

POLAND

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](#)






POLISH MARKETING CALENDAR

Q4







HOW WELL DO YOU KNOW THE POLISH?

TOP CHANNELS:

-  27.5 million users
-  24.2 million users
-  12 million users
-  9.1 million users
-  4 million users

TOP ONLINE PURCHASES:

-  Clothing & accessories
-  Shoes
-  Beauty
-  Home electronics
-  Pharmaceuticals

LEARN MORE:

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

[**DOWNLOAD HERE**](#)

OCTOBER

PAŹDZIERNIK

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:

Back to university |
Powrót na studia

Universities are alive with energy as students return to campus for the new academic year. From orientation events to club sign-ups and the rush to secure spots in sought-after courses, the energy is palpable. For both local and international students, this month is all about building connections, settling into new routines, and preparing for the demanding pace of university life.

PHENOMENON:

Time change |
Zmiana czasu

On Sunday, the 26th, clocks will be set back one hour at 3:00 AM, shifting to 2:00 AM. This change brings brighter, longer mornings, while afternoons and evenings will start to grow darker earlier. Though the extra hour of sleep is a welcome perk, the shift also marks the arrival of colder months, as the longer nights take over and daylight becomes increasingly scarce.

SEASONAL HIGHLIGHT:

Pickled vegetables |
Kiszonki

Crunchy, tangy, and full of character-pickled vegetables have long been a favorite on the table. Classics like cucumbers, cabbage, and beets bring a burst of flavor to simple meals and are especially welcome in the colder months. Loved not just for their taste but also for their ability to keep well through winter, they remain a comforting link to seasonal traditions.

October

EVENTS & HAPPENINGS

10th Noc Księgarń

A cultural event where bookstores stay open late, offering readings, author meetups, and a variety of literary events.

IMPORTANT DATES

14th Teachers' Day | *Dzień Nauczyciela*

It is a time to honor educators for their role in shaping the country's future. Many retailers offer discounts on small items ideal for gifts. Products like notebooks, pens, personalised stationery, coffee mugs, and small gadgets become popular choices.

POPULAR HASHTAGS

#dziennauczyciela #nauczyciel
#nauczycielka #szkola #swieto
#wychowawczyni #wychowawca

25th Mongrel's Day | *Dzień Kundelka*

This day highlights the importance of adopting mixed-breed dogs. Online stores often offer special promotions on dog food, toys, and accessories, presenting them as perfect gifts for pets. Many local businesses donate a portion of sales to shelters and promote adoption awareness.

#dzienkundelka #kundelek #pies
#piesek #przyjacielczlowieka
#zwierzak

31st Halloween | *Halloween*

While it isn't a major tradition, local businesses have started to embrace the occasion with small-scale promotions. Retailers offer discounts on costumes, candy, and party supplies, and some host themed events or run online campaigns. Despite these efforts, it remains a relatively niche celebration.

#halloween #impreza #strach
#straszne #cukierekalbopsikus
#dynia

SOCIALLY CONSCIOUS DATES

POPULAR HASHTAGS

1st International Day of Older Persons *Międzynarodowy Dzień Ludzi Starszych*

#dzenosobstarszych #osobystarsze
#seniorzy #emeryci

2nd World Farm Animals Day *Światowy Dzień Zwierząt Hodowlanych*

#zwierzetahodowlane
#zwierzeta #hodowlazwierzat

4th World Animal Day *Światowy Dzień Zwierząt*

#swiatowydzienzwierzat
#dzienzwierzat #zwierzeta
#pupilek

11th International Day of the Girl Child *Międzynarodowy Dzień Dziewczynek*

#dziendziewczynek
#dziewczynki #dziewczynka
#swietodziewczynek

12th Safer Internet Day *Dzień Bezpiecznego Internetu*

#dzienbezpiecznegointernetu
#bezpiecznyinternet #internet

24th United Nations Day *Dzień Organizacji Narodów Zjednoczonych*

#narodyzjednoczone #onz
#organizacjanarodowzjednoczonych
#dzienonz

24th International Day of Climate action *Międzynarodowy Dzień Działań na rzecz Klimatu*

#dzialanianarzeczklimatu
#klimat #zmianaklimatu

26th World Sustainability Day (note: might change annually) *Światowy Dzień Działania na rzecz Celów Zrównoważonego Rozwoju*

#zrownowazonyrozwuj
#kampania17celow
#Act4SDGs

NOVEMBER

LISTOPAD

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27	28	29	30	31	1	2
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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:

Cosy indoors | Czas w domu

It is a time when people naturally retreat indoors. Homes become cozy havens filled with warm drinks, soft blankets, and the gentle glow of candles. Evenings are spent reading, watching TV, cooking hearty meals, or relaxing with family and friends. It is a quieter time to unwind, recharge, and prepare for the busy holiday season ahead.

PHENOMENON:

Fortune divinations | Wróżby Andrzejkowe

People take part in playful fortune-telling games that aim to reveal something about the future, especially in love and relationships. They pour wax into cold water and interpret the shapes, line up shoes to see who will "walk" down the aisle first, or draw hidden names to guess a future partner. It's a fun and imaginative way to explore hopes and curiosities about what lies ahead.

SEASONAL HIGHLIGHT:

Gift planning | Poszukiwanie świątecznych prezentów

People start making gift lists, visiting shopping malls, and browsing online stores to find the perfect presents for their loved ones. They search for ideas, hunt for discounts, and try to shop before the holiday crowds arrive. Many also turn to social media for inspiration or subtly ask friends and family for hints to ensure their gifts will be appreciated.

November

EVENTS & HAPPENINGS

7th-9th Targi Książki w Katowicach

21st-23rd Łódzkie Targi Książki

Two literary events uniting authors, publishers, and readers through signings, talks, and cultural celebrations.

IMPORTANT DATES

POPULAR HASHTAGS

1st All Saints' Day | *Wszystkich Świętych*

It is a solemn holiday when people honor and remember their deceased loved ones. Families visit cemeteries, light candles, and lay flowers on graves, creating a peaceful and reflective atmosphere. Marketing during this period is quite subdued.

#wszystkichswietych
#pamietamy #swietozmarlych

2nd All Souls Day | *Dzień Zaduszny*

A day dedicated to praying for the souls of the departed, especially those believed to be in purgatory. A lot of people visit cemeteries, light candles, and spend time in quiet reflection. Marketing activity remains minimal and respectful.

#dziejadzuszny #zaduszki
#pamietamy

11th Poland Independence Day | *Narodowe Święto Niepodległości*

The day is marked by patriotic parades and ceremonies, with many schools and institutions holding anthem-singing events at 11:11 AM to honor the occasion. Promotional activity remains fairly low-key, often focused on national-themed items.

#11listopada #niepodleglosc
#niepodleglapolska #polska
#narodoweswietoniepodeglosci
#swietoniepodeglosci
#patriotyzm #wolnosc

24th Katerina Sannitsa Day | *Katarzynki*

A playful celebration once linked to young unmarried men, featuring fortune-telling rituals like pouring wax or drawing names to predict love. While marketing is limited, seasonal promotions such as themed events could work well during this time.

#katarzynki #katarzyna
#imieninykatarzyny #imieniny

28th Black Friday | *Czarny Piątek*

A major shopping event during which brands focus on omnichannel campaigns, social media promotions, and personalized offers. As Polish consumers increasingly shop online, retailers invest in targeted ads, influencer collaborations - especially on TikTok and Instagram - and email automation to boost conversions.

#blackfriday #czarnypiatek
#wyprzedaz #promocja #rabat
#rabaty #promocje #znizki

29th St. Andrew's Day | *Andrzejki*

Fortune-telling rituals, once practiced mainly by young women, are still a key part of the evening. Today, they are often combined with lively parties, music, and dancing. Local retailers commonly promote products tied to the occasion, such as candles, wax pouring kits, and themed party supplies.

#andrzejki #andrzej #wrozby
#imprezaandrzejkowa
#zabawaandrzejkowa
#zabawa #impreza

30th First Sunday of Advent | *I niedziela Adwentu*

This day marks the beginning of the Christmas season. Many people attend church services, light the first candle on their Advent wreaths, and begin preparing for the holidays. In marketing, this period signals the start of the festive season. Shops launch Christmas-themed promotions, offering advent calendars, decorations, and gift ideas.

#Iniedzielaadwentu #adwent
#niedziela

SOCIALLY CONSCIOUS DATES

POPULAR HASTAGS

1st World Vegan Day <i>Światowy Dzień Wegan</i>	#swiatowydzienwegan #weganizm #dienwegan
13th World Kindness Day <i>Światowy Dzień Życzliwości</i>	#swiatowydzienzyczliwosci #dienzyczliwosci #zyczliwosc #dobroc
16th International Day for Tolerance <i>Międzynarodowy Dzień Tolerancji</i>	#miedzynarodowydzientolerancji #dzientolerancji #tolerancja
17th World Prematurity Day <i>Światowy Dzień Wczesniaka</i>	#swiatowydzienwczesniaka #dienwczesniaka #wczesniak #dziecko #dzieci
20th Universal Children's Day <i>Międzynarodowy Dzień Praw Dziecka</i>	#dienprawdziecka #dziecko #dzieci #prawdziecka
21st 🇵🇱 Day of Social Worker <i>Dzień Pracownika Socjalnego</i>	#dienpracownikasocjalnego #pracowniksocjalny #pomoc
28th Black Friday <i>Czarny Piątek</i>	#blackfriday #czarnypiatek #wyprzedaza #promocja #rabaty #znizki

“Interestingly, although we often associate online shopping with younger people, the majority of online shoppers in Poland are actually over the age of 35.”



JOLANTA MICKEVIČ,
POLISH E-COMMERCE MANAGER
AT MAKEYOULOCAL

DECEMBER

GRUDZIEŃ

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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:

**Preparations for Christmas |
Przygotowania do Świąt**

Families observe Advent by lighting a candle on the wreath each Sunday, symbolizing hope, peace, joy, and love. They bake traditional sweets like *pierniki* (gingerbread) and *makowiec* (poppy seed cake), decorate their homes with lights and Christmas trees, and carefully prepare and wrap gifts. The whole month is filled with excitement and anticipation for Christmas Eve.

PHENOMENON:

**Saint Nicholas Day traditions |
Zwyczaj mikołajkowe**

The night before, children clean and set out their shoes or leave a note under their pillow, hoping for a surprise. In the morning, they usually find small gifts, sweets, or chocolates left by Saint Nicholas as a reward for good behavior. In some regions, children who misbehaved might receive a symbolic twig called a "różga" instead. This playful tradition reminds kids to behave well.

SEASONAL HIGHLIGHT:

**Koledari |
Kolędowanie**

It is a beloved Christmas tradition where groups of carolers visit homes to sing festive songs. Dressed in costumes representing Nativity characters, they spread holiday joy and blessings. In return, families offer treats or small gifts. This cheerful custom brings communities together and continues through the Christmas season until Epiphany on January 6th.

December

EVENTS & HAPPENINGS

26.12. - 06.01 Jarmark Bożonarodzeniowy
Warszawa

29.12 - 06.01 Jarmark Bożonarodzeniowy
Wrocław

29.01 - 01.01 Jarmark Bożonarodzeniowy
Kraków

22.12 - 05.01 Jarmark Bożonarodzeniowy
Katowice

22.12 - 23.01 Jarmark Bożonarodzeniowy
Gdańsk

16.12 - 31.01 Jarmark Bożonarodzeniowy
Poznań

Various cities host Christmas markets where people can buy festive gifts, traditional foods, and holiday decorations.

IMPORTANT DATES

POPULAR HASHTAGS

6th Saint Nicholas Day | *Dzień św. Mikołaja*

In the morning, parents secretly place small gifts for children, acting as Santa's helpers. During this time, local webshops run promotions on toys, sweets, and small holiday gifts, using themed ads and special packaging to boost sales.

#mikalajki #swietymikolaj
#dzienswietegomikolaja
#dzieci #prezenty #prezent
#niespodzianka

7th Second Sunday of Advent | *II Niedziela Adwentu*

Families visit church, light the second candle on the Advent wreath, symbolising peace and preparation for Christmas. It's a time for reflection, prayer, and spending time together. The local marketing is quiet during this day.

#IIniedzielaadwentu #adwent
#niedziela

14th Third Sunday of Advent | *III Niedziela Adwentu*

Families visit church, light the third candle on the Advent wreath, symbolising peace and preparation for Christmas. It's a time for reflection, prayer, and spending time together. The local marketing is quiet during this day.

#IIIniedzielaadwentu #adwent
#niedziela

21st Fourth Sunday of Advent | *IV Niedziela Adwentu*

Families visit church, light the last, fourth, candle on the Advent wreath, symbolising peace and preparation for Christmas. It's a time for reflection, prayer, and spending time together. The local marketing is quiet during this day.

#IVniedzielaadwentu #adwent
#niedziela

24th Christmas Eve | *Wigilia Bożego Narodzenia*

Families gather for *Wigilia*, a special dinner that begins when the first star appears in the sky and share *opłatek* (Christmas wafer). During this period, local businesses usually do not promote new products but focus on sending holiday greetings and good wishes to their customers.

#wigiliabozegonarodzenia
#gwiazdka #swieto #choinka
#rodzina #prezent #prezenty
#merrychristmas #wigilia

25th Christmas Day | *Boże Narodzenie (pierwszy dzień)*

Families spend time together, unpack gifts, relax, and enjoy festive meals with traditional dishes. It is a quiet, joyful day often spent visiting relatives or attending church. Local businesses typically pause promotions and focus on sharing Christmas greetings through social media or newsletters, expressing gratitude to customers and wishing them a peaceful holiday.

#bozegonarodzenie #swieto
#choinka #rodzina #prezent
#prezenty

26th Boxing Day Boże Narodzenie (drugi dzień) Families continue festive gatherings, visit relatives, and enjoy traditional food. People also attend church services. Local marketing slowly resumes, with businesses starting post-Christmas sales, especially in retail and e-commerce, offering discounts on leftover holiday stock and winter items.	#bozegonarodzenie #swieto #rodzina #prezent #prezenty
31st New Year's Eve Sylwester Many gather with friends or family at home or attend public events in city squares. At midnight, fireworks and toasts with champagne welcome the New Year with joy and hope. Local marketing focuses on promoting party supplies, food, drinks, and fashion. Businesses also run end-of-year sales and encourage last-minute purchases for celebrations.	#sylwester #nowyrok #2026 #nowyrok2026 #party #prezenty #newyear #zabawa #newyear2026

SOCIALLY CONSCIOUS DATES

POPULAR HASHTAGS

4th  Miners' Day Barbórka	#barborka #dziengornika #gornicy
5th International Volunteer Day Międzynarodowy Dzień Wolontariusza	#dzienwolontariusza #wolontariusz #pomoc
5th World Soil Day Światowy Dzień Gleby	#swiatowydziengleby #dziengleby #gleba
10th Human Rights Day Międzynarodowy Dzień Praw Człowieka	#dzienprawczlowieka #prawaczlowieka #prawo #czlowiek

"Approximately 75% of Polish users subscribe to the newsletter to take advantage of various benefits such as discounts and special offers."



JOLANTA MICKEVIČ,
POLISH E-COMMERCE MANAGER
AT MAKEYOULOCAL

ARE YOU LOOKING FOR MORE RESOURCES?

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



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