



# Navigating 2025 Peak Season

## Promotional Dates & Category Trends

Staying competitive requires more than just great products; it's about strategic timing. Whether it's planning for major sales events like Black Friday and Prime Day, launching new campaigns, or tapping into important trade shows, aligning with key dates can boost brand visibility and drive sales.

In this resource we provide a comprehensive overview of 2025, highlighting key dates your brand needs to prioritize to make the most out of the year ahead.

# 2025 Promotional Deals

## JANUARY

### New Year, New You

Strategy Due Date:  
December 1st

Starts: January 1st

### Winter Clearance

Strategy Due Date:  
December 1st

Starts: January 1st

## FEBRUARY

### Valentine's Day

Strategy Due Date:  
January 1st

Starts: January 16th

### President's Day

Strategy Due Date:  
January 15th

Starts: February 9th

### Baby Days

Strategy Due Date:  
January 20th

Starts: February 23rd

## MARCH

### Spring Sale

Strategy Due Date:  
February 15th

Starts: March 16th

## APRIL

### Tax Return

Strategy Due Date:  
March 1st

Starts: April 6th

## MAY

### Memorial Day

Strategy Due Date: April  
1st

Starts: May 16th

### Mother's Day

Strategy Due Date:  
March 20th

Starts: April 27th

## JUNE

### DSV Rewards Week

Strategy Due Date:  
May 1st

Starts: June 15th

### Father's Day

Strategy Due Date:  
April 15th

Starts: June 1st

# 2025 Promotional Deals

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## JULY

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### 4th of July

Strategy Due Date:

Starts:

### July Prime Day/Circle Week/W+

Strategy Due Date:  
May 14th

Starts: July 14th

## AUGUST

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### Back to School

Strategy Due Date:

Starts:

### Labor Day

Strategy Due Date:  
July 15th

Starts: August 24th

## OCTOBER

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### October Prime Day/Circle Week/W+

Strategy Due Date:  
May 27th

Starts: October 1th

## NOVEMBER

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### Pre-Holiday

Strategy Due Date:  
September 24th

Starts: November 9th

### Cyber 12

Strategy Due Date:  
October 1st

Starts: November 26th

## DECEMBER

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### Holiday Cut-Off

Strategy Due Date:  
November 1st

Starts: December 14th

### Boxing Day

Strategy Due Date:  
December 15th

Starts: December 28th

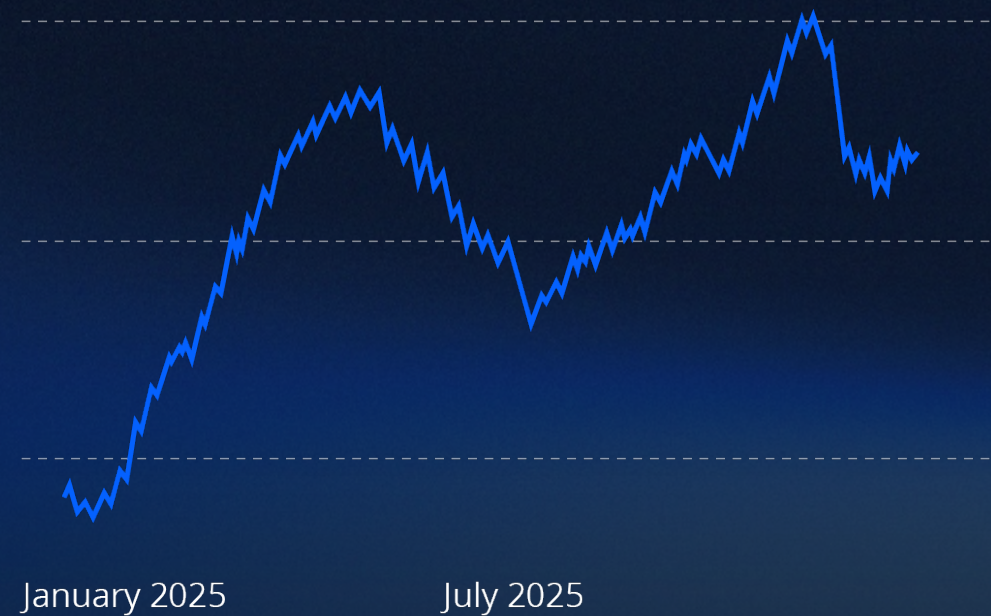


# Planning Inventory Assortment for Key Categories

Anticipating seasonal assortment demand is crucial for maintaining customer satisfaction and maximizing sales. During peak seasons, demand can surge unexpectedly. By forecasting these shifts, brands can reduce the risk of stockouts or overstocking.

Strategic planning helps businesses optimize their supply chain and manage inventory efficiently to ensure customers get the right products at the right time. This approach enhances the customer experience while positioning brands as a trusted choice for seasonal needs.

## *Inventory Demand Forecasting*





# Key Category Sales Trends











# Pool and Spa

## **Spring and Early Summer (March–June):**

- The highest demand occurs as customers prepare for pool season. Items like pool cleaners, maintenance equipment, and spas see strong sales.

## **End of Summer (August):**

- Discounts drive late-season purchases of pools, accessories, and chemicals.

## **Winter (December–February):**

- A smaller uptick is observed in hot tubs and indoor spa equipment, catering to customers looking for relaxation during colder months.





# Lawn, Garden, and Patio

## Spring (March–May):

- This is the busiest season, with customers purchasing gardening tools, seeds, lawnmowers, patio furniture, and grills as they prepare for outdoor living.

## Summer (June–July):

- Demand remains strong for patio furniture, outdoor lighting, and grills as people entertain and spend more time outdoors.

## Fall (September–October):

- Leaf blowers, fall planting supplies, and outdoor covers for furniture and grills see a boost as customers transition to cooler months.





# Sports and Outdoors

## Spring (March–May):

- Sales increase with the start of outdoor sports seasons and activities like hiking, cycling, and fishing.

## Summer (June–August):

- Items like camping gear, kayaks, and outdoor sports equipment see peak demand as families engage in outdoor adventures.

## Holiday Season (November–December):

- Sales surge as sports gear, fitness equipment, and outdoor accessories become popular gift items during Black Friday, Cyber Monday, and Christmas.

## New Year (January):

- Fitness equipment sales spike as customers set resolutions for health and wellness.



# Deal Types to Pair with Promotional Events





# TARGET Deal Types

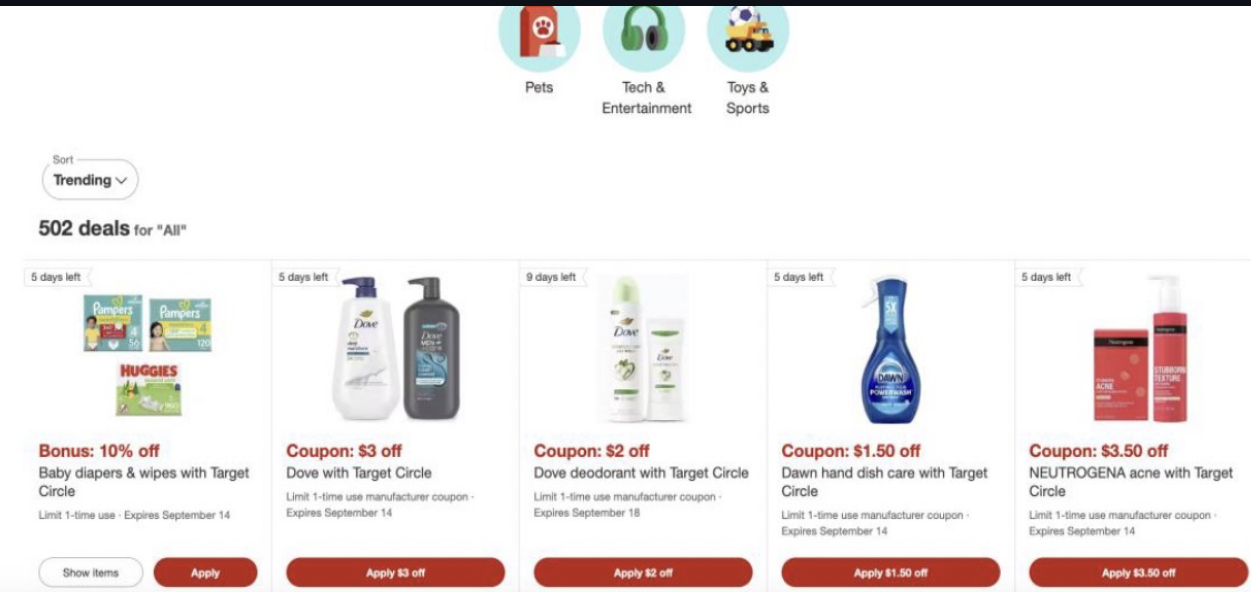


## Category Top Deals:

Limited-time discounts on popular products, updated regularly to offer significant savings. These deals attract high traffic from value-conscious shoppers seeking the best bargains.

## Deal of the Day (Circle Deals):

Exclusive discounts for Target Circle members, offering savings on every day and seasonal items. Featuring in Target Circle Deals boosts visibility, engagement, and sales among loyal, value-seeking customers.





# Target Deal Types

	Best For?	Includes Badging?	Deal Brings Extra Traffic?	Allows unit caps?	Discount Requirement	Submission Timeline	Average Expected Lift
 Deal of the Day	High seasonal relevance	YES	YES	YES	40% off MSRP	60 days	+277%
 Category Top Deal	Anything	YES	YES	YES	20% off MSRP	14 days	+105%

# Walmart Deal Types



Up to  
**65% OFF**  
Flash Deals

Online-only savings so hot,  
you don't want to miss.

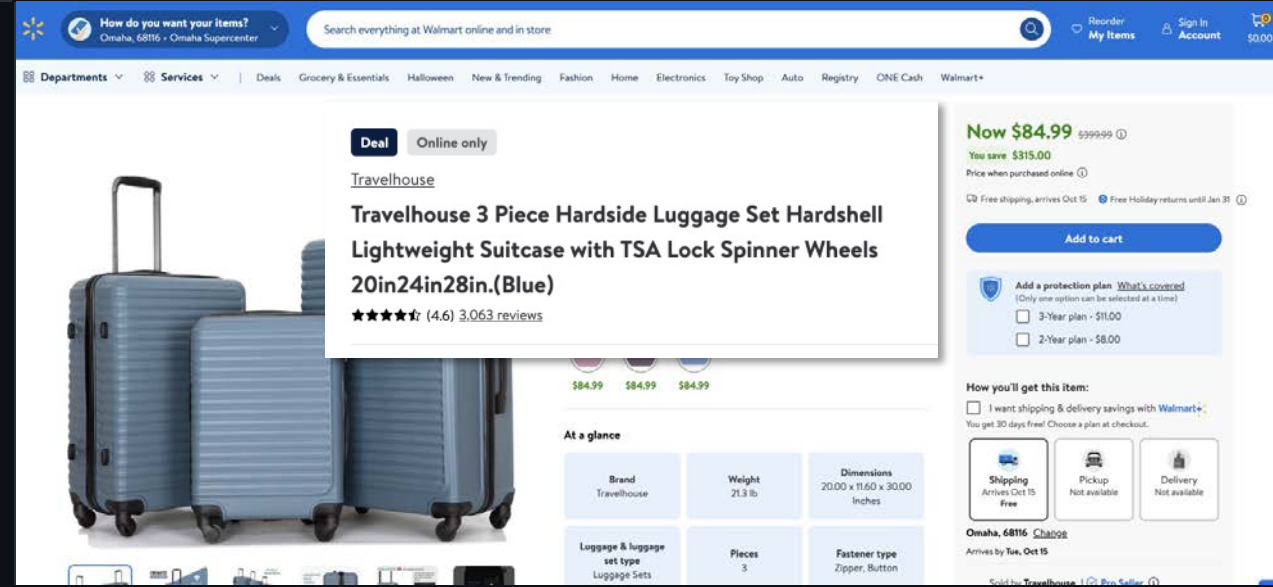
[Shop now](#)

## Flash Deals:

Time-sensitive, limited-quantity promotions that offer deep discounts on popular products for a brief period. Flash Deals can significantly boost visibility and attract new customers while also helping brands clear inventory, increase sales volume, and enhance their overall presence.

## Mosaic:

Curated promotional offers tailored to specific customer segments based on their shopping behaviors and preferences. These personalized deals help brands reach targeted audiences more effectively by showcasing their products to consumers most likely to be interested.



How do you want your items?  
Omaha, 68116 - Omaha Supercenter

Search everything at Walmart online and in store

Reorder My Items Sign In Account \$0.00

Departments Services Deals Grocery & Essentials Halloween New & Trending Fashion Home Electronics Toy Shop Auto Registry ONE Cash Walmart+

**Deal** Online only

Travelhouse

**Travelhouse 3 Piece Hardshell Luggage Set Hardshell Lightweight Suitcase with TSA Lock Spinner Wheels 20in24in28in.(Blue)**

★★★★★ (4.6) 3,063 reviews

Now **\$84.99** ~~\$99.99~~  
You save **\$315.00**  
Price when purchased online

Free shipping, arrives Oct 15 Free Holiday returns until Jan 31

[Add to cart](#)

**Add a protection plan. What's covered**  
(Only one option can be selected at a time.)

3-Year plan - \$11.00  
 2-Year plan - \$8.00

**How you'll get this item:**

I want shipping & delivery savings with Walmart+. You get 30 days free! Choose a plan at checkout.

Shipping Arrives Oct 15 Free  
 Pickup Not available  
 Delivery Not available

Omaha, 68116 **Change**  
Arrives by Tue, Oct 15

Sold by Travelhouse, LLC, Best Seller

At a glance		
Brand Travelhouse	Weight 21.3 lb	Dimensions 20.00 x 11.60 x 30.00 Inches
Luggage & luggage set type Luggage Sets	Pieces 3	Fastener type Zipper, Button

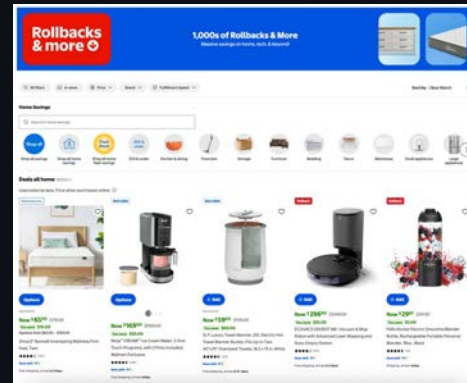


# Walmart Deal Types *cont'd*



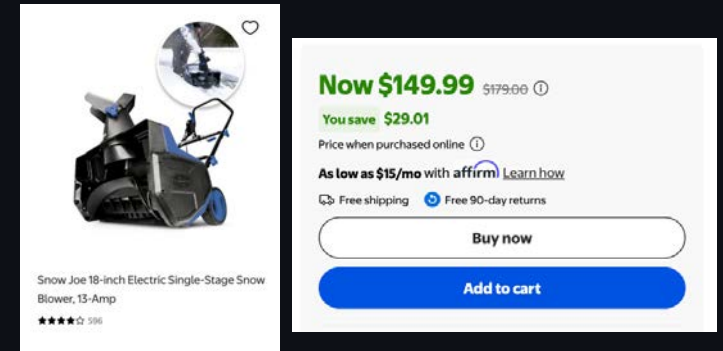
## Coupons:

These discounts incentivize shoppers to try new products, increase purchase volume, and boost overall sales. Brands can use coupons strategically to promote specific products, clear excess inventory, and gain valuable insights into consumer behavior and preferences.



## Weekly Deals:






Promotions and discounts offered by Walmart on a wide range of products, updated weekly to attract customers both in-store and online. These deals typically include savings across various categories such as groceries, electronics, home goods, apparel, toys, and more.



## In-Cart Pricing:

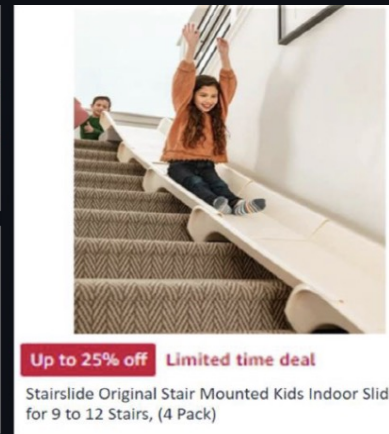
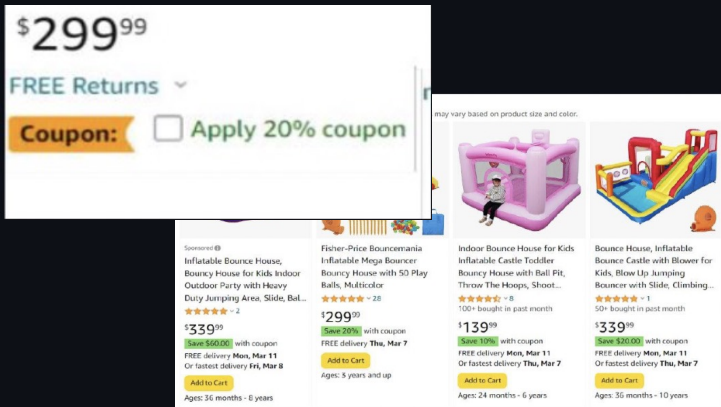
This is a feature where the price of certain items is only revealed after viewing the item listing or the item is added to your shopping cart. This pricing strategy is often used when brands want to offer special discounts without publicly advertising them.

# Walmart Deal Types

	Best For?	Includes Badging?	Deal Brings Extra Traffic?	Allows Unit Caps?	Discount Requirement	Submission Timeline	Average Expected GMV Lift
 <b>Flash Deals</b>	Top Sellers by category	YES	YES	No	10% off Best of Web Pricing	1 week prior	+1301
 <b>Mosaic</b>	High Seasonal Relevance	YES	YES	No	20% off Best of Web pricing	90 days prior	+549%
 <b>Coupon</b>	Duplicated Deals	YES	No	No	5% off	1 week prior	+129%
 <b>Weekly Deals</b>	Duplicated Deals	YES	No	No	10% off	1 week prior	+141%
 <b>In-Cart Pricing</b>	Duplicated Deals	YES	No	No	5% off	1 week prior	+92%



# amazon Deal Types



## Coupons:

A coupon offer is a self-service tool that can be leveraged at any time without approval. Customers can discover coupons through the coupons page, search results, and on PDP (Product Detail Page).

## Deal of the Day:

24 hour-long deals curated by Amazon through submissions from sellers for specific themed events. These deals are 1-click from the home page and can obtain a home page placement dependent on overall popularity.

## Lightning Deals:

Lightning Deals are a good fit for high-value products buyers have been eyeing and waiting to buy at a discount. These deals run from 4 to 24 hours, are self-service and are shown to sellers by algorithmic suggestions.



# amazon Deal Types *cont'd*

July 11-12

Included with a Prime membership

Score epic Prime Day deals.

Try Prime

## Buzzworthy Deals



## Best Deal:

A promotional offer that highlights products with significant discounts for a limited time. "Best Deal" promotions typically last longer than Lightning Deals but are still time-sensitive, running for a few days or until the allocated inventory is sold out.

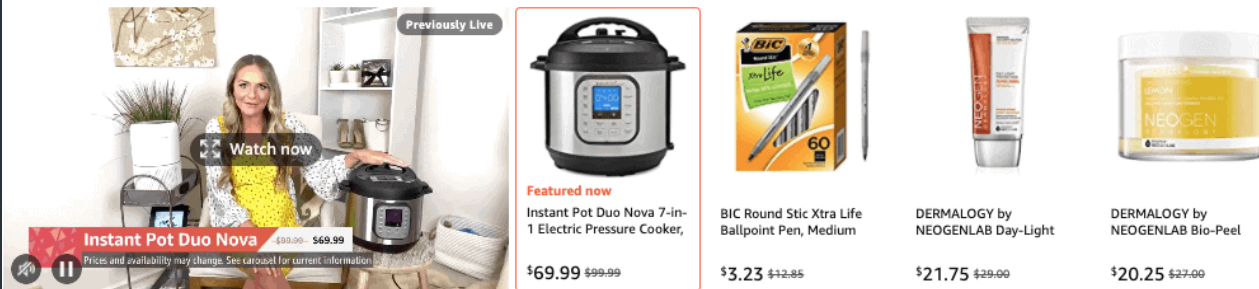


## Prime Exclusive:

These deals are designed to provide additional value to Prime members, incentivizing subscriptions and rewarding loyalty. They cover a wide range of products and are often featured prominently during major sales events like Prime Day.

## Today's Deals






New deals. Every day. Shop our Deal of the Day, Lightning Deals and more daily deals and limited-time sales. See deals you're watching [here](#), or let the deals come to you by receiving our [daily deals email](#).



## Explore Deals by Department



# Amazon Deal Types

	Best For?	Includes Badging?	Deal brings extra traffic?	Allows Unit Caps?	Discount Requirement?	Submission Timeline?	Average Expected Lift
 Deal of the Day	Top Sellers by category	Yes	Yes	Yes	20% off	30+ days prior	+2560%
 Best Deal	Mid Traffic Mid Conversion	Yes	Yes	Yes	10% Off daily 20% off during tier 1 events	2.5 weeks prior	+491%
 Lightning Deal	ASP <\$100 or Discount >20%	Yes	Yes	Yes	15% daily 20% during tier 1 events	2.5 weeks prior	+197%
 Prime Exclusive Discount	Most flexible placement	Yes	No	No	5% daily 10% during tier 1 events	72 hours prior	+198%
 Coupons	High Traffic Low Conversion	No	No	No	5% daily 10% during tier 1 events	72 hours prior	+103%



# Drop Ship Vendor (DSV) Deal Types

**\$38.99** reg ~~\$59.99~~  
**Clearance**  
 When purchased online  
 Wicac Pacific 15" Fly Wheel Cruiser Kids' Tricycle with 3 Position Seat  
 Wicac Pacific  
 ★★★★★ 53 reviews  
 Shipping arrives Fri, Feb 14  
 Ships free. Exclusions apply.  
 Add to cart

**\$6.36** reg ~~\$7.49~~  
**Clearance**  
 When purchased online  
 OFF! Sportsmen Deep Woods Aerosol Personal Repellents and Bug Spray - 6oz OFF!  
 ★★★★★ 178 reviews  
 Check stores

**\$7.64** reg ~~\$8.99~~  
**Clearance**  
 When purchased online  
 32oz Tritan Beverage Bottle - All in Motion™ All in Motion  
 ★★★★★ 273 reviews  
 Add to cart

**\$8.49** reg ~~\$9.99~~  
**Clearance**  
 When purchased online  
 Water Bottle with Bike Cage Mount Off-White - Embark™  
 Embark  
 ★★★★★ 5 reviews  
 Shipping arrives Sat, Feb 15  
 Ships free. Exclusions apply.  
 Add to cart



## Strikethrough:

These deals visually display the original price with a strikethrough and the discounted price prominently shown **alongside**.



## Limited Time Buy:

Limited Time Buy (LTB) is a promotional deal type where products are offered at a discounted price or special terms for a short, predefined period. These deals create urgency and drive immediate purchases by emphasizing the time-sensitivity.

Presidents' Day Savings  
**INSTANTLY SAVE UP TO \$450**  
 When You Spend \$2996 or More on Select Appliances. NO REBATE. NO HASSLE. Valid 2/6-2/26/2025.  
 Shop Now

INSTANTLY SAVE	WHEN YOU SPEND
\$50	\$996-\$1,995
\$200	\$1,996-\$2,995
\$450	\$2,996 OR MORE

**UP TO 35% OFF SELECT APPLIANCES** Shop Now

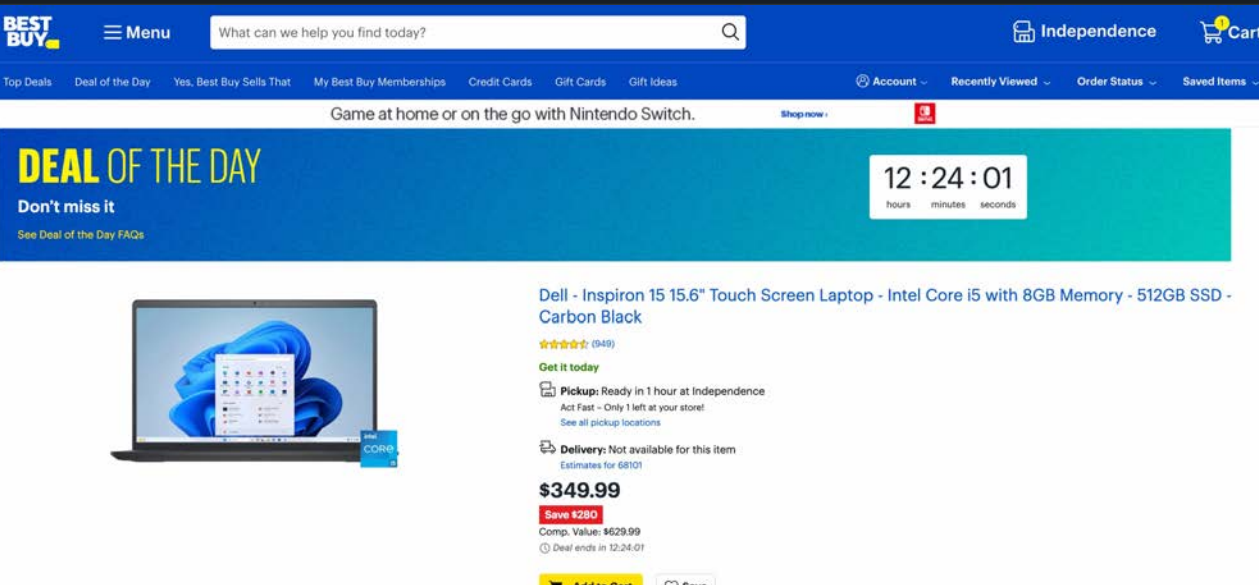
**ED KITCHEN PACKAGES**

**GE®**  
 Stainless Steel Package  
 • 24.7 cu. ft. ENERGY STAR French Door Refrigerator  
 • 1.7 cu. ft. Over-the-Range  
 • 5.3 cu. ft. Electric Range with No-Preheat Air Fry  
 • Tall-Tub Dishwasher  
 • 5.3 cu. ft. Gas Range with No-Preheat Air Fry  
 Model #: GME2LJYF5, AAV1T5SK55, GFF504VSS, GFT500PVPF5, GGF6004VSS  
 Shop Now

**Samsung®**  
 Stainless Steel Package  
 • 28 cu. ft. French 4-Door Refrigerator  
 • 2.1 cu. ft. Smart Over-the-Range Microwave  
 • 6.3 cu. ft. Electric Range with Convection  
 • Tall-Tub Dishwasher with StormWash™  
 • 6.0 cu. ft. Gas Range with Convection  
 Model #: RF28R7201SR, ME21D66300R, AED3481155, DW80C59402SR, N990481155  
 Shop Now

**Frigidaire®**  
 Brushed Steel Finish Package  
 • 21 cu. ft. Side-by-Side Refrigerator  
 • 1.7 cu. ft. Over-the-Range Microwave  
 • 5.3 cu. ft. Electric Range with Quick Boil  
 • Tall-Tub Dishwasher  
 • 5.1 cu. ft. Gas Range with Quick Boil  
 Model #: FRB21154Z, FMOE1748B, FCR3025R, FDC42114B, FCR3025B  
 Shop Now

# Drop Ship Vendor (DSV) Deal Types *cont'd*



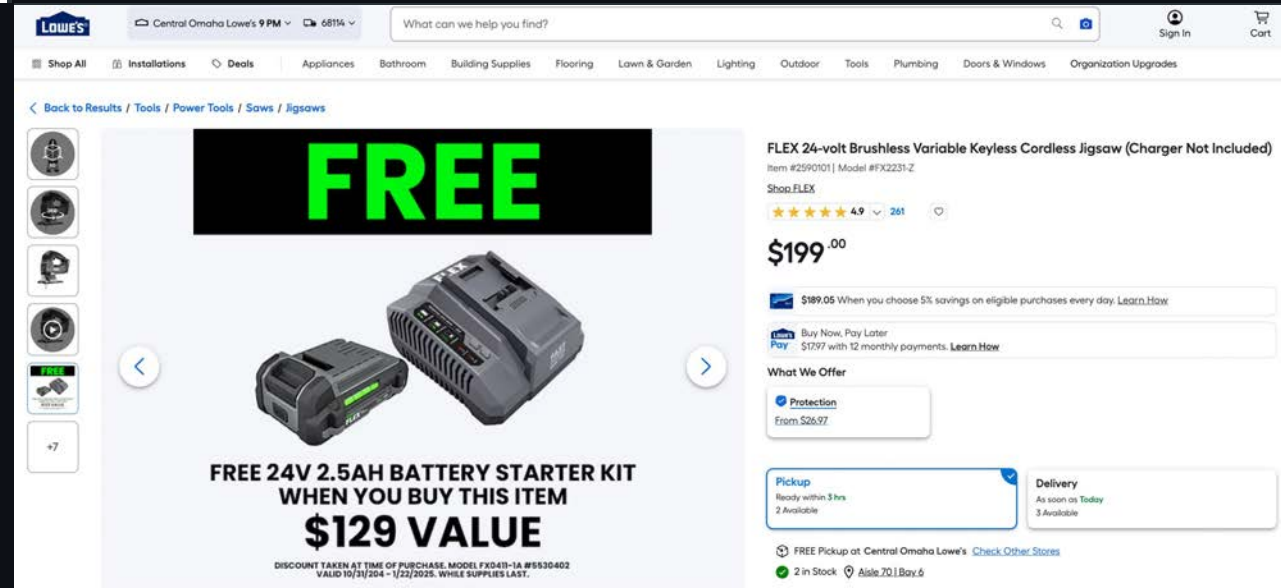
The screenshot shows the Best Buy website's 'Deal of the Day' section. At the top, there's a navigation bar with the Best Buy logo, a search bar, and account options. Below that, a banner reads 'Game at home or on the go with Nintendo Switch.' The main deal is for a 'Dell - Inspiron 15 15.6" Touch Screen Laptop - Intel Core i5 with 8GB Memory - 512GB SSD - Carbon Black'. The price is \$349.99, with a 'Save \$280' badge indicating a comparison value of \$629.99. A countdown timer shows 12:24:01 remaining. The deal ends at 12:24:01. There are 'Add to Cart' and 'Share' buttons at the bottom.

## Deal of the Day:

Where vendors feature select products at significant discounts for a single day. This type of deal is designed to drive a large volume of sales within a limited timeframe, benefiting both the vendor and the ecommerce platform.

## Buy-One-Get-One (BOGO):

Promotions where customers receive an additional product for free or at a discount with their purchase.



The screenshot shows the Lowe's website's product page for a 'FLEX 24-volt Brushless Variable Keyless Cordless Jigsaw (Charger Not Included)'. The price is \$199.00. A large green 'FREE' banner is overlaid on the product image, with the text 'FREE 24V 2.5AH BATTERY STARTER KIT WHEN YOU BUY THIS ITEM \$129 VALUE' below it. The product details include a 4.9-star rating and 261 reviews. There are options for 'Protection' (from \$26.97), 'Pickup' (ready within 3 hrs), and 'Delivery' (as soon as today). The deal is valid from 10/31/2024 to 1/22/2025.



# DSV Deal Types

	Best For?	Includes Badging?	Deal Brings Extra Traffic?	Allows Unit Caps?	Discount Requirement	Submission Timeline	Average Expected Lift?
 Deal of the Day	Top Sellers by category	YES	YES	No	20% off	90 days prior for tier 1 + 2 events	+122%
 Limited Time Buy	High Seasonal Relevance	YES	YES	No	15% off	90 days prior for tier 1 + 2 events	+64%
 Strikethrough	Duplicated Deals	No	No	No	10% off	1 week prior	+100%
 Buy One Get One	High Traffic, Low Conversion	No	No	No	BOGO	1 week prior	No data to date

# 2025 Ecommerce Events and Tradeshow







# 2025 Ecommerce Events and Tradeshows

JAN

## CES (Consumer Electronics Show)

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

 **Location:** Las Vegas, USA  
 **Dates:** January 7-10, 2025

Primarily known for tech innovations, CES has a significant focus on ecommerce, retail technology, and consumer products.

JAN

## NRF 2025: Retail's Big Show

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

 **Location:** Jacob K. Javits Convention Center, New York City, USA  
 **Dates:** January 11-14, 2025

Organized by the National Retail Federation, this event brings together retail professionals worldwide to discuss the latest trends and technologies shaping the retail industry.

FEB

## E-commerce Berlin Expo

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 **Location:** Berlin, Germany  
 **Dates:** February 5-6, 2025

One of the leading ecommerce events in Europe, covering digital marketing, technology, logistics, and trends.

MAR

## DX3

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

 **Location:** Toronto, Canada  
 **Dates:** March 18-19, 2025

A prominent digital marketing and ecommerce event, focusing on the intersection of marketing, technology, and customer experience.

MAR

## Shoptalk 2025

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

 **Location:** Mandalay Bay, Las Vegas, USA  
 **Dates:** March 25-27, 2025

Shoptalk is a leading event for retail and ecommerce innovation, featuring discussions on the future of shopping and networking opportunities with industry leaders.

MAY

## The Global Ecommerce Summit

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 **Location:** Barcelona, Spain  
 **Dates:** May 25-27, 2025

A gathering of global ecommerce professionals focusing on international trade, cross-border ecommerce, and growth strategies.

# 2025 Ecommerce Events and Tradeshow

JUN

## The Internet Retailer Conference & Exhibition (IRCE)

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📍 **Location:** Chicago, USA  
📅 **Dates:** June 9–11, 2025

One of the largest gatherings for ecommerce professionals, covering strategies in ecommerce marketing, logistics, customer service, and technology.

JUN

## RetailX

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📍 **Location:** Chicago, USA  
📅 **Dates:** June 10–12, 2025

A comprehensive event covering everything from ecommerce and retail technology to omnichannel retailing, with speakers from major retailers, startups, and solution providers.

SEP

## Amazon Accelerate

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📍 **Location:** USA (virtual and in-person)  
📅 **Dates:** September 16–18, 2025

Hosted by Amazon, this event provides insights and strategies for sellers on the Amazon platform, focusing on growth, tools, and updates specific to Amazon's ecosystem.

SEP

## Ecommerce Expo

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📍 **Location:** London, UK  
📅 **Dates:** September 24–25, 2025

An annual event offering insights into ecommerce trends, marketing, and technology, featuring a wide range of exhibitors, speakers, and networking opportunities.



# Ready to Elevate Your Promotional Strategy?

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With an understanding of industry trends and hands-on experience managing high-visibility events, Spreetail's team helps brands navigate the complexities of ecommerce promotion with precision. From crafting data-driven deal strategies to executing seamless marketplace campaigns, our experts ensure your brand stays ahead of the curve and drives measurable growth.

Trust Spreetail to handle the details, so you can focus on scaling your business and reaching new heights.

[Sell with Spreetail](#)