #ziemassvētkudāvanas
25th Christmas Day Ziemassvētku diena If gifts were not opened in the evening before, Christmas morning is spent looking through what Ziemassvētku vecītis (Santa) has brought. During the day, people visit relatives or simply enjoy the abundance of a full Christmas table.	#ziemassvētki #ziemassvētkulaiks #ziemassvētkudāvanas
31st New Year's Eve Jaungada vakars In contrast to Christmas that is usually celebrated in a more quiet atmosphere, New Year's Eve is a chance to have a lively party by dancing all night. Latvians will often gather at home prior midnight to have a meal, head to city square to enjoy fireworks afterwards and finish the night dancing their feet sore.	#jaunaigads #vecvakars #jaungadanakts

SOCIALLY CONSCIOUS DATES

POPULAR HASHTAGS

5th International Volunteer Day Starptautiskā brīvprātīgo diena	#brīvprātīgodiena #brīvprātīgie #brīvprātīgaisdarbs
10th Human Rights Day Starptautiskā cilvēktiesību diena	#cilvēktiesības #tiesības

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