

November 2021

| Su | M | Tu | W | Th | F | Sa |
|--|---|---|--|---|--|--|
| | 1 All Saint's Day National Author's Day National Cook for Your Pets Day World Vegan Day | 2 International Day to End Impunity for Crimes against Journalists Election Day All Souls Day | 3 National Sandwich Day | 4 Bandi-Chhor Divas - Sikh Diwali - Hindu National Candy Day | 5 World Tsunami Awareness Day | 6 International Day for Preventing the Exploitation of the Environment in War and Armed Conflict Birth of the Báb - Bahá'í |
| 7 Daylight Savings Birth of Bahá'u'lláh - Bahá'í | 8 International Week of Science and Peace (Nov. 8 - 14) National Cappuccino Day STEM / STEAM Day | 9 Kristallnacht (Nov. 9 - 10) | 10 World Science Day for Peace and Development | 11 Veterans Day | 12 | 13 World Kindness Day |
| 14 World Diabetes Day | 15 American Education Week (Nov. 15 - 19) America Recycles Day Clean out Your Refrigerator Day | 16 International Day for Tolerance National Entrepreneurs Day | 17 International Students Day | 18 World Philosophy Day World Antibiotic Awareness Week (Nov. 18 - 24) | 19 World Toilet Day Guru Nanak Dev Ji's Birthday - Sikh International Men's Day | 20 Africa Industrialization Day World Children's Day Transgender Day of Remembrance |
| 21 World Television Day World Day of Remembrance for Road Traffic Victims World Hello Day | 22 | 23 | 24 Day of The Covenant - Bahá'í | 25 International Day for the Elimination of Violence Against Women Thanksgiving Day | 26 Black Friday National Cake Day Native American Heritage Day National Day of Listening | 27 Small Business Saturday |
| 28 Advent - Christian (Nov. 28 - Dec. 24) | 29 International Day of Solidarity with the Palestinian People Cyber Monday Chanukah - Jewish (Nov. 28 - Dec. 6) | 30 Day of Remembrance for all Victims of Chemical Warfare Computer Security Day Giving Tuesday | <p>Winter Holidays: Thanksgiving</p> <p>#1 on the National Retail Federation's (NRF's) list of top consumer spending events, the winter holidays are make it or break it time. Shopping begins in October or sooner for 39% of consumers.</p> <p>Thanksgiving and following days, Black Friday, Small Business Saturday and Cyber Monday, are typically a frenzy of in store & online shopping fueled by steep discounts.</p> | | | |

December Planning:

Winter Holidays: Hanukkah, Christmas, Kwanzaa - While it starts with bang at Thanksgiving the holiday shopping rush goes strong all through the month of December with a peak on Super Saturday, the last Saturday before Christmas. The majority of holiday consumers continue their shopping the week after Christmas to take advantage of post-holiday sales and promotions and use gift cards.

For more consumer insights and planning resources visit AnnumPlanning.com