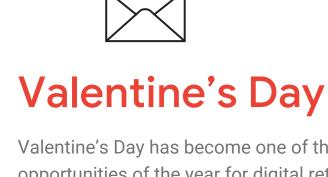
The ultimate seasonal calendar to help plan for the year ahead

pandemic has presented unique challenges to retailers — altering consumer expectations, habits, and purchasing behaviour dramatically. From Valentine's Day, right up to the holiday season, this handy infographic uses the latest consumer

Now more than ever, it's important for retailers to have a roadmap for the year ahead. The coronavirus

trends, industry insights, and digital best practices to lay out the year's key seasonal moments. Utilise this calendar to guide your approach, prioritise your next steps, and create a marketing strategy that meets your evolving business needs.



Valentine's Day has become one of the biggest opportunities of the year for digital retailers, with queries like 'same day delivery' and 'romantic restaurants'

showing massive growth. Types of Retailers Gift and greetings, florists, fashion and apparel, as well as personalisation services.

Consumer insights

31% of Finnish online shoppers buy online due to promotions and lower prices, while 28% do so because it's more convenient than offline.

Audiences

Reach customers who are celebrating Valentine's Day and are actively shopping during this moment, which you can do through in-market audiences. This covers gifts and occasions categories - from flowers and chocolates to

jewellery.

April



Types of Retailers Food and grocery, home furnishing, home and garden, and

fashion and apparel. Consumer insights In April 2020, searches for 'groceries delivery slots' grew

globally by over 300% in the first week of the month. 4 As

clear and specific information about how and where they can

January

February

212%

Valentine's Day

In 2019, queries in

'Valentinsdag' reached

on the previous year.

In February 2019,

queries in Sweden for

'romantic restaurants'

during the week of the

moment were up 96%

on 2018 figures.

an all-time high, up 212%

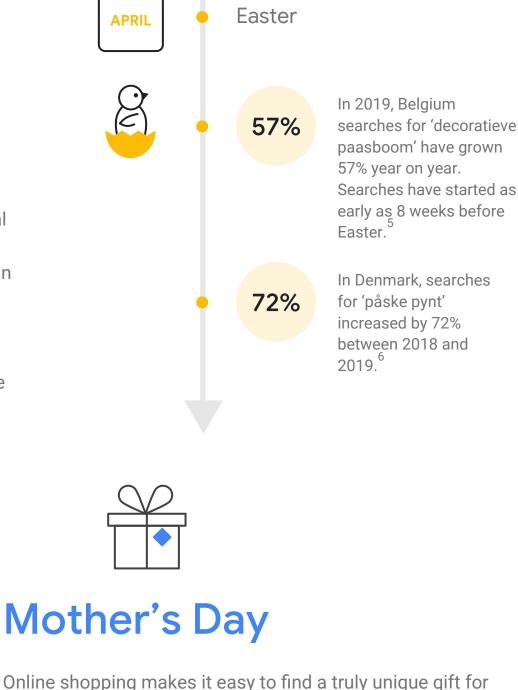
Norway for

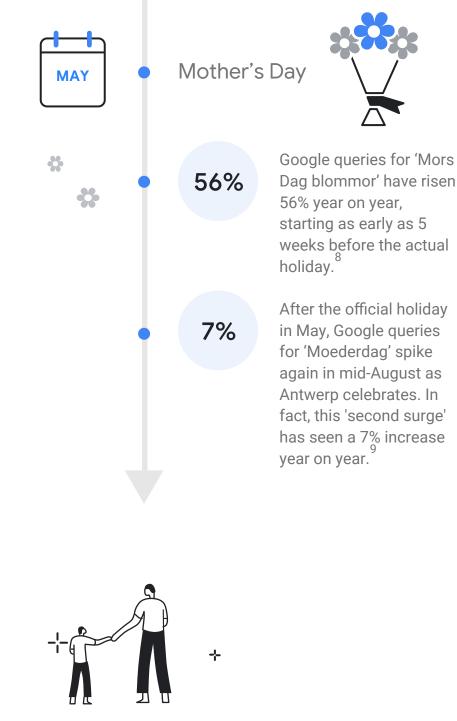
consumers are actively looking for ways to celebrate special moments from home this year, be transparent by providing

get what they need.

Audiences Some of the most receptive audiences during Easter include those who enjoy celebrations with family, home decor enthusiasts, cooking enthusiasts, and foodies.

May and February





From barbeques to clothing, gift searches for dads are wide-

ranging. Dads can be tough to buy for, so maybe think

Consumer insights The current situation has moved many consumers to digital communications as well as online shopping, with 27% of

Types of Retailers

apparel.

video chat and conferencing has increased since the coronavirus outbreak. Ensure your site is optimised for a positive e-commerce experience.

such as through Mother's Day shopping, flowers, and

re-engage with customers who are likely to convert.

greeting cards categories. Combine this with remarketing to

Belgian and 20% of Dutch consumers saying their use of

Mother's Day. Make sure you're up-to-date with the search terms that customers are using to find one-of-a-kind gifts.

Home and garden, gift and greeting, florists, and fashion and

Audiences Be sure to cover a range of in-market audience categories to promote your products to shoppers who are looking to buy,

JUNE

June and November

Google searches for

61% year on year and

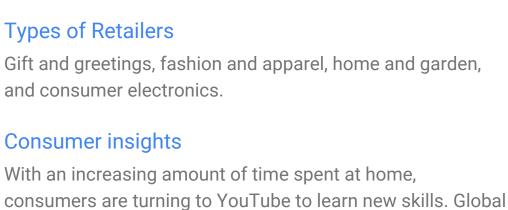
'Farsdag gave' are growing

reached an all-time high in

2019. They also start as early as 5 weeks before the

Father's Day

61%



outside the box.

Father's Day

with consumers and showcase your products in action as they look for new ways to entertain themselves. Audiences

who are likely interested in your products.

Information on consumer interests helps you to expand your

watch time of how-to videos that include 'for beginners' or

'step by step' in the title saw a 65% increase in watch time year-on-year. 10 Consider creating video content to re-engage

advertising into relevant markets. For moments like Father's Day, which are family-centric, utilise affinity categories such as family-focused or lifestyle and hobbies to reach those

JULY

July

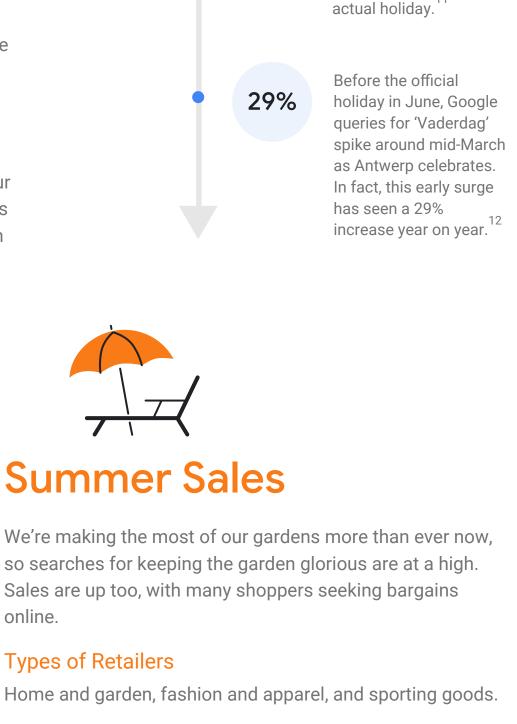
Summer Sales

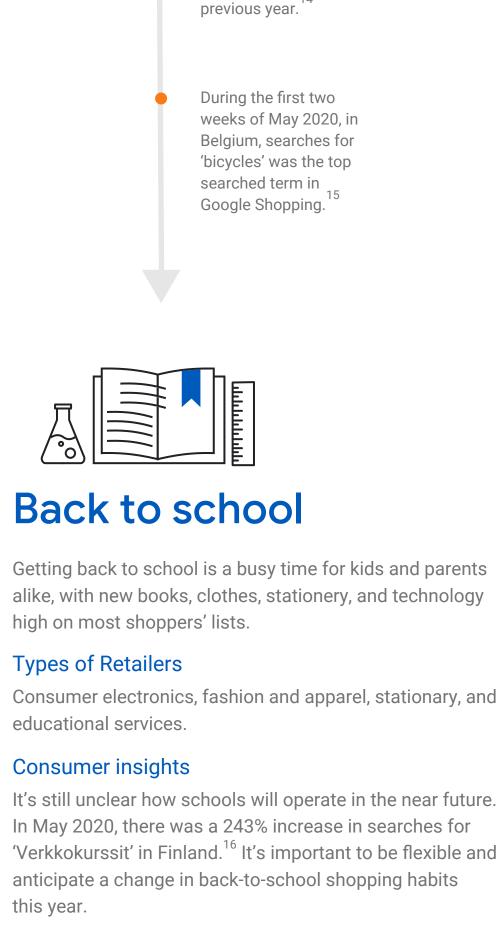
During the first two weeks of May 2020, in Finland,

trends were up 10% on the

searches for 'Myynti ja

alennukset' in Google





Back to school is one of the busiest retail moments of the

school items through in-market categories like computer and

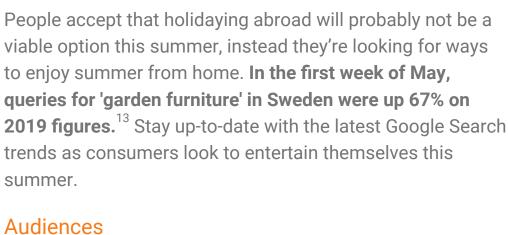
year. Connect with those actively shopping for back to

November

Single's Day

Last year, the typical discount on Single's Day ranged from 20% to 40%, and products

were distinctive because of



Consumer insights

fitness, and outdoor recreational equipment.

For summer sales, use a mix of audience strategies, from activating key audiences such as bargain hunters, to those

searching for the trending categories at this time of year.

This includes home and garden, outdoor items, sports and

September 000 Back to school **SEPT** In Sweden, 57% of 57% online searches for

45%

back to school

45% of online

the remainder

in 2019.

supplies happened in

the month of August

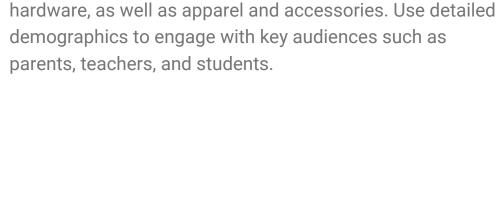
searches in Belgium

supplies happened in September 2019, with

happening in August

(40%) and July (5%).

for back to school



NOV

Black Friday

season.

services.

Types of Retailers

Consumer insights

Audiences

In 2019, sales from livestreaming reached \$3 billion and is predicted to contribute to at least \$70bn in gross merchandise value between 2019 and 2021. Live videos were particularly successful for beauty brands, driving 16% of category sales in 2019.

Black Friday is a great opportunity to build brand awareness

in the months before the peak holiday season, while also testing new tactics and growth opportunities. Get an early

start, and set your campaigns up for success this holiday

Consumer electronics, fashion and apparel, and educational

new packaging.

In 2019, queries for 'laptop Black Friday' in the Netherlands were up 552% on 2018 figures, and started to rise two weeks before the moment.²⁴ Audiences Combine multiple audience strategies to make the most of Black Friday. Reach certain demographics like technology enthusiasts and bargain hunters, and simultaneously create a remarketing list of previous visitors, and optimise your shopping bids to re-engage your most valuable customers.

Single's Day Single's Day is an increasingly significant moment around the world. This 24-hour shopping extravaganza originated in China as a way for single people to indulge and buy themselves gifts at a reduced price. In 2019, Alibaba's Single's Day sales surpassed \$38 billion in just 24 hours. 19 Types of Retailers Fashion and apparel, beauty, and home and garden. Consumer insights In Belgium, staying home has led to a 15% increase in online streaming and 23% of consumers believe their use of social media will increase.²⁰ With more than 90% of Single's Day purchases made on mobile devices, ensure your campaigns are optimised for mobile and promoted across social media.²¹ **Audiences** To align with relevant themes like 'self-care' and 'treating yourself,' focus on in-market categories where these consumers will feature, such as shoppers and luxury shoppers.

November

Black Friday

In Finland, searches in

Monday increased by 850% in the second

relation to Cyber

half of November

During the Black

weekend in 2019,

'Équipement de ski'

Friday/Cyber Monday

searches in relation to

2019. 25

NOV

December

Christmas **DEC** 64% of Finnish Christmas shoppers agree they care more about finding the best gift for someone than 28 getting the best price. * 28% of Swedish 28% consumers plan to do their Christmas shopping in the first week of December.

increased by 250% in Belgium.²⁶ **Holiday Season** The Christmas holiday period is the busiest moment of the year for most retailers. The majority of spending takes place either side of Christmas Day, as people buy gifts for loved ones and then take advantage of the post-Christmas sales. Any long-term changes in this

grow even further this holiday season.

Audiences

3. Google Trends Data, Sweden, Feb 4 - 10 2018 - Feb 10 - 15 2019 **4.** Google Data, global English, April 4 to the

April 4, 2020

Source list

6. Google Internal Data, Denmark, 2019 7. McKinsey & Company COVID-19 Belgium Consumer Pulse 5/21-5/24/2020, n = 604, sampled and weighted to match Belgium's

1. The Smart Shopper Research Kantar/

week of April 11, 2020, vs. March 29, 2020-

2. Google Trends Data, Norway, 2019

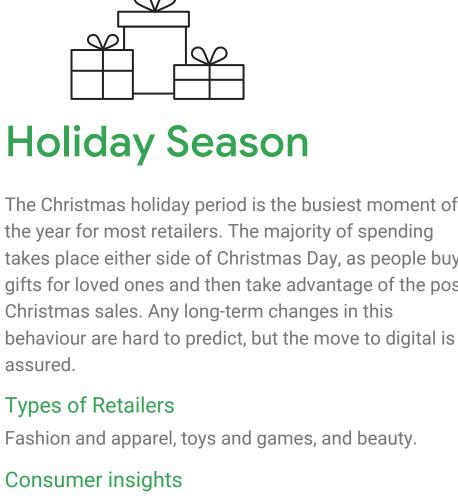
Google 2019 - Finland

5. Google Trends Data, 2019

- general population 18+ years Not using Using less / the same Just started using Using more / McKinsey & Company
- COVID-19 the Netherlands Consumer Pulse Survey 5/21-5/24/2020, n = 607, sampled to
- match the Netherlands general population 18+ years 8. Google Trends Data, Sweden, 2019 9. Google Trends Data, Belgium, 2019
- 10. Global YouTube Data, year on year 3/1/20 -3/31/20 compared to 3/1/19 - 3/31/19 11. Google Trends Data, Norway, 2019
- 12. Google Trends Data, Belgium, 2019 13. Google Trends Data, Sweden, Apr 28 - May 4 2019 - May 3 - 9 2020
 - 2020 15. Google Trends Data, Belgium, May 2019-May
 - 14. Google Trends Data, Finland, May 2019-May

16. Google Trends, Finland, May 2020

2020



Last year, 53% of Belgian Christmas purchases were

Apply seasonal event audience strategies to reach those in key categories such as gift and occasion,

holiday and seasonal, and after-Christmas sales.

from a new retailer.²⁷ Given the shift to online we have

witnessed this year, be prepared for online purchases to

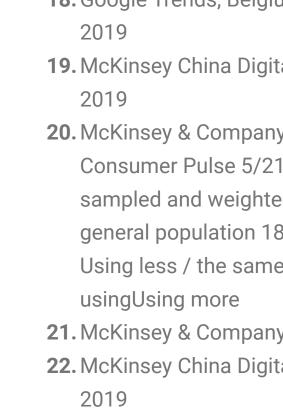
17. Google Trends, Sweden, 2019 2019

2019

- usingUsing more 21. McKinsey & Company 2018
 - 2019 23. McKinsey China Digital Consumer Trends 2019 24. Google Trends Data, Netherlands, 2018 -
 - 2019 25. Google Trend Data, Finland, November 2019
 - 26. Google Trend Data, Belgium, November 2019 27. Google/Ipsos, "Holiday Shopping Study",
 - November 2019 January 2020, Online survey, Finland, n=3150 online Finns 18+ who shopped for Christmas in the past two days.

28. Google/Ipsos, "Holiday Shopping Study",

- 18. Google Trends, Belgium, July-September 19. McKinsey China Digital Consumer Trends 20. McKinsey & Company COVID-19 Belgium Consumer Pulse 5/21-5/24/2020, n = 604, sampled and weighted to match Belgium's general population 18+ years Not using Using less / the same Just started 22. McKinsey China Digital Consumer Trends
 - November 2019 January 2020, Online survey, Belgium, n=3151 online Belgians 18+ who shopped for Christmas in the past two
- 29. Svensk Digital Handel, Planning to buy Christmas presents online in Sweden 2019,



days.

by purchase time