

THE NETHERLANDS

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 DUTCH?

TOP CHANNELS:

-  9.9 million users
-  9.9 million users
-  7.8 million users
-  4.0 million users
-  3.1 million users

TOP ONLINE PURCHASES:

-  Fashion
-  Beauty
-  Leisure, sport & hobbies
-  Furniture
-  Toys & baby items

LEARN MORE:

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

[**DOWNLOAD HERE**](#)

OCTOBER
OKTOBER

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
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THEME OF THE MONTH:
Wintertime |
Wintertijd

The switch to wintertijd (winter time) on the last Sunday of October marks a shift to shorter days, setting the tone for the month. Longer evenings invite a slower pace of life. The Dutch embrace *gezelligheid*, cozyness, seeking comfort in cafés, gatherings at home, and indoor activities as the cold weather sets in.

PHENOMENON:
Children’s book week |
Kinderboekenweek

A beloved annual event dedicated to promoting children’s literature and reading. For a week, a series of book fairs, author readings, and school activities inspire young readers. Each year, Kinderboekenweek focuses on a specific theme. In 2025, the theme is ‘Vol avontuur’ (Full of adventure). It highlights the importance of literature in shaping young minds.

SEASONAL HIGHLIGHT:
Chestnuts |
Kastanjes

In October, Dutch embrace the arrival of chestnuts, a quintessential autumnal treat. As the chestnut trees shed their spiky husks, the streets and forests fill with shiny, brown nuts, which are often roasted or used in baking. Common recipes include chestnut chocolates (kastanjepralines) and warm chestnut soups.

October

EVENTS & HAPPENINGS

Amsterdam Dance Event the leading electronic music festival in the world

Dutch Film Festival annual 10-day film festival exhibiting Dutch film (co-)productions with a closing awards ceremony

IMPORTANT DATES

4th World Animal Day | *Wereld Dierendag*

On Dierendag, pet owners and animal lovers show their appreciation for animals by giving extra attention, treats, and care to their pets. Many people donate to animal charities or visit animal shelters to support their work.

31st Halloween | *Halloween*

While not a traditional Dutch holiday, Halloween has gained popularity in recent years, particularly among children and young adults. In some neighbourhoods children go trick-or-treating. Halloween parties, themed events, and costume contests are also common.

POPULAR HASHTAGS

#WereldDierendag
#StichtingDierenbescherming
#Feestvoorjehuisdier

#Halloween
#Griezelen
#Frightnights

SOCIALLY CONSCIOUS DATES

1st International Day of Older Persons *Internationale dag van de ouderen*

#DagVanDeOuderen
#Ouderenzorg
#Senioren

2nd World Farm Animals Day *Werelddag voor Boerderij dieren*

#WerelddagVoorBoerderijdieren
#DierenWelzijn
#Dierenliefie

4th World Animal Day *Wereld Dierendag*

#WereldDierendag
#StichtingDierenbescherming
#Feestvoorjehuisdier

11th International Day of the Girl Child *Wereldmeisjesdag*

#WereldMeisjesdag
#MeisjesMogenDromen
#Meisjesrechten

24th International Day of Climate action *Internationale Dag van Klimaatactie*

#Klimaatactie
#Klimaatbewust
#StopKlimaatverandering

24th United Nations Day *Internationale Dag van de Verenigde Naties*

#VerenigdeNaties
#Vrede
#InternationaleSamenwerking

29th World Sustainability Day *Wereld Duurzaamheidsdag*

#Duurzaamheid
#GroeneToekomst
#DuurzaamLeven

NOVEMBER

NOVEMBER

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:
The season of lights |
Lichtjesseizoen

To battle the cold and dark, Dutch cities, towns, and private homes alike decorate with festive lights, lanterns, and candles, creating a warm and cosy atmosphere. Especially from St Martin's Day onwards, the Netherlands gradually transitions into a season of light festivals, illuminated streets, and glowing shop windows, setting the tone for a month focused on warmth, togetherness, and festive anticipation leading into December.

PHENOMENON:
Autumn storms |
Herfststormen

As the country transitions deeper into autumn, strong winds and heavy rainfall become a defining feature of the month, shaping daily life and the atmosphere. The Netherlands, with its flat landscape and proximity to the North Sea, is particularly exposed to fierce autumn storms. Cyclists battle against the wind, and people bundle up in raincoats while braving the elements.

SEASONAL HIGHLIGHT:
Arrival of Sinterklaas |
Sinterklaas intocht

This event marks the start of the festive season and is deeply embedded in Dutch culture. *Sinterklaas*, the Dutch version of St. Nicholas, arrives by boat from Spain with his helpers, the *Pieten* (the Petes) characters. This event is often celebrated with parades in cities like Amsterdam or Zaanstad where children, dressed like Pieten, are ready to welcome Sint with flags.

November

EVENTS & HAPPENINGS

GLOW Eindhoven international light art festival

IMPORTANT DATES

11th St. Martins Day | *Sint Maarten*

Mainly celebrated in the northern and western regions, where children carrying handmade lanterns go door-to-door in the evening, singing songs, and receiving sweets or fruit in exchange. Some communities organise parades, bonfires and charity events.

11th Single's Day | *Single's Day*

Single's Day is mainly a commercial event focused on online shopping.

POPULAR HASHTAGS

#SintMaarten
#LichtjesOptocht
#FeestVanHetDelen

#SinglesDay
#Shoppen
#1111

SOCIALLY CONSCIOUS DATES

1st World Vegan Day *Wereld Veganismedag*

#WereldVeganismedag
#VeganVoorDeDieren
#VeganVoorDeWereld

13th World Kindness Day *Wereld Vriendelijkheidsdag*

#WereldVriendelijkheidsdag
#KleineGebaren
#DelenMaaktGelukkig

16th International Day for Tolerance *Dag van de Verdraagzaamheid*

#LatenWeVerbinden
#Verbinden
#UNESCO

17th World Prematurity Day *Wereld Prematurendag*

#KleineKansjes
#VoorDeKleinsten
#TrotsOpOnzePrematuren

20th Universal Children's Day *Wereld Kinderendag*

#ElkKindTelt
#ToekomstVanKinderen
#SamenVoorKinderen

Subscription services are becoming increasingly popular in the Netherlands, particularly in the food, entertainment, and beauty sectors. Food delivery services like HelloFresh and Marley Spoon have found a strong following due to their convenience and sustainability focus.



ISABEL SANDERS,
DUTCH E-COMMERCE MANAGER
AT MAKEYOULOCAL

DECEMBER

DECEMBER

M	T	W	T	F	S	S
1	2	3	4	5	6	7
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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:
Holidays | *Feestdagen*

December is a big month for the Dutch, celebrating Sinterklaas, Christmas and New Years Eve! There is an overall festive spirit the entirety of the month. As December unfolds, the atmosphere becomes increasingly festive with holiday lights, markets, and traditions. Families come together to prepare for celebrations, and people are busy organising festive gatherings, and gift shopping.

PHENOMENON:
Gourmet | *Gourmetten*

Gourmetten is a hybrid between raclette and Teppanyaki and has been the go-to Dutch Christmas dinner since the 1970s. The family will sit around the table and prepare their own food at the special tabletop hot grill, making the meal a relaxed and fun gathering. Heaps of little pieces of meat, baguettes, and lots of sauces are essential to the experience.

SEASONAL HIGHLIGHT:
Dutch doughnuts | *Oliebollen*

Throughout December, street vendors and bakeries sell *oliebollen*, deep-fried dough balls dusted with powdered sugar. These are a staple of Dutch winter and are especially popular on New Year's Eve, when people eat them along with *appelflappen* (apple fritters) as part of the celebrations. They are best freshly fried, with or without raisins, and accompanied with a nice glass of champagne to celebrate new beginnings!

December

EVENTS & HAPPENINGS

2025 World Women's Handball Championship
the Netherlands will be hosting this major sport event jointly with Germany

Gouda by Candlelight One of the oldest festivals of light in the Netherlands, the start of the Christmas season

Amsterdam Light Festival a showcase of stunning light installations by artists worldwide

IMPORTANT DATES

POPULAR HASHTAGS

5th Sinterklaas | *Sinterklaas*

Sinterklaas celebrated with *pakjesavond*, gift evening. Present exchange among family is often accompanied by humorous rhyming poems, sometimes hidden in creative surprises—elaborate handcrafted disguises for gifts. Typical treats include pepernoten (spiced biscuits), chocoladeletters (chocolate letters), and speculaas (spiced shortcrust biscuits).

#Sinterklaas
#Pakjesavond
#Pepernoten

25th Christmas | *1e Kerstdag*

Christmas day is a time for family and togetherness. The day revolves around a festive meal with loved ones and often involves gift-giving. For those with religious traditions, attending midnight Mass is common.

#Kerstmis
#Gezelligheid
#KerstAvond

26th Boxing Day | *2e Kerstdag*

Often as a continuation of the previous day's festivities, people visit extended family. Many families take it easy and make trips to the home furnishing mall or take to free activities like going for a long walk or a bike ride.

#TweedeKerstdag
#KerstWandeling
#KerstGenieten

31st New Years Eve | *Oudejaarsavond*

New Year's Eve is celebrated with fireworks, family gatherings, and plenty of festive treats, including *oliebollen* (fried dough balls). People gather in the streets to celebrate the new year together. A popular tradition is watching the *Oudejaarsconference*, a satirical comedy show that airs on television.

#OudenNieuw
#GelukkigNieuwjaar
#Oliebollen

SOCIALLY CONSCIOUS DATES

POPULAR HASTAGS

4th Wildlife Conservation Day *Wereld natuurbeschermingsdag*

#Natuurbehoud
#Natuurbescherming
#Biodiversiteit

5th International Volunteer Day *Internationale dag van het Vrijwilligerswerk*

#Vrijwilligerswerk
#DankjewelVrijwilliger
#HelpendeHanden

5th World Soil Day *Wereldbodemdag*

#Wereldbodemdag
#Bodemgezondheid
#BodemBewust

10th Human Rights Day *Internationale Mensenrechtendag*

#Mensenrechten
#VrijheidEnGelijkheid
#RechtenVoorledereen

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