

Japanese holiday calendar

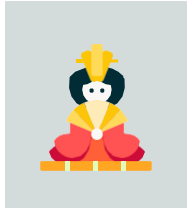
Holiday



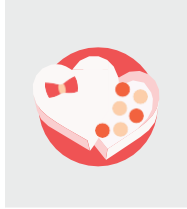
1/1/2022
New Year's Day
1/1/2023



2/14/2022
Valentine's Day
2/14/2023



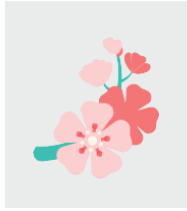
3/3/2022
Girls' Day/Hinamatsuri
3/3/2023



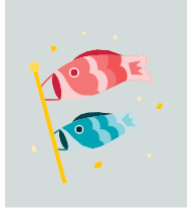
3/14/2022
White Day
3/14/2023



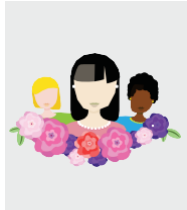
4/4/2022
Back to school
4/3/2023



March-April
**Cherry blossom/
Hanami season**



4/29-5/8/2022
**Golden Week
(national holiday week)**
4/29-5/7/2021



5/8/2022
Mother's Day
5/14/2023

What customers buy

Lucky bags (an assortment of items sold at a high discount) and items for the winter sale season (when various products are sold at high discounts).

Chocolate, men's jewelry, ties, wallets, fragrances, gifts for men, greeting cards, baking supplies, wrapping paper, and other decorations associated with Valentine's Day.

Hina dolls, girls' dresses, gifts associated with girls.

Candy, cookies, small gifts (including jewelry), flowers, and other gifts for women.

School-related items (including stationery and lunch boxes), digital cameras, video cameras, and memory cards.

Snack foods, beverages, party goods (including party hats, costumes, and games), blankets, portable chairs, and picnic-related items.

Travel goods, digital cameras, video cameras, and memory cards.

Small items and gifts for women (including jewelry and perfume), flowers, greeting cards, and sweets (especially chocolate).

Plan ahead for peak shopping periods

Holiday	What customers buy
 <p>6/19/2022 Father's Day 6/18/2023</p>	Gifts targeted toward men, including ties, books, socks, and fragrances.
 <p>In July (date announced shortly beforehand) Prime Day</p>	Highly discounted items across all categories.
 <p>In September Silver Week</p>	Travel goods.
 <p>September-October School Sports Day season</p>	Kids' tennis shoes (sneakers), digital cameras, videos, memory cards.
 <p>10/31/2022 Halloween 10/31/2023</p>	Costumes of all kinds, makeup, accessories, masks, wigs, beverages, and scary items such as fake blood and scary contact lenses.
 <p>11/25/2022 & 11/28/2022 Black Friday & Cyber Monday 11/24/2023 & 11/27/2023</p>	Highly discounted items across all categories
 <p>11/25-12/25/2022 Christmas season 11/24-12/25/2023</p>	Christmas goods and decorations, ornaments, advent calendars, greeting cards, gift-wrapping items, and gifts for various age groups and genders.
 <p>Mid to late December Bonenkai season</p>	Party goods, including party hats, costumes, and games.