

SWEDEN

LOCAL MARKETING CALENDAR

2025
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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 SWEDES?

TOP CHANNELS:

-  8.7 million users
-  5.8 million users
-  5.7 million users
-  3.39 million users
-  2.1 million users

TOP ONLINE PURCHASES:

-  Drug store & health products
-  Fashion
-  Beauty
-  Home electronics
-  Groceries

LEARN MORE:

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

[**DOWNLOAD HERE**](#)

OCTOBER

OKTOBER

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THEME OF THE MONTH:

**Autumn's arrival |
Höstens intåg**

The days grow shorter and the air turns crisp. Nature puts on a stunning display of golden leaves, making it the perfect time for long walks, mushroom picking, and enjoying hearty seasonal foods. As the spooky season creeps in, pumpkins make their way into both soups and scary decorations, while flickering jack-o'-lanterns battle for attention with glowing graveyard candles on All Saints' weekend.

PHENOMENON:

**Pink ribbon |
Rosa bandet**

October is dedicated to the Pink Ribbon Campaign. This initiative aims to raise awareness, educate the public and raise funds for battle against breast cancer. Many retailers release special limited-edition pink products, and a portion of the proceeds from these items goes toward the cause. For example, cosmetic brands, fashion companies, and even food chains often take part with pink products.

SEASONAL HIGHLIGHT:

**Reading break |
Läslov**

While *höstlov* (autumn break) is the official term, reading break as an idea was introduced by the government in 2016 to emphasize the importance of reading and literacy. The concept might also tie into the darker, cozier atmosphere of autumn, making it a perfect time for curling up with a good book and browse #BookTok. It's also a time when libraries and bookstores host special events and promotions to encourage reading.

October

EVENTS & HAPPENINGS

Stockholm Jazz Festival

The Stockholm Jazz Festival, held every October, is a major cultural event celebrating jazz music. Since 1980, it has brought together international stars and local talent, with performances across various venues in Stockholm.

IMPORTANT DATES

4th Cinnamon bun day | *Kanelbullens dag*

The cinnamon bun is a Swedish fika classic, and on its namesake day, the aroma of freshly baked buns fills the air, warming up the chilly autumn streets. It's a day full of nostalgia, with many workplaces and schools offering buns and treats for everyone to enjoy.

31st Halloween | *Halloween*

Halloween in Sweden is a growing celebration, with people, especially children, dressing up, carving pumpkins, and enjoying themed events. While not as big as elsewhere in the world, it's a fun, spooky occasion, especially in cities and shopping malls.

POPULAR HASHTAGS

#kanelbullensdag #kanelbulle
#bulle

#halloween #höstlov
#halloweenfest

SOCIALLY CONSCIOUS DATES

1st International Day of Older Persons *Internationella dagen för äldre*

4th World Animal Day *Djurens dag*

11th International Day of the Girl Child *Internationella flickdagen*

24th United Nations Day *FN-dagen*

POPULAR HASHTAGS

#internationelladagenföräldre
#äldredagen
#äldreomsorg

#djurensdag
#djurensrätt
#worldanimalday

#internationellafllickdagen
#förallaflickor
#flickdagen

#fndagen
#förentanationerna
#mänskligarättigheter

The older generation in Sweden wants to explore online shopping more and more – nearly one in two people aged 65 to 79 believe they *will* shop more online because it is convenient and smooth.



AMELIE JONSSON
SWEDISH E-COMMERCE MANAGER
AT MAKESYOULOCAL

NOVEMBER

NOVEMBER

M	T	W	T	F	S	S
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<p>THEME OF THE MONTH:</p> <p>The n. 1 shopping month <i>Stora shoppingsäsongen</i></p> <p>November is a popular shopping month, with Black Friday, Cyber Monday and Singles Day offering big discounts both in stores and online. Many retailers also launch Christmas sales early, attracting shoppers looking for holiday gifts. The cold weather encourages people to shop for cozy winter essentials, making it a busy time for both fashion and home goods.</p>	<p>PHENOMENON:</p> <p>The November Struggle <i>Novemberdeppen</i></p> <p>November is often considered the least popular month. The vibrant autumn colors have faded, but the festive lights of December haven't arrived yet. The days grow shorter, the weather is grey, wet, and cold, and there's little to look forward to. To combat the gloom, Swedes embrace coziness. Many also take advantage of the shopping holidays, finding joys in early holiday shopping and planning for the festive season.</p>	<p>SEASONAL HIGHLIGHT:</p> <p>Novent <i>Novent</i></p> <p>Novent (a mix of November and Advent) has become a growing trend, especially among people who love Christmas and want to extend the cozy holiday atmosphere. Swedish stores and shopping centers have started promoting Christmas items in early November, using Novent as a way to encourage gift shopping and festive inspiration before Advent officially begins.</p>
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November

EVENTS & HAPPENINGS

Stockholm International Film Festival

The event showcases a variety of films from around the world. It's a great event for cinema lovers, featuring screenings, seminars, and workshops.

IMPORTANT DATES

POPULAR HASHTAGS

1st All Saints' Day | *Alla helgons dag*

A day to honor and remember loved ones who have passed away. The day is more about quiet reflection than religion, and it's common for families to gather. Brands typically avoid using this event for marketing purposes

#allahelgonsdag
#allahelgonahelgen
#allahelgon

9th Father's Day | *Fars dag*

Celebrated on the second Sunday in November. Fathers are honored with small gifts, cards, or a cozy family breakfast. Popular gift categories include electronics, grooming products, clothing, accessories, books, and food/drinks.

#farsdag
#pappa
#farsdagspresent

11th Singles day | *Singlarnas dag*

A growing shopping event, inspired by China's massive retail holiday. It's quite suitable since nearly half of all Swedish households consist of single individuals. The day is marketed as a time for self-care and treating yourself, often targeting young, independent shoppers.

#singlesday
#singlesdayrea
#självkärlek

28th Black Friday | *Black Friday*

Sweden has fully embraced Black Friday as a major discount day. Swedes love a good sale, so creating a Black Friday promotion with significant discounts, bundled offers, or exclusive items is a great opportunity for online retailers to boost sales for Christmas.

#blackfridayrea
#fynda
#julklappstips

SOCIALLY CONSCIOUS DATES

POPULAR HASHTAGS

1st World Vegan Day *Internationella vegandagen*

#internationellavegandagen
#vegansmat
#vegansk

16th International Day for Tolerance *Internationella Dagen för Tolerans*

#internationelladagenförtolerans
#unescosverige

17th World Prematurity Day *Världsprematurdagen*

#världsprematurdagen
#prematurbebisar
#prematurdagen

20th Universal Children's Day *Internationella barndagen*

#internationellabarndagen
#allabarnsrätt
#barnkonventionen

DECEMBER
DECEMBER

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22	23	24	25	26	27	28
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THEME OF THE MONTH:

**Holiday Season |
Juletider**

December isn't exactly known for surprises. The theme of the month? Christmas. Again. From the first of December, the entire country shifts into full *Jul*-mode with scents of glögg and saffron buns filling the air. The darkness outside? Doesn't matter. Swedes battle it with an absurd amount of candles and Christmas lights. In Sweden, Christmas is more about togetherness than about religion.

PHENOMENON:

**Advent Celebrations |
Advent**

This cozy, cherished tradition functions as a countdown to Christmas. Beginning four Sundays before Christmas Eve, each Sunday a candle is lit on the traditional Advent candlestick, gradually brightening the long winter darkness. Homes and windows are decorated with glowing paper star lanterns and electric candle holders, creating a festive atmosphere.

SEASONAL HIGHLIGHT:

**Christmas Calendar |
Julkalendern**

One of the most cherished Christmas traditions is the "Julkalendern", a 24-episode TV series airing daily in December. Mixing fantasy, humor, and Nordic winter magic, it captivates both children and adults. For many Swedes, watching the Julkalendern is a daily December ritual that builds festive anticipation and brings generations together.

December

EVENTS & HAPPENINGS

Musikhjälpen

A live charity broadcast held in December, where hosts spend 144 hours in a glass studio to raise money for a chosen cause. People, schools, and companies across Sweden join in by donating and organizing fundraisers.

IMPORTANT DATES

POPULAR HASHTAGS

1st Cyber Monday <i>Cyber Monday</i> Following Black Friday, Cyber Monday is another big day for online shopping, giving webshops a chance to offer exclusive online-only discounts, especially for tech, gadgets, and other digital products.	#cybermonday #cyberrea #ehandel
10th Nobel Day <i>Nobeldagen</i> Nobel Day honors Alfred Nobel with the official Nobel Prize ceremony in Stockholm. Laureates receive their awards in a formal event followed by a grand banquet—both broadcast live on Swedish television.	#nobelpriset #nobelmiddagen #nobeldagen
13th Saint Lucy's Day <i>Luciadagen</i> Lucia Day is a beloved tradition featuring candlelit processions, choir singing, and saffron buns. It's a powerful moment for brands to connect with customers through seasonal campaigns, themed products, and community engagement	#luciadagen #luciatåg #lucia2025
24th Christmas Eve <i>Julafton</i> the heart of Swedish holiday celebrations, centered around family, gifts, and the festive Christmas table. It's a key moment for brands to tap into traditions, offering seasonal products, gift ideas, and cozy content that connects with the holiday spirit.	#julafton #julbord #godjul
26th Mid Season Sale <i>Mellandagsrea</i> The sale that kicks off right after Christmas, with major discounts in both stores and online. For many, it's a social tradition, a way to stroll the shops and spend time with loved ones. For retailers, it's a prime moment to boost year-end sales and clear seasonal stock.	#mellandagsrea #rea #fynda
31st New Year's Eve <i>Nyårsafton</i> A festive celebration filled with gatherings, fireworks, and joyful traditions. As the clock strikes midnight, Swedes toast with champagne and light spectacular fireworks displays to welcome the new year. It's a time for reflection, fresh starts, and spending quality moments with loved ones. Perfect for brands to connect with audiences through themes of celebration, renewal, and togetherness.	#nyårsafton #nyår #gottnyttår

4th Wildlife Conservation Day <i>Wildlife Conservation Day</i>	#djurliv #naturliv #vildadjur
5th International Volunteer Day <i>Internationella Volontärdagen</i>	#internationellavolontärdagen #volontär #volontärarbete
5th World Soil Day <i>Världsdagen för jordmån</i>	#världsdagenförjordmån #miljö #klimat
10th Human Rights Day <i>Internationella dagen för mänskliga rättigheter</i>	#internationelladagenförmäns kligarättigheter #mänskligarättigheter

The Swedish *julbord* is more than a festive meal, it's a key business opportunity. Companies often host julbord parties, boosting demand for food, drinks, decorations, and gifts. Brands that offer special products or sponsor these events gain great visibility and connect with both corporate clients and consumers during the holiday season.



AMELIE JONSSON
 SWEDISH E-COMMERCE MANAGER
 AT MAKESYOULOCAL

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