








July 2020

National Ice Cream Month

Su	M	Tu	W	Th	F	Sa
<p>4th of July #12 on the National Retail Federation's (NRF's) list of top consumer spending events. Historically, related online inquiries ramp up a week and a half prior.</p> <p>Back to College & Back to School #2 and #3 on NRF's list respectively. Shopping begins in July or sooner.</p>			<p>1 International Joke Day</p> <p>National Postal Worker Day</p>	<p>2 World UFO Day</p>	<p>3  Independence Day (Observed)</p>	<p>4 4th of July / Independence Day</p> <p> International Day of Cooperatives</p>
<p>5 Dharma Day</p>	<p>6 International Kissing Day</p>	<p>7 World Chocolate Day</p>	<p>8 National Video Game Day</p>	<p>9 17th of Tammuz Martyrdom of the Báb</p>	<p>10</p>	<p>11  World Population Day</p> <p>Cheer Up the Lonely Day</p>
<p>12 Malala Day</p>	<p>13 Ullambana (July 13-15) National French Fry Day</p>	<p>14 Bastille Day</p>	<p>15 Tax Day</p> <p>World Youth Skills Day</p> <p>Give Something Away Day</p>	<p>16 Get to Know Your Customers Day</p>	<p>17 World Emoji Day</p>	<p>18 Nelson Mandela International Day</p>
<p>19 National Ice Cream Day</p>	<p>20  World Chess Day National Lollipop Day</p>	<p>21</p>	<p>22 National Hammock Day</p>	<p>23</p>	<p>24 National Tequila Day</p>	<p>25</p>
<p>26 Americans with Disabilities Act (ADA) Day</p> <p>Parents' Day</p>	<p>27</p>	<p>28  World Hepatitis Day</p>	<p>29 Tisha B'Av Eve</p>	<p>30  International Day of Friendship</p> <p> World Day Against Trafficking in Persons</p> <p>Tisha B'Av</p>	<p>31 Eid al-Adha (Jul. 31 - Aug. 3)</p> <p>Talk in an Elevator Day</p>	

August Planning

Back to College & Back to School

Shopping continues through August to September with peak days occurring on Amazon Prime Day, the first weekend in August, and Labor Day weekend. Amazon Prime Day occurred on July 15th in 2019. By end of May it had yet to be announced for 2020.

For more consumer insights and planning resources visit

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 United States Federal Holiday

 United Nations Observance

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