



2026 Etsy Seasonal Calendar

50+ selling opportunities across 6 regions — with lead times, product suggestions, and ready-to-use Etsy tags.

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The 6-week rule — For most seasonal events, you need to list at least 4–6 weeks before the peak date. High-competition events like Christmas and Halloween benefit from 8–10 weeks. Use the lead times below as your guide.

Regions covered:

- ■ United States
- ■ UK & Europe
- Asia-Pacific
- Latin America
- Middle East & Africa
- Global

— Turn the page to start planning —

January

Event	Peak window	Lead time	Products	Top Etsy tags
New Year / Fresh Start ■■ United States	Jan 1 – 15	30 days	Wall Art, Poster	<i>new year printable · motivational wall art · fresh start decor</i>
Baby Shower / Nursery ■ Global	Jan 1 – Dec 31	30 days	Clipart, Wall Art, Poster	<i>nursery wall art · baby clipart · nursery poster</i>
Burns Night ■■ UK & Europe	Jan 15 – 25	25 days	Poster, Wall Art	<i>burns night poster · scottish wall art · burns supper printable</i>
Lunar New Year ■ Asia-Pacific	Jan 15 – Feb 15	45 days	Clipart, Wall Art, Poster, Sticker	<i>lunar new year clipart · chinese new year poster · zodiac wall art</i>
Australia Day ■ Asia-Pacific	Jan 15 – 26	25 days	Poster, Clipart	<i>australia day poster · aussie clipart · outback wall art</i>
Valentine's Day ■ Global	Jan 25 – Feb 13	45 days	Wall Art, Clipart, Poster, Sticker, SVG	<i>valentine printable · love wall art · heart clipart</i>

February

Event	Peak window	Lead time	Products	Top Etsy tags
Galentine's Day ■■ United States	Feb 1 – 12	35 days	Clipart, Wall Art	<i>galentine clipart · friendship printable · girl power wall art</i>
Carnival / Carnaval ■ Latin America	Feb 1 – Mar 5	40 days	Clipart, Poster, Wall Art, Sticker	<i>carnival clipart · carnaval poster · brazilian party printable</i>
Pancake Day / Shrove Tuesday ■■ UK & Europe	Feb 10 – 28	20 days	Clipart, Poster	<i>pancake day clipart · shrove tuesday printable · kitchen poster</i>
Ramadan & Eid ■ Middle East & Africa	Feb 20 – Apr 10	45 days	Clipart, Wall Art, Poster	<i>ramadan clipart · eid wall art · islamic calligraphy poster</i>
International Women's Day ■ Global	Feb 25 – Mar 8	30 days	Wall Art, Poster, Clipart	<i>womens day wall art · feminist poster · empowerment printable</i>

March

Event	Peak window	Lead time	Products	Top Etsy tags
St. Patrick's Day ■■ United States	Mar 1 – 16	30 days	Clipart, Poster	<i>st patricks clipart · shamrock printable · lucky poster</i>
Mother's Day (UK) ■■ UK & Europe	Mar 1 – 20	40 days	Wall Art, Clipart, Poster	<i>mothers day uk printable · mum wall art · spring floral poster</i>

Event	Peak window	Lead time	Products	Top Etsy tags
Nowruz / Persian New Year ■ Middle East & Africa	Mar 10 – 25	35 days	Wall Art, Poster, Clipart	<i>nowruz wall art · persian new year poster · haft sin clipart</i>
Spring / Easter ■ Global	Mar 15 – Apr 15	40 days	Clipart, Wall Art, Poster, Sticker, SVG	<i>spring clipart · easter printable · pastel wall art</i>
Cherry Blossom Season ■ Asia-Pacific	Mar 15 – Apr 15	35 days	Wall Art, Poster	<i>cherry blossom wall art · sakura poster · japanese spring printable</i>

April

Event	Peak window	Lead time	Products	Top Etsy tags
Wedding Season ■ Global	Apr 1 – Sep 30	60 days	Clipart, Wall Art, Poster	<i>wedding clipart · bridal wall art · invitation printable</i>
Songkran / Thai New Year ■ Asia-Pacific	Apr 5 – 15	30 days	Clipart, Poster	<i>songkran clipart · thai new year poster · water festival printable</i>
Earth Day ■ Global	Apr 10 – 22	30 days	Wall Art, Poster	<i>earth day poster · nature wall art · botanical print</i>
ANZAC Day ■ Asia-Pacific	Apr 15 – 25	30 days	Poster, Wall Art	<i>anzac day poster · lest we forget wall art · poppy printable</i>
World Book Day ■ Global	Apr 15 – 23	25 days	Poster, Wall Art, Clipart	<i>world book day poster · reading wall art · literary clipart</i>
Kentucky Derby ■ United States	Apr 20 – May 5	30 days	Clipart, Poster, Wall Art	<i>kentucky derby clipart · derby party printable · horse racing poster</i>
Cinco de Mayo ■ United States	Apr 25 – May 5	30 days	Clipart, Poster, Wall Art	<i>cinco de mayo clipart · fiesta printable · mexican party poster</i>
Mother's Day ■ United States	Apr 25 – May 10	45 days	Wall Art, Clipart, Poster, Sticker	<i>mothers day printable · mom wall art · floral poster</i>
May Day / Bank Holiday ■ UK & Europe	Apr 25 – May 6	25 days	Wall Art, Poster	<i>may day printable · spring garden wall art · british countryside poster</i>
Golden Week (Japan) ■ Asia-Pacific	Apr 25 – May 6	30 days	Wall Art, Poster	<i>golden week poster · japanese wall art · koinobori printable</i>

May

Event	Peak window	Lead time	Products	Top Etsy tags
Teacher Appreciation (US) ■■ United States	May 1 – 10	35 days	Clipart, Poster	<i>teacher appreciation clipart · teacher gift printable · classroom poster</i>
Graduation Season ■ Global	May 1 – Jun 15	45 days	Clipart, Poster, Wall Art	<i>graduation clipart · congrats poster · class of 2027 printable</i>
Memorial Day / Summer Start ■■ United States	May 15 – 31	30 days	Wall Art, Poster	<i>summer wall art · beach poster · patriotic printable</i>
Africa Day ■ Middle East & Africa	May 15 – 25	30 days	Poster, Wall Art, Clipart	<i>africa day poster · african pattern wall art · kente clipart</i>
Pride Month ■ Global	May 15 – Jun 30	40 days	Wall Art, Clipart, Poster	<i>pride wall art · rainbow clipart · lgbtq poster</i>

June

Event	Peak window	Lead time	Products	Top Etsy tags
Father's Day ■■ United States	Jun 1 – 15	40 days	Wall Art, Poster	<i>fathers day printable · dad wall art · masculine poster</i>
Eid al-Adha ■ Middle East & Africa	Jun 1 – 20	35 days	Clipart, Wall Art, Poster	<i>eid al adha clipart · islamic wall art · arabic calligraphy poster</i>
Midsummer / Summer Solstice ■■ UK & Europe	Jun 10 – 24	30 days	Wall Art, Poster	<i>midsummer poster · solstice wall art · scandinavian printable</i>
4th of July ■■ United States	Jun 15 – Jul 3	35 days	Clipart, Poster, Wall Art	<i>4th of july clipart · patriotic poster · independence day printable</i>

July

Event	Peak window	Lead time	Products	Top Etsy tags
Bastille Day ■■ UK & Europe	Jul 5 – 14	25 days	Poster, Wall Art	<i>bastille day poster · french wall art · paris printable</i>
Back to School ■■ United States	Jul 15 – Aug 20	45 days	Clipart, Poster, Sticker, SVG	<i>back to school clipart · teacher printable · classroom poster</i>

August

Event	Peak window	Lead time	Products	Top Etsy tags
August Bank Holiday ■■ UK & Europe	Aug 20 – 31	20 days	Wall Art, Poster	<i>bank holiday printable · british seaside poster · summer wall art</i>

September

Event	Peak window	Lead time	Products	Top Etsy tags
Fall / Autumn Decor ■ United States	Sep 1 – Oct 15	45 days	Wall Art, Clipart, Poster	<i>fall wall art · autumn clipart · pumpkin poster</i>
Mid-Autumn Festival ■ Asia-Pacific	Sep 1 – 30	35 days	Clipart, Wall Art, Poster	<i>mid autumn festival clipart · moon wall art · lantern poster</i>
Fiestas Patrias ■ Latin America	Sep 1 – 20	30 days	Poster, Clipart	<i>fiestas patrias poster · mexican independence clipart · latin heritage printable</i>
Oktoberfest ■ UK & Europe	Sep 10 – Oct 5	35 days	Clipart, Poster	<i>oktoberfest clipart · bavarian poster · beer garden printable</i>
Halloween ■ United States	Sep 15 – Oct 30	50 days	Clipart, Wall Art, Poster, Sticker, SVG	<i>halloween clipart · spooky wall art · witch poster</i>
International Teachers' Day ■ Global	Sep 25 – Oct 5	30 days	Poster, Clipart	<i>teachers day poster · teacher appreciation clipart · classroom printable</i>

October

Event	Peak window	Lead time	Products	Top Etsy tags
World Mental Health Day ■ Global	Oct 1 – 10	25 days	Wall Art, Poster	<i>mental health wall art · self care poster · mindfulness printable</i>
Diwali ■ Asia-Pacific	Oct 10 – Nov 10	40 days	Clipart, Wall Art, Poster, Sticker, SVG	<i>diwali clipart · rangoli wall art · diya poster</i>
Día de los Muertos ■ Latin America	Oct 15 – Nov 2	35 days	Clipart, Wall Art, Poster, Sticker, SVG	<i>day of the dead clipart · sugar skull art · calavera poster</i>
Bonfire Night / Guy Fawkes ■ UK & Europe	Oct 20 – Nov 5	30 days	Clipart, Poster, Wall Art	<i>bonfire night clipart · fireworks poster · guy fawkes printable</i>

November

Event	Peak window	Lead time	Products	Top Etsy tags
Thanksgiving ■ United States	Nov 1 – 25	40 days	Clipart, Wall Art, Poster	<i>thanksgiving clipart · grateful wall art · harvest poster</i>
Christmas / Holiday Season ■ Global	Nov 15 – Dec 24	60 days	Clipart, Wall Art, Poster	<i>christmas clipart · holiday wall art · winter poster</i>

Event	Peak window	Lead time	Products	Top Etsy tags
Black Friday / Cyber Monday ■ Global	Nov 20 – Dec 2	30 days	Clipart, Wall Art, Poster, Sticker, SVG	<i>digital download gift · printable gift · holiday bundle</i>
Hanukkah ■ Global	Nov 25 – Dec 25	45 days	Clipart, Wall Art	<i>hanukkah clipart · menorah wall art · jewish holiday printable</i>

December

Event	Peak window	Lead time	Products	Top Etsy tags
New Year's Eve ■ Global	Dec 15 – 31	30 days	Clipart, Poster, Wall Art	<i>new years eve clipart · celebration poster · midnight wall art</i>
Boxing Day / Winter Sales ■■ UK & Europe	Dec 20 – 31	20 days	Clipart, Wall Art	<i>boxing day clipart · winter cozy wall art · hygge printable</i>

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