

ETSY TRENDS CHECKLIST

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FOR THE YEAR + RESOURCE GUIDE

How To Use This Guide:

Selling on Print on Demand means creating products **2-3 months in advance for best sellers (or seasonal products in this case)** If you want to sell for example Christmas products and want to see a spike in your traffic, start creating them in October :) **Use this list to see what the trendy holidays are that you can create listings for in advance.**

If you haven't already watched the webinar explaining what Print on Demand is, [check it out here.](#)

January

New Year's resolutions (fitness, habits, etc.)
Winter themes (snow, hot cocoa, mittens)
Martin Luther King Jr. Day
Australia Day
Health and wellness

February

Valentine's Day (love, romance, friendships)
Groundhog Day
Lunar New Year (if applicable)
Presidents' Day
Black History Month

March

St. Patrick's Day
Spring themes (flowers, rain, etc.)
Women's History Month
Easter (if in March)
World Wildlife Day

April

Easter (if in April)
Earth Day
Spring sports
National Poetry Month
April Fools' Day

May

Mother's Day
Cinco de Mayo
Graduations and end-of-school themes
Memorial Day
Spring and gardening themes

June

Father's Day
Summer themes (beach, sun, ice cream)
LGBTQ+ Pride Month
Juneteenth
World Environment Day

July

Independence Day (U.S.)
Summer travels
BBQ and picnic themes
Bastille Day
World Emoji Day

August

Back to school themes
Summer sports (swimming, baseball, etc.)
International Friendship Day
Summer festivals and music
World Photography Day

September

Autumn/Fall themes (pumpkins, leaves, etc.)
Labor Day (U.S.)
International Literacy Day
Grandparents Day
Back to school / college themes

October

Halloween
Fall sports (American football, etc.)
Oktoberfest themes
Breast Cancer Awareness Month
World Teacher's Day

November

Thanksgiving
Veterans Day/Remembrance Day
Black Friday / Cyber Monday
Movember and men's health
Fall and cozy themes
December

Christmas

Hanukkah

New Year's Eve

Winter holidays around the world

Winter sports and activities

Trends Resource List

[Google Trends](#)

[Tik Tok Hashtags](#)

[Twitter Trends](#)

[Etsy Marketplace Insights 2023](#)

[Low Hanging System Training](#)

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