

NORWAY

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](#)






NORWEGIAN MARKETING CALENDAR

Q4





HOW WELL DO YOU KNOW THE NORWEGIANS?

TOP CHANNELS:

-  3.15 million users
-  3.49 million users
-  2.60 million users
-  1.80 million users
-  1.89 million users

TOP ONLINE PURCHASES:

-  Fashion
-  Beauty products
-  Health & pharmacy products
-  Sports & leisure
-  Home electronics

LEARN MORE:

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

[DOWNLOAD HERE](#)

OCTOBER

OKTOBER

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29	30	1	2	3	4	5
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<p>THEME OF THE MONTH:</p> <p>Breast Cancer Awareness Month <i>Brystkreftmåneden - Rosa sløyfe-aksjonen</i></p> <p>Businesses across sectors take part in the campaign, selling pink products or donating a portion of sales. Many wear the pink ribbon or light buildings up in pink hue to show support. The campaign is led by the Norwegian Cancer Society and Brystkreftforeningen.</p>	<p>PHENOMENON:</p> <p>Wintertime <i>Vintertid</i></p> <p>Daylight hours decrease quickly in October, and by the end of the month, the switch to winter time reinforces the sense of darker days ahead. This seasonal change influences daily routines, energy levels, and creates a stronger focus on indoor activities and lighting.</p>	<p>SEASONAL HIGHLIGHT:</p> <p>Autumn break <i>Høstferie</i></p> <p>The autumn school break, <i>Høstferie</i>, ushers Norwegians into the full autumn experience. The vibrant colours of falling leaves create beautiful landscapes, as the crisp air signals the approach of winter. Families spend time outdoors, head to their cabins and enjoy the last of the autumn hikes before the weather turns cold.</p>
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October

EVENTS & HAPPENINGS

14-23 Bergen International Film Festival
One of Norway's largest film festivals. Showcases over 120 documentary and feature films from around the world.

IMPORTANT DATES

1st Potato day Potetdagen Cooking events, recipe sharing, and promotions highlight the potato's central role in Norwegian cuisine. Supermarkets and food brands run campaigns featuring potato-based products, offering special discounts and recipe ideas.	#potetdagen #diggpotet #potetfest
26th End of Daylight Saving Time Vintertid Clocks are set back one hour, giving people an extra hour of sleep. Brands in the wellness or home goods sectors promote products like cozy blankets or sleep aids, aligning with the theme of "extra sleep."	#vintertid #vintertid❄️ #stilklokka
31st Halloween Halloween Children dress up in costumes and go trick-or-treating, while brands run Halloween promotions, sell costumes, and share spooky content.	#halloween #halloweendecor #halloweenfeiring

POPULAR HASTAGS

SOCIALLY CONSCIOUS DATES

1st International Day of Older Persons <i>Den internasjonale dagen for eldre personer</i>	#theinternationaldayforolderpersons #eldredagen #eldresrettigheter
2nd World Farm Animals Day <i>Verdensdagen for gårdsdyr</i>	#worldfarmanimalsday #worldfarmanimalsday❤️🐔🐷🐑 #WorldDayForFarmedAnimals🐾
4th World Animal Day <i>Verdens dyredag</i>	#verdensdyredag #worldanimalday #dyrevelferd
10th World Mental Health Day <i>Verdensdagen for psykisk helse</i>	#verdensdagenforpsykiskhelse #verdensdagenforpsykiskhelse❤️ #alleharenpsykiskhelse
24th United Nations Day <i>FN-dagen</i>	#fndagen #unitednationsday #UnitedNations
24th International Day of Climate action <i>Den internasjonale dagen for klimatiltak</i>	#internationaldayofclimateaction #ClimateAction #ClimateActionDay
26th World Sustainability Day (note: might change annually) <i>Verdens bærekraftsdag</i>	#bærekraftsdagen #worldsustainabilityday #SustainabilityGoals

POPULAR HASTAGS

NOVEMBER

NOVEMBER

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:
Quiet Transitions and Cozy Moments | Rolige Overganger og Koselige Øyeblikk

November is a month of quiet transition. The days grow shorter, and the cold sets in, prompting people to seek warmth indoors. It's a time for reflection, rest, and early preparations for Christmas. With the peaceful, grey landscape, many enjoy cozy moments at home, sipping warm drinks and begin to plan for the festive season ahead.

PHENOMENON:
Polar night | Mørketid

The polar night begins in the northern parts in late November. Above the Arctic Circle, the sun stays below the horizon for weeks, only allowing a few hours of bluish twilight each day. In Tromsø, this lasts from around November 27 to mid-January.

SEASONAL HIGHLIGHT:
Christmas preparations | Førljulsforberedelser

Holiday preparations are kicked off by the Black Friday shopping craze. By the end of the month, holiday decorations appear in stores as people begin planning meals, gifts, and gatherings. The festive spirit builds, with excitement growing for the upcoming Christmas season.

November

EVENTS & HAPPENINGS

Jul i Vinterland i Oslo

Oslo's largest Christmas market typically opens in late November offering a wide array of festive stalls with holiday goods, crafts, and seasonal treats.

Pepperkakebyen i Bergen

The world's largest gingerbread village, built annually in Bergen.

IMPORTANT DATES

POPULAR HASHTAGS

1st All Saints' Day Allehelgensdag The day is dedicated to remembering the deceased, and many visit cemeteries and light candles.	#farsdag #farsdag❤️ #godfarsdag
9th Father's Day Farsdag Families celebrate dads with small gifts, breakfast in bed, or homemade cards on the second Sunday of November.	#allehelgensdag #allehelgensdag❤️ #allehelgensaften
11th Singles' Day Singles' Day Singles' Day is growing in popularity in Norway, with many shops and online stores offering special deals and discounts to kick off the holiday shopping season.	#singlesday #singlesdaysale #singlesdaynorge
28th Black Friday Black Friday Black Friday and Black Week have made November the key month for shopping. Discounts are abundant, and consumer spending rises as people hunt for holiday deals, marking the start of Christmas preparation.	#blackfriday #blackfridaysales #blackweek
30th First Advent Sunday Første søndag i advent Marks the start of the Advent season. Many light the first candle in the Advent wreath; churches begin preparations for Christmas	#førstesøndagiadvent #førstesøndagiadvent🕯️

SOCIALLY CONSCIOUS DATES

POPULAR HASHTAGS

1st World Vegan Day Verdens vegandag	#vegandag #vegandagen #worldveganday
13th World Kindness Day Verdens vennlighetsdag	#verdensvennlighetsdag #godhetsdagen #spreadkindness
16th International Day for Tolerance Den internasjonale toleransedagen	#toleransedagen #toleranse #tolerance
17th World Prematurity Day Verdens prematurdag	#prematurdagen #verdensprematurdag #verdensprematurdag17november
20th Universal Children's Day Verdens barnedag	#verdensbarnedag #forbarna #barnsrettigheter

DECEMBER
DESEMBER

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:
**Christmas Traditions |
Norske juletradisjoner**

December is deeply shaped by Christmas traditions that create a sense of belonging. From the start of Advent, homes are decorated with stars, candles, and wreaths, and families bake traditional cookies known as *syv slag*. Other classic meals include *ribbe* (dried and salted lamb ribs) and *pinnekjøtt* (seasoned pork belly) served on Christmas Eve.

PHENOMENON:
**Post-Christmas Sales |
Romjul**

Physical stores open between 27th – 31st again, and many people return to work. Most online and physical shops run 'last chance' campaigns widely known as *Romjulssalg* with extensive promotions, discounts, and special offers.

SEASONAL HIGHLIGHT:
**Advent Calendars |
Adventskalendere**

Advent calendars build daily excitement as Christmas approaches. From simple paper calendars to chocolate treats, activity-based versions, or elaborate gift calendars, they bring joy to both children and adults. Advent series aired on TV are another nostalgic countdown staple that unites generations and makes the season special.

December

EVENTS & HAPPENINGS

Dec 1-23 Jul på Norsk folkemuseum

At the Norwegian Museum of Cultural History, you can experience exhibitions, a Christmas-decorated museum, and activities for both adults and children.

Dec 4-7 Julemarked på Røros

Røros is known for its picturesque Christmas market, which attracts thousands of visitors to experience lights, local food, and handicrafts.

IMPORTANT DATES

POPULAR HASHTAGS

7th, 14th, 21st Advent Sundays Every Sunday, a candle on the Advent wreath is lit.	#advent #jul #førjulstid
13th St Lucia Day Luciadagen Celebrated with candlelight processions, singing, and <i>lussekatter</i> saffron buns, especially at schools and kindergartens.	#luciadagen #luciatog #luciafeiring
21st Winter Solstice Vintersolverv The shortest day and longest night of the year is seen as a turning point of winter	#vintersolverv #vintersol #vinterlys
24th Christmas Eve Julaften The main day for Christmas celebrations in Norway. Families gather for dinner and gift-giving in the evening. Most stores close early.	#julaften #godjul #julestemning
25th Christmas Day Første juledag A quiet day for family gatherings and holiday traditions. Many attend church and most businesses remain closed.	#førstejuledag #romjul #julestemning
26th Boxing Day Andre juledag Norwegians spend time with family, enjoy outdoor activities like skiing or hiking, have movie nights, visit friends, and enjoy good food after the busy Christmas period.	#andrejuledag #romjul #julekos
27th Romjul Romjul Romjul refers to the relaxed period between December 27 and December 31, where Norwegians unwind after Christmas and before New Year's Eve.	#romjul #romjulen #desember
31st New Year's Eve Nyttårsaften Celebrated with fireworks, parties, and speeches. Although not a public holiday, most people have the day off or work shortened hours	#nyttårsaften #godtnyttår #fyrverkeri

SOCIALLY CONSCIOUS DATES

POPULAR HASTAGS

5th International Volunteer Day <i>Den internasjonale frivillighetsdagen</i>	#Frivillighetsdagen #Frivillig #IVD2025
5th World Soil Day <i>Verdens jorddag</i>	#jorddag #moderjord #jordhelse
6th Finnmark Liberation Day <i>Frigjøringsdagen for Finnmark</i>	#FrigjøringsdagenFinnmark #Vimåaldriglemme #Allierte
10th Human Rights Day <i>Menneskerettighetsdagen</i>	#Menneskerettighetsdagen #Menneskerettigheter #StandUp4HumanRights

“Norwegian online shoppers are among the most active in Europe, with over 85% of the population above the age of 14 shopping online. Notably, 83% of these consumers purchase products from international retailers.”



AMALIE BORGUND KRISTIANSEN,
NORWEGIAN E-COMMERCE ASSISTANT
AT MAKESYOULOCAL

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