

eCommerce sale event calendar July-December 2024

Jul 2024



Key trend this month

The Olympics kick off this month. The Games are sure to spark shopping interests that eCommerce businesses can capitalise on:

- > Audiences will have fitness, health and self-care at the top of their minds.
- > They'll also be thinking about European travel.
- > There will be gatherings and celebrations galore.
- > People could be keen to buy the gear to try a new sport (maybe breakdancing - it's the first time this event will be in the Olympics).
- > The Olympics will inspire discussions about sustainability, as they aim to reduce emissions compared with previous Olympic events.

01 Start of the 24-25 Financial Year



Plastic Free July

Most online shoppers (across all generations) prefer to order from businesses that share their sustainability values. [Here's how, when it comes to sustainability, ALÉMAIS aims for transparency.](#)

02



Building Business eNews is released this week

Get the latest business news, tips and resources straight to your inbox.

05-07 SA Home Show

07 World Chocolate Day

07-14



NAIDOC Week

During checkout, help your customers acknowledge the Traditional Custodians of the lands where they live.

23

Amazon Prime Day

If you're not on Amazon, don't assume this sale event isn't for you. Shoppers are on the lookout for deals around Prime Day, so jump on the trend via your own online channels. (Just be sure not to promote yourself as a Prime Day seller if you're not on the official website.)

24

International Self Care Day

24-25



Australia Post Online Retail Industry Awards (ORIAS)

25



Christmas in July

This is your annual reminder that Christmas (the peak season for most businesses) is just a few months away. [Check out our top tips for planning ahead for peak season success.](#)

26



Olympics start in Paris

The Olympics is famous for more than sport: it's a trendsetting event. Watch social and news channels closely during the Olympics for opportunities. When Australia does well in an event, can you hold a promotion on related equipment and clothing? When an international team is winning lots of medals, can you send your customers in that country a celebratory offer? Do you have a product you can align to the world's focus on fitness and self-care?

30

International Friendship Day

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Aug 2024



Key trend this month

Shoppers are switching retailers for faster shipping, so offering a range of delivery options is more important than ever.

Younger shoppers are especially in a hurry to receive their parcels, with 67% of Gen Z and 57% of Gen Y saying they'll go elsewhere for faster delivery.

Our Next Day delivery options include Metro services and Express Post.



[Aussie icon Myer share how they've implemented Next Day delivery – and how their customers have reacted.](#)



[Sign up to MyPost Business](#) for free to simplify sending around Australia and across the globe.

05 Picnic Day (NT)

06



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07-11



Click Frenzy Travel

This is a really popular sale for travel lovers - but if your business doesn't sell a travel product, it's time to think outside the suitcase. Find a travel angle for your product so [you can promote it in Click Frenzy Travel](#): for example, travel-friendly clothing, travel-sized skincare, entertainment devices for kids and adults, and more.

08 International Cat Day

09 Book Lovers Day

14 Royal Queensland Show (QLD)

17-23



Book Week

This year's Book Week theme is *Reading is Magic*. This presents an opportunity to promote any book- or magic-themed product to parents. Keep in mind anything that can be tied to a classic fantasy series or new popular characters.

23-25



Melbourne Home Show

When we did a deep dive into generational spending, we found three generations - Boomers, Gen X and Gen Y - spend most of their online shopping dollars on home and garden items. [Use this insight to help market to your target audience.](#)

26 International Dog Day

On this month



Afterpay Day

Major sale events like Afterpay Day are growing each year. That means there could be more than last year's 4.1 million households shopping the event. Last year, the most popular Afterpay Day categories were women's fashion, athleisure, general clothing, footwear and beauty. [Learn more about Afterpay Day, including shipping strategies to optimise your sale.](#)

On this month



Samsung Galaxy smart ring release

The ring will bring shoppers' focus to health and fitness (the ring's top features include heart rate and sleep tracking), so there's an opportunity for health businesses to align with that trend. At the time of publication, this release date is a rumour - as is Apple's plan to release a smart ring - but it's coming soon.

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Sep 2024



Key trend
this month

It's the time of year for new tech releases from Apple and Samsung - are you ready?

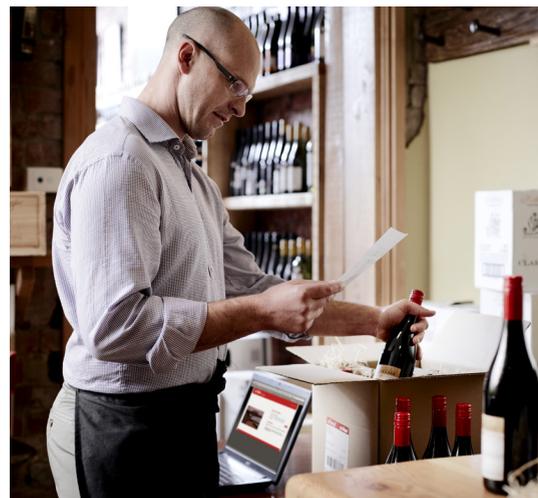
A new tech release is an exciting time for eCommerce, presenting opportunities to adapt to meet updated capabilities and customer needs. It's a good time to consider:

- › How well are you meeting the needs of people shopping via a mobile device?
- › Are there new ways you can use AI to help your customers?
- › How do the advances in voice search affect your product listings?
- › Do any iOS changes require you to make updates to your online shop?



Read more about the [impact of tech releases on eCommerce](#).

01



Father's Day

It's not just the big sale days that are opportunities to boost your business - there are lots of non-sales event dates in the calendar to take advantage of.

03



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12

R U OK? Day

15

Sydney Marathon

21



Spring school holidays start around the country from late September (varies by state)

School holidays can shift household spending habits. Many families are looking for entertainment options, or travel goods for a break away – how can you help them find you? Start by using popular SEO keywords on your homepage and product listings, then use your social channels to target the right demographics.

23

King's Birthday (WA)

27

Grand Final Eve (VIC)

27-29

Brisbane Home Show

On this month



Vogue Online Shopping Night

Fashion customers have unique needs and delivery preferences that are useful to know ahead of this high profile 36-hour event. [Read our round-up of VOSN tips and tailored delivery insights.](#)

On this month



iPhone 16 and Apple Watch X release

Apple is expected to launch their latest offerings this month, with a focus on more advanced AI features. [We've done a round-up of how this new release could impact eCommerce businesses.](#)

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Oct 2024



Key trend this month

Shoppers are getting ready for the big sales

From October, shoppers start researching the items they want to buy in next month's Click Frenzy and Black Friday sales.

Have your website ready for an influx of visitors, and analyse how they interact with your online shop to learn about which products they're eyeing off.

7.5 million households shopped online during the 2023 peak sales season - that's a lot of people who are researching and saving up from now.

 [Learn more about getting ready early for sale shoppers.](#)

01 International Coffee Day



[Building Business eNews is released this week](#)

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06 Daylight Saving starts

Check any scheduled SMS and email marketing, to make sure the times suit all the states you're sending to.

NRL Grand Final

07 Labour Day (NSW, ACT, SA)

King's Birthday (QLD)

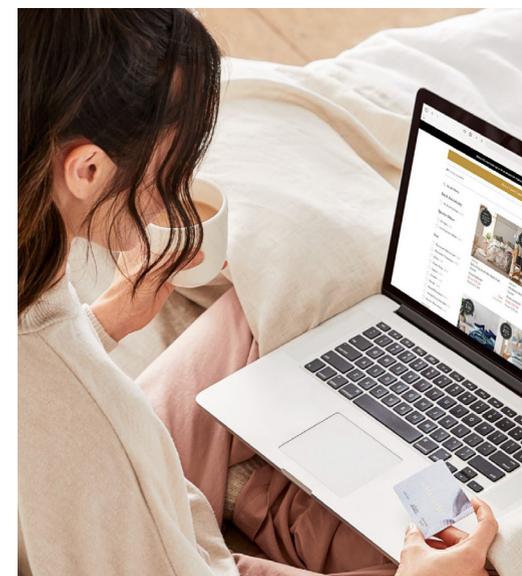
10 World Mental Health Day

 Awareness and charity days are important events on the calendar, so show sensitivity around them. If it's relevant for your business, share an awareness raising message or perhaps donate a percentage of your profits.

[On this World Mental Health Day, learn more about building a mentally healthy workplace.](#)

13 Melbourne Marathon

18-20



[Sydney Home Show](#)

Homewares are incredibly popular with online shoppers. Adairs capitalise on this with a focus on loyalty, personalisation and easy returns. [Read about their strategy here.](#)

25 World Teachers' Day

On this month



[Get ready for the year's biggest sales](#)

Two eCommerce businesses share how they've used Black Friday sales to grow their businesses, and how they get ready for these busy times. [Get inspired here.](#)

21-27



[Melbourne Fashion Week](#)

Fashion and beauty fever is hitting the nation ahead of the Spring Racing Carnival. Keen for some industry inspo? [Read how All Shades Matter Cosmetics filled a gap in the market and grew their online business in Australia and overseas.](#)

31



[Halloween](#)

Australian business The Marshmallow Co knew their product would be a good fit with US candy culture - and they were right. The US is now their biggest market. [Check out their advice for expanding internationally.](#)

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Nov 2024



Key trend this month

It's the biggest month in the sales event calendar, with Click Frenzy, Singles Day, Black Friday and more.

The record-breaking success of Black Friday and Cyber Monday in 2023 shows that households are still seeking value and convenience, with more people seemingly postponing purchases for specific sales events.

To get the most out of Black Friday and Cyber Weekend, many businesses launch their offers a week before the official sales. By this point, shoppers have researched and saved for the items they want and they're ready to order if the deals are right. It's all part of the lead-up to Christmas that now happens early to avoid last-minute stress.



[Learn more about managing peak season well.](#)

01 Diwali

04 Recreation Day (TAS)

05 Melbourne Cup Day (VIC)

It's a race that's famous for stopping the nation, but it doesn't stop them from shopping. In the lead-up to Melbourne Cup and the wider Spring Racing Carnival, people are looking for party goods, as well as unique fashion, including hats, dresses, shoes and suits. Those who aren't attending the event are watching the fashion – so it's a time for related eCommerce businesses to capitalise on current interest.



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11



Singles Day Sales

Singles Day is the largest retail shopping day in the world, led by customers in China. All the ones in the date (11/11) represent single people. Lots of Australian eCommerce businesses are jumping on this sale opportunity from their own website and social channels and using it as an opportunity to sell overseas. [Read our Singles Day sale tips.](#)

11 Remembrance Day

11-17



National Recycling Week

Recommerce is changing the retail landscape, one pre-loved item at a time. Click through to explore why it's good for consumers and brands, and [how brands like Birdsnest are bringing these values to life.](#)

12-15



Click Frenzy The Main Event

It's the second biggest date on the eCommerce sale calendar, making it an opportunity worth seizing. From creating great offers that grab shoppers' attention to offering early access and analysing your sales data afterwards, [here are our tips for making the most of Click Frenzy.](#)

On this month



Christmas sending cut-off dates

Check our recommended last lodgement dates for Christmas sending.

29



Black Friday

It's the biggest shopping day of the year. Last year saw Black Friday's success up 88% in purchases from 2019, showcasing an opportunity for businesses of all sizes. [Here are some great tips for maximising these sales.](#)

Green Friday



Colour Friday

Colour Friday was started in 2021 to encourage shoppers to support small businesses. If you're a small business or wanting to attract more local shoppers, this could be a great opportunity to jump onto. [Learn more about the ethical sale movement.](#)

30

Small Business Saturday

Small Business Saturday is a reminder to shoppers to keep it local - this is a good time to target shoppers in your local area by sharing your story and high quality products.

Remember, Christmas shopping means people are browsing things they're not usually drawn to, so this is the time to make a memorable first impression.

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Dec 2024



Key trend this month

Ahead of the Boxing Day Sales, it's a loud time of year in your customers' inboxes and social media. How can your communications cut through the noise?

- › Get your message out early - before Christmas - to get your products at the top of Boxing Day shopping lists.
- › Create unique offers, especially for customers in your loyalty program.
- › Do a deep dive into past Boxing Day Sales - what are the products, deals and promotional channels that worked well previously?
- › Make your comms self-care focused - now that Christmas is over, shoppers are traditionally keen to splurge on themselves.

[Learn more about how to make the most of Boxing Day Sales.](#)

02



Cyber Monday

Cyber Weekend is quieter by today, but shoppers are still keen to purchase from businesses offering more great deals. With something irresistible to offer, this could be your chance to stand out from the (slightly smaller) crowd.

03

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14



Free Shipping Day

The free shipping scene is changing, with 43% of Australian retailers raising their free shipping thresholds in 2023. Some even implemented return fees, a bold move to shift the cost of returns to consumers.

[Learn more about creating a great returns strategy.](#)

15

Summer school holidays start around the country from mid-December (varies by state)

The summer holidays are filled with iconic Australian moments: the beach, a hot festive season, barbecues, sport and shopping. Almost half of shoppers say they have an 'always shopping' mindset when they're online over summer – they're relaxed and ready to make spontaneous purchases.

On this
month

AFLW Grand Final

24

Christmas Eve

25



Christmas Day

Hanukkah

26



Boxing Day Sales

Boxing Day has long been synonymous with bargains, and it continues to be one of the most highly anticipated sale events of the year.

[Learn more about how to make the most of Boxing Day Sales.](#)

31

New Year's Eve

Are your customers making New Year's resolutions? What are their goals? These traditionally open opportunities for businesses in health and wellbeing, fitness, food and beverages, education and books, pet care, and organisational products and services. But there's always room for letting customers know why your products are the very thing they need to meet their goals in 2025.



Ready to do it all again next year? [Download our latest eCommerce Calendar](#) for more tips to manage your business, shipping and sale events.