



# PLANNING AHEAD

*for 2026*



VOLUME 3







# PLANNING AHEAD FOR 2026

In an increasingly topsy-turvy world, Volume Three of our planning guide will help you make sense of the seasonal shifts shaping how people behave. It's packed with fresh insights and practical opportunities, all drawn from three years of Ozone's unique audience engagement data, to show how consumers connect with the moments – big and small – that matter most.

Ozone's audience platform is rooted in the connection people have with the online spaces they trust to inform, inspire and entertain them, creating the perfect conditions for advertising to really land. Every day, we reach two in five of the UK population\* – on par with the major platforms – while also helping brands tap into 50% more audience than they might find on some of the biggest social channels.

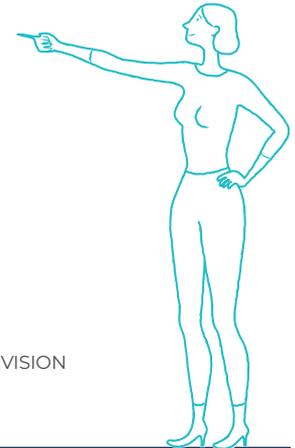
Inside you'll find monthly engagement peaks, key cultural moments and insight-rich content categories to help shape smarter campaign plans. For simplicity, we use one consistent metric throughout – engagement lift, an index of month-on-month growth. This compares each month's engagement rate rise to the previous month, based on three years of data. This approach filters out one-off spikes – from viral moments to topical news events – to show you the months when audiences are genuinely more engaged with content across our platform, creating the optimal windows for campaign planning.

This guide is built on a simple idea: when you connect with people in the right moments, using our first-party data-powered audience segments, your advertising works harder.



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# The resolution reset – round one

January is the year’s most goal-oriented month for consumers across the UK. Resolutions drive audiences to insightful health and wealth content that informs and inspires their transformation plans. These gains extend throughout the year as Brits check in on their progress.

## Swapping excess for exercise

Expect **Healthy Living** to grow by around 45% in January. As workouts and healthy-eating goals drive research, categories such as **Nutrition** and **Fitness** rise by up to 100%.

Momentum continues into an April surge driven by London Marathon training, with monthly **Fitness** interest up by 60%. Outdoor exercise helps to sustain this elevated engagement as the months heat up. Where January sparks intent, spring through to summer fuels sustained action.

## From health to wealth

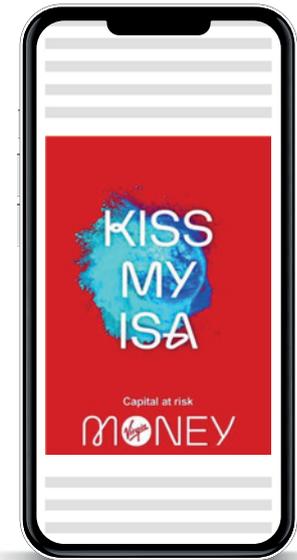
With finances depleted by festive spending, prudent planning comes into focus. **Personal Finance** typically grows 25% in January, sustaining interest from Q4’s budget-driven peak. While the tax self-assessment deadline creates urgency – driving an 80%+ lift in **Personal Taxes** – this month is also a key switching and saving moment, with **Consumer Banking** growing by up to 20%.

Typically, March peaks even higher, fuelled by tax year-end, ISA season and the Government’s Spring Statement.

October and November deliver even greater peaks – Autumn Budget and year-end planning – affirming Q4 and Q1 as key times for brands to engage.

## Motorists seek autos inspo

**Automotive** engagement revs up in January, as March’s registration plate change looms. Expect interest to rise by up to 20%, driven by both practical and aspirational research. Key growth areas span **Auto Parts** (50%); “Can I maintain my current car?”; **Auto Types** (15%): “I’d like a new car type”; and **Auto buying and selling** (35%): “I’m considering a purchase”. Tap into the longer consideration cycles associated with big-ticket items by reaching consumers throughout Q1.



## TAKE ACTION

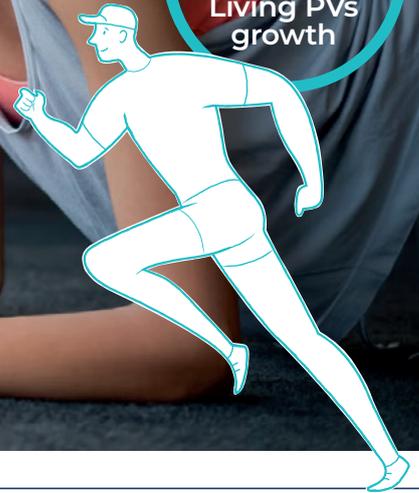
The resolution cycle extends beyond January's opening act. Q1 kicks off with rising engagement for goal-setting, as audiences pivot from Christmas excess to 'new year, new me' planning.

Interestingly, growth in **Healthy Living** already begins in Q4, creating an ideal opportunity to trigger 'get ahead early' activations or tap into the broader Q4 'great lock-in' trend.

**Personal Finance** planning often starts with the New Year reset, but engagement continues throughout Q1 and into April when the tax year ends.

+25%  
Personal  
Finance PVs  
growth

+45%  
Healthy  
Living PVs  
growth



MON	TUE	WED	THU	FRI	SAT	SUN
			01 New Year's Day bank holiday ● Veganuary   Dry January ● Premier League transfer window opens ●	02 Bank holiday (Scotland) ●	03 PDC World Darts Championship 25/26 Final ● Sunshine Saturday (key holiday booking day) ●	04
05 Twelfth Night ● Back to school (England) ●	06 Epiphany ●	07 The Actor Awards nominations announced ●	08	09	10	11 Golden Globe Awards ●
12 Australian Open (tennis) starts ●	13	14	15	16	17	18 World Religion Day ●
19 Blue Monday ● Martin Luther King Jr. Day ●	20 Paris Fashion Week (Men's) starts ●	21	22 Oscars nominations announced ● Sundance Film Festival starts ●	23	24	25 Burns Night   ● St Dwynwen's Day ●
26	27 BAFTA nominations announced ● International Holocaust Remembrance Day ●	28	29	30	31	

## DATES FOR YOUR DIARY

### The Australian Open:

This Grand Slam is a smash hit. The Australian Open lifts **Tennis** engagement almost 3x in January, as audiences follow the first major tournament of the year.

### Key holiday booking:

Sunshine Saturday in week one and Blue Monday in week three will grow **Travel Locations** research by 20% in January, as audiences seek inspiration for their dream holidays in the year ahead.

**Burns Night:** This annual celebration of Scottish culture sees audiences enjoying traditional haggis, neeps and tatties for tea, driving up interest in **World Cuisines** by as much as 45%.

**Awards Season:** Hollywood glamour at The Golden Globes and during the Oscar nominations event drives engagement for **Award Shows** by up to 7x.

**Movies** growth of more than 10% is driven by general buzz around the genre shortlists and nominees.

**Back to School:** Interest in **Education** content is expected to grow as schools, colleges and universities return for the new year. The mid-January primary school application deadline causes **Primary Education** to rise 30%.

**Veganuary:** Linked to the health reset, the annual plant-based eating campaign drives exceptional **Vegan Diets** and **Healthy Cooking** engagement, which both more than double month on month.

● ARTS & CULTURE ● LIFESTYLE ● SPORTS EVENTS ● HOLIDAYS & AWARENESS ● SEASONAL OCCASIONS ● OTHER

# Short on days, big on moments

Event-heavy February packs a cultural punch. Showpiece moments see Sport, Style, Shopping and Entertainment audiences bloom. The shorter month sees engagement concentrate into weekly spikes rather than sustained month-long lifts.

## A contact sport love in

Love month sees no love lost between two smashing contact sports as they collide in February. **Rugby** will surge more than 50% in February due to Six Nations impact, with engagement remaining high through March.

**American Football** will increase 90% as the NFL's big game – the Super Bowl – is embraced by UK audiences. The wider cultural spectacle, including half-time show entertainment from Bad Bunny, is likely to drive live entertainment growth. Pairing the game with the right food choices, sees engagement with **American Cuisine** content double in size.

While Super Bowl entertainment will contribute to **Music & Audio's** near 35% engagement increase, February's other musical moments – the Grammys and BRIT Awards – provide targeted weekly spikes. **Awards Shows** content, from the **Events & Attractions** category, will surge 8x compared to January. These live

entertainment moments combine to create one of the year's most significant peaks.

## Shopping and style season

Valentine's Day provides a concentrated commercial opportunity mid-month. Love-day gifting will give **Flower Shopping** a 2x lift. **Beauty** gifting growth is driven by **Perfume**, which will rise sweetly by around 30%, while **Men's Cosmetics** will more than double. Complementing the date-night experience, monthly **Cinemas** engagement will grow by 15% as film studios increasingly time blockbuster releases around night-out moments. Expect growth from both **Romance** and **Sci-Fi Movies** engagement.

Finally, the major Fashion Weeks in New York, London, Milan and Paris increase style interest with the nation's fashion-conscious audiences. Expect to see engagement with **Fashion Events** content to rise by up to 20% in February, as the new season's styles are presented on the runways.



## TAKE ACTION

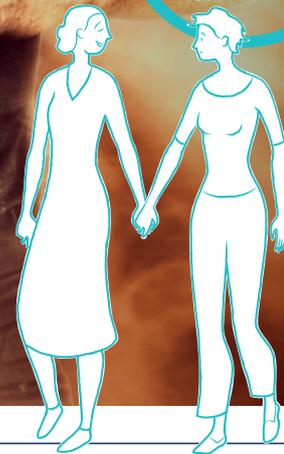
Plan for precision in February. Capitalise on collision sports by reaching **Rugby** and **American Football** audiences, amping up match-week activity to capture engagement.

Make the most of the Super Bowl's half-time live entertainment spectacle to connect with **Pop Culture** and **Music & Audio** audiences as awards season continues.

In **Shopping** and **Style & Fashion**, February is defined by Valentine's Day gifting and Fashion Weeks. Align with these moments to secure high-intent engagement growth.

+90%  
American  
Football PVs  
growth

+35%  
Music  
& Audio PVs  
growth



MON	TUE	WED	THU	FRI	SAT	SUN
						01 LGBT+ History Month ● The GRAMMY Awards ●
02 Premier League ● Transfer window closes	03	04 World Cancer Day ●	05 Six Nations ● Championship (rugby) starts Time to Talk Day ●	06 Winter Olympics ● starts In Cider Festival ● starts	07 Directors Guild of America Awards ● Charles ● Dickens Day	08 Super Bowl LX ●
09 Children's Mental Health Week ● National Apprenticeship Week ●	10	11 International Day of Women and Girls in Science ● New York ● Fashion Week starts	12	13 Galentine's Day ●	14 Valentine's Day ●	15 Maha Shivaratri (Hindu) ●
16 February half term ●	17 Lunar New Year ● (Year of the Horse) Ramadan ● expected to begin Shrove Tuesday ● (Pancake Day)	18 Ash Wednesday ●	19 London ● Fashion Week starts	20	21	22 Winter ● Olympics end BAFTA ● Film Awards
23 Back to school (England) ●	24 Milan ● Fashion Week starts	25	26	27	28 The BRIT Awards ● Producers Guild Awards ●	

## DATES FOR YOUR DIARY

### Lunar New Year (the Year of the Horse):

This celebration is set to drive the culturally curious to embrace new experiences. **Asia Travel** is expected to rise by nearly 15% as curiosity turns to potential travel planning.

**Winter Olympics:** Winter sport enthusiasm is set to grow significantly in 2026 as Milan hosts the Winter Olympic and Paralympic Games. In

February 2022, **Winter Olympic Sports** exploded 18x as sport audiences felt the thrill of the chill.

**BAFTAs:** British film's biggest night will drive 8x **Awards Shows** engagement.

Expect growth of between 25-45% for film genres, including **Drama, Action & Adventure** and **World Movies**, as the winners are revealed.

### Ramadan begins:

Beginning mid-February, Ramadan's holy month of fasting, prayer and reflection, and community is observed by Muslims nationwide.

**Islam** content is expected to grow by a third.

**Pancake Day:** Food lovers flip from Valentine's dining to debate about pancake toppings. But will **Desserts & Baking** grow in 2026 and what will Less Healthy Foods (LHF) regulations mean for Pancake Day?

**National Apprenticeship Week:** The Government campaign will drive **Apprenticeships** up by almost 60% as job-seekers look for information and guidance about the various routes to an apprenticeship.

● ARTS & CULTURE ● LIFESTYLE ● SPORTS EVENTS ● HOLIDAYS & AWARENESS ● SEASONAL OCCASIONS ● OTHER

# March is a peak performer

March is a breakout month, delivering one of the UK's most intense multi-category meet ups as a series of major events collide – from new car launches and ISA season urgency to the sporting spectacle of the Cheltenham Festival.

## The shiny, new plate effect

In March, expect **Automotive** engagement to rise 20% as shiny new '26 plates drop on the first of the month. Research into the latest connected features and systems delivers a 2x lift for **Auto Technology**. Sustainable motoring choices will see **Electric Vehicle** interest charge up over 35%, while **Auto Buying & Selling** is set to rise more than 10%, as purchase decisions edge forward. March marks the point where January's browsing and February's consideration culminate in heightened purchase intent.

## Personal Finance springs up

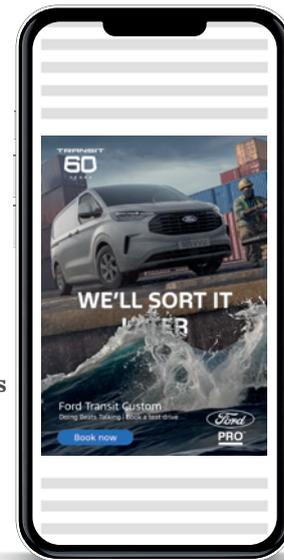
The April 5 tax year-end and ISA season ensures **Personal Finance** will rise by almost a quarter. As Q1 interest peaks, engagement volumes significantly exceed January levels. Within the category, expect **Personal Taxes** and **Retirement Planning** to rise 40-60%.

Broader interest in the Government's Spring Statement will cause **Financial Assistance** to rise by 25% as fiscal policy and official forecasts are revised. Within this, **Government Support & Welfare** will likely grow by 65% as benefits and entitlements are reviewed.

## March moments capture attention

The Cheltenham Festival delivers **Horse Racing's** first annual peak, with engagement set to nearly triple versus February. The roar of 260,000 racegoers creates a huge cross-over moment as **Betting & Gaming** increase by 75%. Growth for both categories continues into April when the Aintree and Ayr Grand Nationals take place.

Interest in the Oscars will drive **Movies** and **Pop Culture** engagement 15% respectively. With red-carpet coverage and winners' speeches, **Cinema Events** will also rise 40%. Expect a post-awards bump for prize-winning films, particularly within genres like **Documentaries**, which is set to grow 90%, as these are likely to influence viewing choices.



## TAKE ACTION

**Automotive** audiences accelerate with new car registrations, as January researchers become March buyers. Focus on **Auto Type** and **Buying & Selling** content to capture in-market motorists.

**Personal Finance** audiences surge ahead of the Spring Statement, 5 April tax-year end and ISA season. The latter will boost **Savings** and **Investing** page views.

Plan for March moments, the Oscars, Cheltenham and Mother's Day, as **Movies**, **Horse Racing** and **Gifting** peak when they take place.

+20%  
Automotive  
PVs growth

+50%  
Personal Taxes  
PVs growth



MON	TUE	WED	THU	FRI	SAT	SUN
						St. David's Day ● New Car Reg. Day ● Women's History Month ● Zero Discrimination Day ●
02  Purim ● Paris Fashion Week (Women's) ●	03	04	05  World Book Day ●	06 Winter Paralympics starts ● PDC UK Open Darts starts ● British Science Week ●	07	08  International Women's Day ●
09  Commonwealth Day ●	10 Cheltenham Festival starts (horse racing) ●	11	12	13  World Sleep Day ●	14	15 The Oscars ● Mother's Day ● Winter Paralympics ends ●
16	17  St Patrick's Day ●	18	19	20 Eid al-Fitre expected date ● Red Nose Day ● Spring Equinox (first day of Spring) ●	21	22  EFL Carabao Cup Final ●
23	24	25	26	27	28  Earth Hour ●	29 British Summer Time (clocks go forward) ● Palm Sunday ●
30  Easter school holidays (England) ●	31 Spring Statement (est.) ●					

## DATES FOR YOUR DIARY

### International Women's Day:

A focus on gender equality conversations prompts a 10% rise in **Women's Health** content, with engagement sustained through March as the week sparks wider discussions beyond the day itself.

**Eid al-Fitr:** Ramadan concludes with celebration, driving **Religious Events** interest to more than double as audiences research Eid prayers, traditions and celebrations to mark the conclusion of the holy month.

**British Summer Time:** The spring equinox promises longer days, better weather and the opportunity to spend more time outdoors. **Gardening** grows by 35% as green-fingered Brits embrace spring planting.

**World Book Day:** The celebration of **Children's Literature** fuels over 35% growth with the content, with parents and teachers seeking reading recommendations, costume ideas and celebratory activities.

**Spring Statement:** The Chancellor's Spring Statement contributes to **Business & Finance** interest, with **Economy** engagement up nearly 20% as business audiences digest the implications and economic forecasts.

**Mother's Day:** Treating mothers nationwide remains a priority for Brits with key gifting categories such as **Women's Accessories, Luxury Goods** and **Beauty** set to grow up to 15% month-on-month.

● ARTS & CULTURE ● LIFESTYLE ● SPORTS EVENTS ● HOLIDAYS & AWARENESS ● SEASONAL OCCASIONS ● OTHER

# The month with a spring in its step

April's celebratory occasions signal spring's true arrival. Those who keep their resolutions are no fools: the tax-year end and London Marathon offers anyone committed to their wealth and health goals the chance to flex both their financial and fitness muscles.

## Easter will crack open spring leaps

The Easter weekend and school holidays transform the nation's mood. Expect engagement with **Family & Relationships** and **Travel** to grow by up to 20%. Brits will be seeking leisure inspiration; from day trips and outdoor exploration to staycations, short-haul breaks and family-friendly experiences. **Children's Games & Toys** will rise 25% as parents prepare for the two-week school holiday. **Religious Events** will climb by 60% with the Easter weekend being a key moment of observance.

Easter revelry boosts **Food & Drink** topics. Sunday lunch menu planning drives **Slow Food** to 80% growth, while **Alcoholic Beverages** sees a 10% lift driven by gatherings to celebrate extra days off and the arrival of spring.

## Annual race days lift fitness and racing

The London Marathon creates the year's most concentrated fitness moment. Expect a 3x **Running** spike in the most dramatic single-event peak of the year. Where January sees audiences planning health transformations, April sees them executed. **Healthy Living** overall will climb 25% in April. Brits seek specific, actionable guidance rather than aspirational

motivation – expect related engagement growth of almost half for **Nutrition**.

The Grand National delivers April's other sporting spectacle when **Horse Racing** jumps 40% during the Aintree meet. As the UK's most-watched horse-racing event, The National creates a betting and viewing phenomenon to rival March's Cheltenham Festival, generating exceptional engagement. Plan for a rise of up to 15% for **Betting & Gaming**, as audiences turn to form guides, tips and sweepstake templates to fuel their plans to place a bet or two.

This positions April as a dual celebration. Easter activities bring joy; sporting moments build excitement.



## TAKE ACTION

Spring and the Easter weekend bring spending time with family and friends into focus. **Family & Relationships** and **Travel** audiences grow around these celebratory occasions.

Marathon fitness and inspiration dominates **Healthy Living**, creating one of the year's strongest monthly performances.

Finally, the tax-year reset and ISA season close provides a boost for **Personal Investing**, as engagement is sustained when the deadline passes.

3x  
Running  
PVs growth

+40%  
Horse Racing  
PVs growth



MON	TUE	WED	THU	FRI	SAT	SUN
		01 April Fool's Day ● Pesach starts (Passover) ● Stress Awareness Month ●	02 World Autism Day ●	03 Good Friday bank holiday ●●	04	05 End of tax year/ ISA contributions deadline ● Easter Sunday ●
06 Easter Monday bank holiday ●● Start of the tax year ●	07	08	09 The Grand National (Opening Day) ● Masters (golf) Tournament starts ●	10 Coachella Weekend 1 ● The Grand National (Ladies Day) ● National Siblings Day ●	11 The Grand National (Grand National Day) ●	12
13 Back to school (England) ●	14	15	16	17 Coachella Weekend 2 ●	18 Scottish Grand National ● World Snooker Championship starts ●	19
20	21	22 Earth Day ●	23 St. George's Day ●	24 Brick Lane Jazz Festival starts ●	25	26 London Marathon ●
27	28 World Team Table Tennis Championships starts ●	29 International Dance Day ●	30			

## DATES FOR YOUR DIARY

**The Olivier Awards:** The honours celebrating the best of British theatre turns 50 in 2026. Expect **Theatre** interest to lift by 40% as culture enthusiasts follow red carpet glamour and acceptance speeches from Britain's finest performers.

**Masters Golf:** Augusta National captivates golf enthusiasts during April's second week. **Golf** page views climb 2.5x as fans follow leaderboards, legendary course moments and tradition-steeped competition at one of sport's most prestigious tournaments.

**April Fools' Day:** Britain's mischief moment sees brands and media compete for viral pranks. **Humour & Satire** rises 30% as audiences absorb what's real and what's an elaborate hoax on deception day.

**Coachella Festival:** California's phenomenon influences UK festival planning. **Festival** content surges almost 20% as fashion trends, lineups and livestream moments dominate, building summer anticipation.

**World Snooker Championships:** Sheffield's Crucible hosts snooker's premier event through late April into May. **Snooker** engagement surges 5x month on month as Brits go potty for the sport during the tournament.

**Bank Holiday Weekend:** Spring weather and extended leisure time drive **Outdoor Decorating** to 2.5x growth as homeowners tackle garden and outdoor projects during the long weekend break.

● ARTS & CULTURE

● LIFESTYLE

● SPORTS EVENTS

● HOLIDAYS & AWARENESS

● SEASONAL OCCASIONS

● OTHER

# May's festival of must-watch moments

Unmissable May is a month for appointment-to-view television drama and wild theatrics. Football finals provide on-the-pitch thrills, while Eurovision serves up the continent's biggest musical event. Two bank holidays bookend these showpiece spectacles.

## Bank holidays bring late spring joy

The first bank holiday launches May's festivities. Expect **Events & Attractions** interest to rise, driven by a 90% **Bank Holidays** lift. **BBQs & Grilling** and **World Cuisines** will also rise 2-3x as the barbecue season meets entertaining, outdoor dining and garden parties. Spring half-term coincides with the second bank holiday, creating opportunities for domestic travel and family entertainment.

**Travel** starts to climb again, with a later booking surge, driving **Air Travel** engagement to increase by 10%, as holidaymakers finalise summer plans. While European holiday destinations will hold steady, expect engagement with USA, Canada and Mexico content to grow as World Cup fans seek last-minute options.

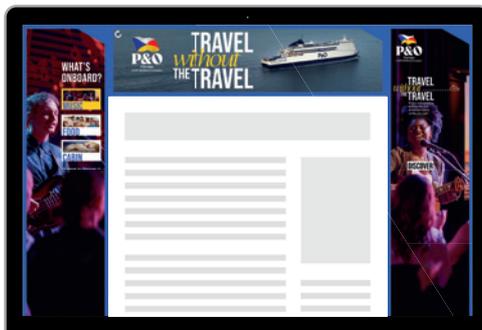
## Football finals build World Cup expectation

Football's major finals will help build momentum for the 2026 World Cup. The FA Cup Final kicks

off May's football narrative, while the regular season's close heightens emotional investment. Mid-month intensity comes from the UEFA Europa League final and EFL Championship Play-Off Final, while the UEFA Champions League Final delivers the climax. Attention then shifts to World Cup squad announcements and tournament preparation, with **Football** engagement expected to rise by up to 30%.

Plan for a pattern similar to the lead up to Euro 2024 – steady engagement growth through May before June's tournament surge. World Cup anticipation is set to be even stronger, driven by hopes for the home nations. Squad speculation, friendly match analysis and tournament build-up will keep interest high once the season ends.

May's Eurovision Song Contest is an appointment-to-view spectacle. This huge cultural moment, lifts **Music & Audio** by up to 40%, while **Music TV** (9x) and **International Music** (18x) surge significantly.



## TAKE ACTION

Establish presence in May during the bank and half term holidays. While activity seeking family audiences will grow with school out, also plan for an **Education** surge as exam season begins.

Eurovision delivers one of the year's most dramatic music spikes. Deploy contest-week precision to capture the surge in **International Music** and **Music TV**.

The football season finale delivers sustained audience growth that will continue to build in June when the World Cup kicks off.

+90%  
Bank  
Holidays PVs  
growth

9x  
Music TV  
PVs growth



MON	TUE	WED	THU	FRI	SAT	SUN
				01	02	03
					Free Comic Book Day ●	World Press Freedom Day ●
04	05	06	07	08	09	10
Star Wars Day ● Early May bank holiday ● Met Gala ●			UK local elections ● Scottish Parliament election ● Senedd election ●			
11	12	13	14	15	16	17
Mental Health Awareness Week ● PGA Championship starts ●	Cannes Film Festival starts ●				Eurovision Song Contest final ● FA Cup Final ●	
18	19	20	21	22	23	24
Roland-Garros (tennis) ● International Museum Day ●	RHS Chelsea Flower Show starts ●	UEFA Europa League final ●	Hay Festival starts ● Shavuot starts ● Global Accessibility Awareness Day ●		UEFA Champions League final (women) ● EFL Championship Play-Off Final ●	End of Premier League season ●
25	26	27	28	29	30	31
Spring bank holiday ● May half term (England) ●		Eid al-Adha starts ●			Mighty Hoopla starts ● UEFA Champions League final (men) ●	Women's FA Cup final ●

## DATES FOR YOUR DIARY

### RHS Chelsea Flower Show:

Britain's premier horticultural event blooms mid-May.

**Gardening** blossoms by more than 20% as show gardens, floral displays and planting inspiration drive engagement during Britain's most celebrated gardening week.

### PGA Golf Championships:

The second major of the golf calendar captivates fans, with **Sports TV** and **Sporting Events** expected to rise by up to 20% as viewers follow leaderboards and the unfolding championship drama at this prestigious tournament.

**UK Local Elections:** Local council elections drive civic engagement across England, Scotland and Wales. **Political Events** interest will rise 75% as voters research candidates, manifestos and local issues.

### Mental Health Awareness Week:

Expect a rise in **Mental Health** content. The wellness campaign will boost **Health Care** interest by 10%, while public health messaging lifts **Medical Research** to over 2x. Together, these trends position May as a month of holistic wellbeing.

### Cannes Film Festival:

The French Riviera's premier film festival captivates cinema enthusiasts. **Celebrity Style** climbs two-thirds in early May, driven by red-carpet glamour and premiere coverage during the festival's legendary two-week run.

**Star Wars Day:** May the Fourth celebrates cinema's most enduring blockbuster saga. **Science Fiction Movies** content rises 10% as fans dive into nostalgic rewatches and franchise speculation.

● ARTS & CULTURE

● LIFESTYLE

● SPORTS EVENTS

● HOLIDAYS & AWARENESS

● SEASONAL OCCASIONS

● OTHER

# The World Cup boots up summer fun

June kicks off summer with a festival of sport, music and fun. The FIFA World Cup 2026 begins 11 June, delivering four weeks of football fever. Expect passionate home nations to drive sport engagement to historic heights.

## World Cup and Wimbledon fire up sport

From kick-off, the FIFA World Cup 2026 will dominate June. **Sport** and **Football** engagement will soar, with both up more than 20% compared to May. During the 2024 Euros, **Football** page views averaged 60m per week – and the World Cup’s global scale will amplify that intensity even further.

With home nations qualifying, multiple narratives will drive sustained engagement through the group stages and into the knockout rounds. Squad news, match previews, tactical breakdowns and post-match analysis will enthrall both fair-weather and die-hard fans.

Wimbledon begins on 29 June, creating the month’s closing crescendo. **Tennis** engagement is expected to surge by 90% in June when the French Open and Queens also take place, which will build to a peak during the finals in July.

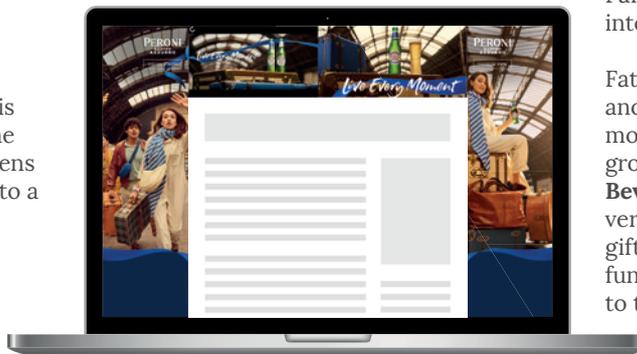
**Sport** page views will reach the third highest point of the year.

## Festivals bring summer celebrations to the fore

Positioning June as a month for inclusivity and equality awareness, Pride Month celebrates LGBTQ+ culture with events taking place across the UK and globally. **Gay Life** content will climb up to 10% month on month. The four-week celebration generates sustained engagement beyond a single month with Pride celebrations scheduled to take place in London and Brighton & Hove in July and August 2026.

Festival season also accelerates as the summer approaches. Download Festival, the Isle of Wight Festival and BST Hyde Park concerts will increase **Festival** interest by 2.5x compared to May.

Father’s Day falls on 21 June, creating another concentrated gifting moment. Expect **Men’s Fashion** to grow by over 10%, with **Alcoholic Beverages** rising by a similar amount versus May. Experience-focused gifting – including summer-themed fun and activities – is also expected to trend upward.



## TAKE ACTION

Major tournaments will amplify **Sport**, with the World Cup significantly boosting a schedule already packed with **Tennis, Cricket** and **Horse Racing**. Leverage **Football** interest to reach the broadest sport fandom.

Glastonbury may be missed, but **Festival** audiences will grow as alternatives like Download or the Isle of Wight capture **Music & Audio** interest.

**Travel** begins its summer ascent, particularly for late family holiday planning, as the education year ends.

+20%  
Sport PVs  
growth

2.5x  
Festivals  
PVs growth



MON	TUE	WED	THU	FRI	SAT	SUN
01 Pride Month ● 100th birthday of Marilyn Monroe ●	02	03	04 Primavera Sound Barcelona starts ● Monaco ● Grand Prix starts ●	05 World ● Environment Day ● The Derby Festival (Ladies Day) ● Chestertons ● Polo in the Park starts ●	06 The Derby Festival (Derby Day) ● D-Day ● Anniversary Commemoration Ceremony ●	07
08 Men's Health Week ●	09	10 Download ● Festival begins ● 24 Hours of Le Mans starts ●	11 FIFA World Cup kicks off ● Primavera Sound Porto starts ●	12	13 The King's Birthday Parade (Trooping the Colour) ●	14 World Blood Donor Day ●
15	16 Royal Ascot begins ● Islamic New Year / Muharram 1 starts ●	17	18 U.S. Open – golf (men's) starts ● Isle of Wight Festival starts ●	19 TRNSMT Festival starts ●	20 Parklife Festival starts ●	21 Father's Day ● Summer Solstice ●
22 Windrush Day ●	23 Paris Men's Fashion Week starts ●	24 Midsummer's Day ●	25	26	27 BST Hyde Park starts ●	28
29 The Championships, Wimbledon ●	30					

## DATES FOR YOUR DIARY

**Monaco Grand Prix:** The glamorous street circuit will drive motorsport enthusiasts to **Formula 1** content, which rises by 15% as fans engage with qualifying drama, celebrity attendance and race-day results.

**Summer Solstice:** The longest day of the year boosts outdoor activity as the ever-optimistic Brits turn to **Weather** content – lifting it by 40% – to plan outdoor celebrations, barbecues and late-evening activities.

**D-Day Anniversary:** The event's anniversary will drive remembrance and historical-focused content. **History** and **Modern History** content will grow up to 20% as Brits reflect on the significance of the occasion.

**Days at the races:** The Epsom Derby and Royal Ascot cause **Horse Racing** engagement to jump 3.5x higher in June. Race-day style lifts **Women's Hats** to 2x growth, while **Betting & Gaming** rises by 50%.

**Men's Health Week:** The mid-June awareness campaign drives **Men's Health** content to 50% growth, as wellness conversations continue from May's Mental Health Awareness Week. June extends wellness focus beyond the physical.

**Islamic New Year/Muharram 1:** The Islamic calendar's new year will see **Islam** content grow 75% as faith followers research New Year traditions and Muharram observances during this important period of reflection and renewal.

● ARTS & CULTURE

● LIFESTYLE

● SPORTS EVENTS

● HOLIDAYS & AWARENESS

● SEASONAL OCCASIONS

● OTHER

# Spotlight 2026 WORLD CUP FEVER

Heightened football fever ensues across the globe as the FIFA World Cup takes place in June and July. The build has already begun and will continue to draw in football fans as the world's most-watched footballing spectacle unfolds.

## THE BIGGEST EVER IN NUMBERS

### 3 WORLD CUP HOST NATIONS



ACROSS **16** CITIES

DAYS  
**39**

UP BY  
**22%**

**104**  
GAMES

**64%**  
INCREASE

TEAMS  
**48**

UP BY  
**50%**



**9**  
MATCHES WILL  
BE PLAYED BY  
THE WORLD CUP  
FINAL TEAMS

FOOTBALL TICKET

**7 MILLION**  
TICKETS AVAILABLE

TICKET

TICKET NO. 12 345 678

## ALL TIME BEST

### COUNTRIES WITH MOST WINS

BRAZIL **5**

GERMANY & ITALY **4**

### TOP GOAL SCORERS

GERD MÜLLER **14** GOALS

MIROSLAV KLOSE **16** GOALS

RONALDO **15** GOALS

PLAYER WITH MOST  
WORLD CUP WINS

**3**  
PELÉ

## AUDIENCES & BEHAVIOURS

HUMAN CONNECTIONS AT SCALE

20 MILLION  
FOOTBALL FAN USERS

16 MILLION  
FAN ZONE USERS

25 MILLION  
CULTURE MOMENT USERS

i300  
FANTASY SPORTS

i139  
COUPE CARS

i155  
SPORTS MEDICINE

i127  
VIDEO GAMING

i159  
MOBILE GAMES

i132  
ACTION MOVIES

i173  
PARTICIPANT SPORTS

i122  
MUSIC & AUDIO

i117  
MENS SPORTSWEAR

Index of interest compared to the average Ozone user

## ENGAGEMENT GROWTH

LIVING AUDIENCE INTELLIGENCE

## LEVERAGE STUDIOZONE

CONTEXT RESPONSIVE CREATIVE

30% TYPICAL ENGAGEMENT GROWTH IN MAJOR TOURNAMENTS

MEN'S FIFA WORLD CUP 2022

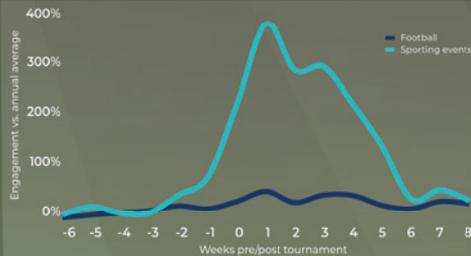
+29%

MEN'S UEFA EUROS 2024

+26%

MEN'S UEFA EUROS 2024 OPENING GAME

4.5x



INTEREST BUILDS TWO WEEKS BEFORE OPENING MATCH

OZONE'S IN-HOUSE CREATIVE STUDIO BUILD CREATIVES TO TAP INTO THE KEY CATEGORIES AND ENGAGEMENT OPPORTUNITIES

OWN KEY MOMENTS WITH INTERACTIVE SKINS

COMPLEMENT VIDEO WITH LAYERED MESSAGING



Engagement lift vs. the season average

# Summer travel takes off

Summer's first full month transforms Britain into an outdoor celebration. The World Cup, Wimbledon and Commonwealth Games spectacles, along with school holiday freedom, add to the lively atmosphere. Holidaymakers drive **Travel** to a first summer peak.

## School break up ups travel

**Travel** engagement will continue to grow by up to 15% as the school summer holidays commence across Britain. With family breaks top-of-mind, **Travelling with Kids** will grow 2.5x. Expect 10-15% lifts for **Travel Locations** and **Travel Type**, including **Road, Rail and Local Public Transport**. Practical travel content helps audiences research travel essentials and other key holiday destinations information: **Holiday Shopping** will grow almost 3x, with **Travel Accessories** and **Travel Books** up 20-25%.

## Sporting highs

**Sport** will climb again by more than 20% as July sustains June's tournament momentum.

Wimbledon will drive **Tennis** to 4x growth as The Championships reach their dramatic finals. The Tour de France and Le Tour Femmes will captivate bike enthusiasts, with **Cycling** surging up to 55%. **Formula 1** will climb by over 40%, fuelled by home-nation excitement around the British Grand Prix. Expect World Cup knockout drama and the showpiece final – which will feature NFL-style half-time entertainment – to carry June's **Football** fever into July.

## Dining alfresco drives food

Seasonal food trends and holiday dining leads **Food & Drink** to a 15% lift. **World Cuisines** and **Healthy Eating** will grow 25% each – making them July's standout category performers. **Cooking and Alcoholic Beverages** will surge 10-25% as summer hosting increases, while **Dining Out** also rises up to 20% as Brits make the most of alfresco dining options during the warmer months.

The British summer mindset shifts decisively as audiences connect outdoor celebrations with live sporting spectacles. From recipe content and trending summer tipple inspiration to live sport viewing guides, July is the time to tap into these moments.



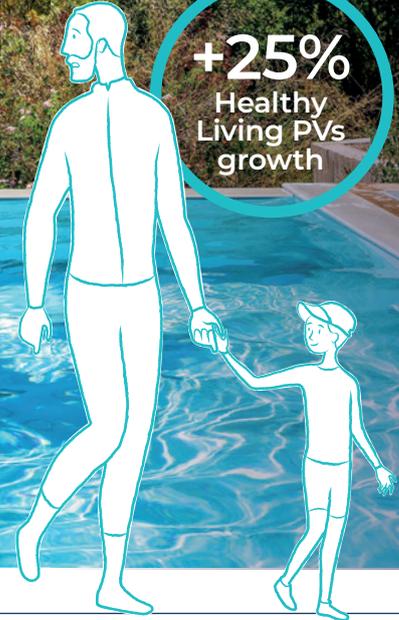
## TAKE ACTION

Travel's six month runway from research and inspiration to planning and booking takes off in July. With content related to final logistics and family holidays performing particularly well, **Travel** truly peaks this month.

The summer of sport builds to a crescendo as major championships offer brands an opportunity to connect with highly engaged **Sporting** audiences. Being present throughout is essential. Consider timing activations around key results, talking points or personalities as new sports heroes emerge.

**2.5x**  
Travelling  
with Kids PVs  
growth

**+25%**  
Healthy  
Living PVs  
growth



MON	TUE	WED	THU	FRI	SAT	SUN
		01	02	03	04	05
		South Asian Heritage Month ●		Formula 1 British Grand Prix starts ●	Independence Day (USA 250th birthday) ● Tour de France starts ●	
06	07	08	09	10	11	12
Paris Haute Couture Week starts ●	Llangollen International Musical Eisteddfod starts ●	RHS Badminton ● Flower Show starts ●				
13	14	15	16	17	18	19
			The Open ● Championship (golf) starts ●	Edinburgh Jazz & Blues Festival ●	Mandela Day ● London Athletics Meet (Diamond League) ●	FIFA World Cup final ●
20	21	22	23	24	25	26
	Schools begin to break up for summer holidays (England) ●		Commonwealth Games starts ● Latitude Festival ● starts ●			
27	28	29	30	31		
		AIG Women's Open (golf) starts ●				

## DATES FOR YOUR DIARY

### The Open Championships:

Golf's oldest major championships tees up **Golf** engagement, which will rise 10% higher than June. British course conditions and historic tournament traditions at iconic venues draw viewers into this one-shot putting party.

**Latitude Festival:** With music-loving Brits primed to pitch up at even more summer festivals in July, including Latitude, expect **Rock Concert** interest to grow by more than 2x. Festival chic will drive **Fashion Trends** to 15% growth.

### Independence Day:

In 2026, America's 250th birthday will drive increased transatlantic interest. Expect **American Cuisine** to grow up to 25% as Brits dine out on the best of American BBQ food and 'low and slow' cook culture.

**Tour de France (Femme):** The world's greatest cycling races will mesmerise bike fans throughout July – with **Cycling** expected to surge by 55% as British riders' performances, mountain stages and sprint finishes generate daily engagement.

**British Grand Prix:** Silverstone hosts Britain's home race, driving **Formula 1** content to growth of nearly 40% versus the previous month, as excitement for a home win for a British driver boosts interest.

**Commonwealth Games:** Glasgow will host the Commonwealth Games this year. Featuring a plethora of Olympic-style sports, engagement with related content is expected to nearly triple.



# Revelry pivots to autumn planning

It's the final summer flourish as autumn's shadow looms. Exam result excitement collides with Edinburgh Fringe entertainment, while the bank holiday weekend creates August revelry. It's a time when academic futures, artistic expression and summer fun feature.

## Academia and the arts collide

While **Education's** overall performance in August can't match July's end of term rush, we still expect to see a mid-month engagement boost. **Educational Assessment** content sees a 3.5x lift as students, parents and teachers research grading, results interpretation and next steps as the nation's A-Level and GCSE results are confirmed.

University clearing activates immediately post-results, driving **College Life**, **Administration** and **Planning** content to 2-3x lifts as students secure last-minute places, determining their academic futures. The results trigger parents to begin back-to-school preparations – supplies, uniform requirements and September routines – as August switches from holiday mode to academic year anticipation. As a result, expect significant lifts of 6x for **Study** and **Textbooks**.

Taking centre stage through August, the Edinburgh Festival Fringe transforms Scotland's capital with thousands of comedy shows, performances and cultural events. **Arts & Culture** content grows up to 10%. As the month-long celebration of the arts takes place, expect growth from **Comedy Events** (+90%), **Theatre** (+20%) and **Dance** (+15%).

## The last days of summer

The Summer bank holiday transforms late August into nationwide revelry, driving growth across the **Events & Attractions** category. **Bank Holiday** engagement will increase by nearly 90%.

## Festivals take a bow

Elsewhere, and building on Fringe interest, **Festival** content rises 15% compared to previous months as Reading and Leeds and the Notting Hill Carnival take place. Expect **Music & Audio** to rise, driven by genre interest in **Rock**, **Alternative** and **Reggae** music. The weekend's final summer opportunity for a travel escape boosts **Last Minute Travel** to a 5.5x lift, as Brits make a break for it.



## TAKE ACTION

Edinburgh Fringe and late-August revelry cause arts, events and music audiences to surge. Plan activity to match festival timings and the bank holiday.

Exam results trigger **Educational Assessment** audiences to surge following GCSEs, while **University Education** peaks with A-level results, so begin back-to-school campaigns.

**Travel** sustains peak-season momentum. Maintain a continuous presence throughout August to capture spontaneous late-summer bookings.

3.5x

Educational  
Assessment  
PVs growth

+90%

Comedy  
Events PVs  
growth



MON	TUE	WED	THU	FRI	SAT	SUN
					01 Brighton & Hove Pride starts ● Tour de France Femmes starts ●	02 Commonwealth Games end ●
03 Summer bank holiday (Scotland) ●	04	05	06 Cycle to Work Day ●	07 Edinburgh Festival Fringe starts ●	08	09
10 European Athletics Championships starts ●	11	12 Total solar eclipse ●	13 A-Level results day ●	14	15	16
17	18	19	20 GCSE results day ●	21	22 Premier League 2026/27 season starts ●	23
24	25	26	27 Reading & Leeds Festival begins ●	28	29 Notting Hill Carnival starts ●	30 US Open (tennis) starts ●
31 Summer bank holiday (excluding Scotland) ●						

## DATES FOR YOUR DIARY

**US Open:** While the Queens' New York City setting doesn't match the glamour and tradition of Wimbledon, tennis fans looking to place a wager on their tournament favourites is set to grow **Betting & Gaming** by almost 20%.

**Brighton Pride:** The UK's largest Pride event takes place on the south coast of England. Brighton & Hove Pride interest will boost **Gay Life** content engagement to 10% growth compared to July.

**Edinburgh Fringe:** The world's largest arts festival captivates Scotland throughout August. **Theatre** content rises 20% as festival-goers and culture enthusiasts enjoy show reviews and comedy coverage.

**New football season:** Football fever continues in August as the 2026/2027 season kicks off. Fantasy league fans will drive **Fantasy Sports** engagement to 6.5x growth, as team selections and tweaks are made to their virtual squads.

**Cycle to Work:** The UK's biggest celebration of everyday cycling takes place in early August and will peddle up interest in more sustainable commuting options. **Sports Equipment** is set to rise by almost 15%.

**Notting Hill Carnival:** Europe's largest street festival concludes August Bank Holiday weekend. Carnival chic drives **Street Style** to 10x growth, while **Urban Contemporary Music** sees a 3.5x lift.

● ARTS & CULTURE ● LIFESTYLE ● SPORTS EVENTS ● HOLIDAYS & AWARENESS ● SEASONAL OCCASIONS ● OTHER

# September's hard reset

Back-to-school September provides a hard summer reset for parents, pupils and students, as summer freedom ends and new routines begin. The autumn approach also offers other opportunities – from new tech to the year's second car registration launch.

## School's back as autumn falls

Planning may have started in August, but September is the key back-to-school month. Expect **Education** engagement to grow by more than 20% as the new term begins. **Secondary Education** will lead the charge, with a 3x lift, followed by **Primary** and **College Education**, which will grow 40%-70%. Interest in alternative educational options will boost **Homeschooling** and **Online Education** to similar increases.

For those entering the workforce from an educational setting for the first time, **Careers** interest will heighten. Overall, the category will grow by 10%. Those seeking trusted guidance to aid their employment choices boost **Careers Advice** engagement significantly – up 2x – while **Job Search** will grow by 20%.

## Apple Event excites

New tech launches now dominate the year's ninth month and September's Apple Event offers surprise and delight for tech-

loving audiences. Expect coverage to boost **Business Expos** engagement 3.5x, while **Consumer Electronics** will grow by up to 20%, as new device demand intensifies.

Apple's slew of new product launches across its range of delectable products will drive increased engagement with **Tablets**, **Smartphones** and **Wearable Technology** content, with growth of 30-50%. Reviews and new product teardowns, testing and pricing drives excitement for these frequently upgraded products. Additionally, expect **Laptop** engagement to grow by up to 10%.



New technology interest extends to **Auto Technology**, which will grow by 50%. For the second time in the year, motorists are treated to another car registration launch in September. While interest in **Car Culture** remains high, with content engagement doubling, March remains the peak for overall engagement, but plan for 10% **Automotive** growth in August.

## TAKE ACTION

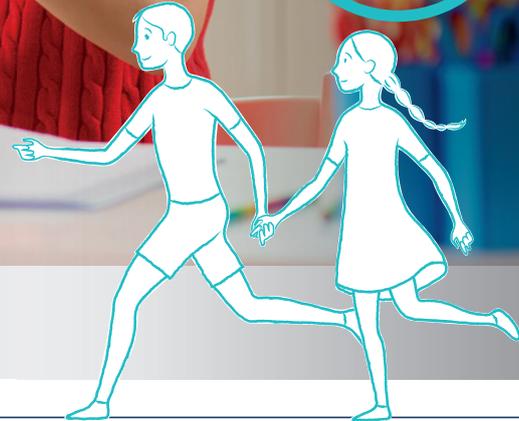
September's sharp, end-of-summer reset sees **Education** audiences peak. Launch campaigns after mid-August exam results to capture back-to-school planning.

At the same time, **Careers** audiences hit an annual peak for job searches, with September acting as a critical point for graduates and those seeking a change.

Technology audiences surge on **Apple Event** interest as the latest device launches and software updates create buzz. Expect tech interest to remain high throughout Q4.

+20%  
Education  
PVs growth

+50%  
Smartphone  
PVs growth



MON	TUE	WED	THU	FRI	SAT	SUN
	01	02	03	04	05	06
	New Car Registration Day Back to School week (England)	Venice International Film Festival starts				
07	08	09	10	11	12	13
iQFOIL World Championship starts Know Your Numbers! Week expected date			World Suicide Prevention Day	Rosh Hashanah (Jewish New Year) starts	Last Night of the Proms London Design Festival starts	Great North Run
14	15	16	17	18	19	20
			London Fashion Week starts	International Equal Pay Day		Yom Kippur starts
21	22	23	24	25	26	27
International Day of Peace		Milan Fashion Week starts Autumn Equinox				
28	29	30				
Paris Fashion Week starts						

## DATES FOR YOUR DIARY

**Autumn Equinox:** As the days continue to get shorter and the nights longer until the Winter Solstice, expect **Space & Astronomy** content to grow as the equinox creates more chances to see Aurora Borealis.

**Great North Run:** Expect engagement with **Running & Jogging** content to more than double as Brits seek inspiration from the world's largest half marathon starting in Newcastle.

**Last Night of the Proms:** Classical music lovers will tune in to the BBC broadcast from the Royal Albert Hall. Expect to see **Music TV** engagement double as the summer season of daily classical music concerts comes to an epic close.

**Fashion Weeks:** New York, London, Milan and Paris stage the year's second round of fashion majors. **Fashion Events, Designer Clothes, High Fashion** and **Fashion Trends** grow between 20-70% as the Spring/Summer collections are unveiled.

**Yom Kippur:** The 'Day of Atonement' marks the holiest day of the year in Judaism – expect **Spirituality** content to double as the day turns to reflection and repentance.

**Apple Event:** **Smartphone** and **Phone Services** engagement will grow up to 50%, as new tech-lovers obsess over the latest releases and seek out the best deals to nab the new iPhone.

● ARTS & CULTURE ● LIFESTYLE ● SPORTS EVENTS ● HOLIDAYS & AWARENESS ● SEASONAL OCCASIONS ● OTHER

# Cosy season clocks on

As the clocks fall back and Daylight Saving Time ends, cosy season sets in. While darker days and colder weather may keep Brits indoors, comfort is found in food, literary inspiration and autumn TV. Halloween's fright fest thrills as the month concludes.

## Brits settle in for home comforts

Sweater weather settles Brits into new routines. Gone are light, summer meals, enjoyed outside; it's now time for hearty roasts and comfort food. Expect **Food & Drink** engagement to lift by up to 20%, with **Slow Food** rising by 85% month on month as warming recipes inspire. Consider planning for the winter wellness trend that drives a 25% lift for **Nutrition**.

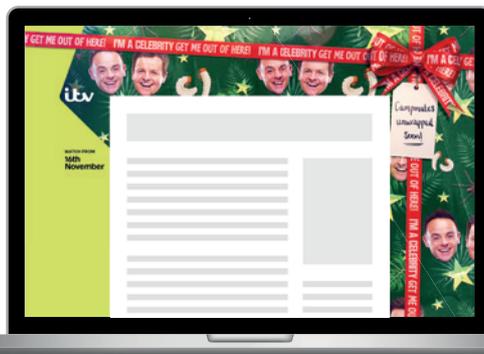
The autumn television schedule, featuring firm favourites the Great British Bake Off and Strictly Come Dancing, keep couch-loving Brits entertained. Overall, anticipate the **Television** category to grow by more than 10% in October. There will be growth for **Dance, Reality TV and Desserts & Baking** engagement as a result.

## Events that always lighten the mood

October's other celebratory focal point arrives on 31 October as Halloween offers frightful fun. Supermarkets, stocked with a wide

range of spooky treats and supplies, provide ease for those marking the occasion at house parties. **Grocery Shopping** interest lifts by 20% month on month. **Party Supplies & Decorations** and **Costume** content will surge significantly, up 4x and 2x respectively, while **Children's Games & Toys** will grow by 50%. Plan for **Horror Movies** growth, which will rise by 45% as audiences indulge their film-fright interests.

The autumn's religious occasions, including Diwali and Yom Kippur, are celebrated by Brits across the faith spectrum in October and November, depending on when they fall. Expect **Religion & Spirituality** and **Religious Events** engagement to grow by up to 50%. Plan for surging **Hinduism** and **Judaism** interest, with 5x lifts respectively. Floral decorations for Diwali will drive **Flower Shopping** to 4x growth month on month. Diwali is scheduled to fall in November this year, so in 2026 plan for the engagement lifts we have typically seen in October, a month later.



## TAKE ACTION

Snug comforts meet winter wellness as October's clock change boosts seasonal engagement with nourishing content. **Food & Drink** audiences, supported by comfort food trends, ascend while autumn **Television** contributes to the onset of cosy season.

Half-term planning causes school holiday content to rise. Parents drive a significant spike in activity planning. **Grocery Shopping** and **Party Supplies** explode for Halloween. Time activations for half term to capture in-moment engagement.

+20%  
Food &  
Drink PVs  
growth

4x  
Party Supplies  
PVs growth



MON	TUE	WED	THU	FRI	SAT	SUN
			01 Breast Cancer Awareness Month ● Black History Month ● Stoptober / Sober October ●	02	03	04
05 National Work Life Week ●	06 Para Fencing European Championships ●	07 BFI London Film Festival starts ●	08	09	10 World Mental Health Day ●	11 National Coming Out Day ● Navaratri (Hindu) starts ●
12	13	14	15	16 World Food Day ●	17	18
19	20	21	22	23	24 United Nations Day ●	25 End of British Summertime ●
26 October half term ● (England)	27	28	29	30	31 Halloween ●	

## DATES FOR YOUR DIARY

### BFI London Film Festival:

Britain's biggest film festival celebrates its 70th anniversary in 2026. Interest in special screenings, movie-star appearances and film debate will boost **Movies** engagement by up to 10% month on month.

### Black History Month:

The month-long celebration provides an opportunity to share, celebrate and understand the impact of black heritage and culture. Expect **History** engagement to rise by almost 30% in October.

### World Mental Health Day:

The international day for global mental health education, awareness and advocacy on 10 October grows interest in related content. Expect **Wellness** and **Healthcare** engagement to rise by up to 15%.

### Halloween:

October's annual fright-fest fixture continues to enrapture Brits nationwide when it takes place at the end of the month. Expect **Party Supplies & Decorations** to grow by 4x as homes, schools, workplaces and hospitality settings embrace the fun.

**Stoptober:** Tackling nicotine addiction, Stoptober is the annual UK public health campaign that encourages smokers to quit. **Smoking Cessation** engagement will grow dramatically, up more than 10x in October.

**Breast Cancer Awareness Month:** Observed every October, **Women's Health** engagement will rise by 30% as awareness, early detection and support for those affected by the disease is encouraged.

● ARTS & CULTURE ● LIFESTYLE ● SPORTS EVENTS ● HOLIDAYS & AWARENESS ● SEASONAL OCCASIONS ● OTHER

# Brits budget for mega sales spending

November is the year's biggest month for **Shopping**, with mega sales driving this splurge. The shift into winter drives audiences to **Wellness** and **Health** content as the 'great lock-in' trend influences sustained habits ahead of a New Year reset.

## Mega sales bring forth deals and discounts

November is the biggest shopping moment of the year with Black Friday and Cyber Monday. **Shopping** engagement's 30% lift will be driven by **Sales & Promotions** and **Coupons & Discounts**, which rise 7x and 75% respectively, as Brits keep track of the best deals across multiple product lines.

Key gifting categories will see consumers getting ahead of **Christmas Shopping**, which is expected to grow over 2x. **Beauty** categories, like **Makeup & Accessories** and **Perfume**, will grow by 25%-45% and **Cosmetics for Men** will double compared to the previous month. Big-ticket items, from **Wearable Technology** and **Tablets & E-readers** will see similar growth – with **E-books** interest up by 75% as audiences make the most of these page-turning deals.

For video gaming fans, the highly anticipated release as Grand Theft Auto VI in November 2026 will likely lift interest in discounts and deals for PC, console or hand-held devices during this year's mega-sales period.

## Winter wellness focus

The colder months will bring attention to **Wellness** and

**Nutrition**, which are expected to grow by up to 20%, while 'cold and flu' season boosts **Medical Health** engagement by 10%. The 'great lock-in' trend will drive sustained interest with **Fitness & Exercise**, as consumers aim to establish new habits ahead of the new year.

## Autumn Budget impact

The Government's major fiscal event – the Autumn Budget – moved from October in 2024 to November in 2025. Timed during Black Friday week, anticipation and analysis regarding fiscal policy changes drove **Personal Finance** growth due to a 50% uptick for **Personal Taxes**. Should the Budget remain in November this year, plan for a similar pattern as Brits seek to understand the impact.



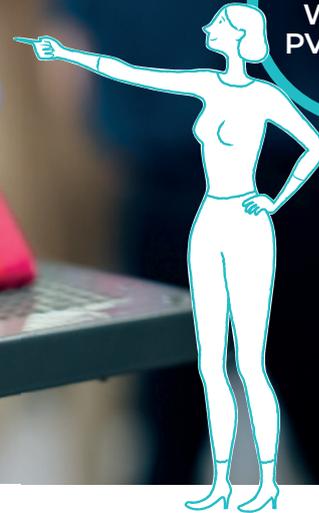
## TAKE ACTION

November's retail rush features an abundance of discounts and deals across **Beauty, Tech, Gaming** and **Fashion**. Brands should capitalise on audiences as they seek deals on self- or festive-gifting. Regardless of its timing, the Autumn Budget will likely impact spending.

Leverage the 'great lock-in' trend for winter wellness. Support those adopting their health goals early to beat the January rush. Audiences are trying to build habits now, rather than waiting for the New Year.

**7x**  
Sales & Promotions PVs growth

**+20%**  
Wellness PVs growth



MON	TUE	WED	THU	FRI	SAT	SUN
						<b>01</b> Movember ● World Vegan Day ●
<b>02</b> All Souls' Day ● (Day of the Dead – Día de Muertos)	<b>03</b>	<b>04</b>	<b>05</b> Bonfire Night ●	<b>06</b>	<b>07</b>	<b>08</b> Remembrance Sunday ● Diwali ●
<b>09</b> UNFCCC COP31 ● starts	<b>10</b>	<b>11</b> Remembrance ● Day (Armistice Day)	<b>12</b>	<b>13</b>	<b>14</b> Grand Slam ● of Darts starts King Charles III ● real 78th birthday	<b>15</b>
<b>16</b>	<b>17</b>	<b>18</b>	<b>19</b> International ● Men's Day Grand Theft Auto ● VI release date	<b>20</b>	<b>21</b>	<b>22</b>
<b>23</b>	<b>24</b>	<b>25</b>	<b>26</b> Thanksgiving ● (USA)	<b>27</b> Black Friday ●	<b>28</b>	<b>29</b>
<b>30</b> St. Andrew's Day ● Cyber Monday ●						

## DATES FOR YOUR DIARY

**Remembrance Sunday:** The day of commemoration and reflection for those who served in the two World Wars and all subsequent conflicts will see **Heads of State** grow 40%, as the King leads the country in a silence from the Cenotaph in Whitehall.

**November:** The spotlight this month shines on **Men's Health**, which will influence moustache and page views growth by up to 15% as Movember fundraising takes place across the country.

**Diwali:** The festival of lights will see **Religious Events** and **Hinduism** content shine up to 2-3x brighter, with audiences learning about the Hindu holiday that recognises the defeat of light over darkness.

**Thanksgiving:** The American holiday will see Brits dissecting weird and wonderful American cuisines and hosting Turkey Day celebrations - driving **Home Entertaining** up by 3x versus October.

**St Andrew's Day:** A vibrant celebration of Scottish culture, heritage, and community will drive **National & Civic Holidays** up by 45% as Scots host hoolies and indulge in cranachan.

**Bonfire Night:** Remember, remember... An epic night of fireworks and history on 5 November, will see **Events & Attractions** engagement rocket, caused by a 65% lift off for **Party Supplies & Decorations**.



● ARTS & CULTURE ● LIFESTYLE ● SPORTS EVENTS ● HOLIDAYS & AWARENESS ● SEASONAL OCCASIONS ● OTHER

Spotlight

# BLACK FRIDAY SALES BONANZA

November signals the peak of the annual retail calendar, as consumers seek out the best deals and discounts during Black Friday. The lead-in to the festive season also creates additional purchase opportunities – from self-gifting to early Christmas preparations.

## UK GROWTH TRENDS 2025

### TOTAL SPENDING EXPECTED TO REACH\*

£6.4bn

+15%  
UP YOY

### SHOPPERS ONLINE SPENDING\*\*

£3.8bn

+4.6%  
UP YOY

### RECORD TRANSACTION VOLUME\*\*\*

11.9m

+8.7%  
UP YOY

### TOP GROWTH SECTOR



+6.1%  
UP YOY

PHARMACY, HEALTH  
AND BEAUTY\*\*\*

DRIVEN BY WELLNESS TRENDS

## KEY CATEGORY TRENDS

### SELF-CARE TOOK CENTRE STAGE

PERSONAL CARE AND BATH AND SHOWER  
CONTENT ENGAGEMENT ROSE BY

2X & 3X YOY

RESPECTIVELY AS AUDIENCES INDULGED

### SUSTAINABILITY FUELLED SHOPPING

SECOND-HAND MARKET INTEREST

2X YOY

DRIVEN BY FRUGAL AND ECO-CONSCIOUS  
GIFT OPTIONS FOR FAMILY AND FRIENDS



\*PWC \*\*Adobe Analytics \*\*\*Barclaycard

## AUDIENCES & BEHAVIOURS

**19 MILLION**  
PARENTING USERS

**i126**  
BOOKS &  
LITERATURE

**i124**  
EDUCATION

**i118**  
STYLE &  
FASHION

**17 MILLION**  
SELF GIFTING USERS

**i158**  
SKIN  
CARE

**i138**  
WELLNESS

**i124**  
HEALTHY  
LIVING

**10 MILLION**  
DEAL HUNTING USERS

**i142**  
COMPARISON  
ENGINES

**i119**  
HOUSEHOLD  
SUPPLIES

**i118**  
CHRISTMAS  
SHOPPING

HUMAN  
CONNECTIONS  
AT SCALE

Index of interest compared to the average Ozone user

## ENGAGEMENT GROWTH

LIVING  
AUDIENCE  
INTELLIGENCE

BLACK FRIDAY ENGAGEMENT HIT **2.8bn** PAGE VIEWS

SECONDHAND  
PRODUCTS  
**+113%**

HOUSEHOLD  
SUPPLIES  
**+71%**

CHILDREN'S  
GAMES & TOYS  
**+11%**



MEGA SALES GROW ENGAGEMENT – Q4 2025

Top shopping sub categories (% change 2024 vs. 2025)

## LEVERAGE STUDIOZONE

CONTEXT  
RESPONSIVE  
CREATIVE

OZONE'S IN-HOUSE STUDIO CAN BUILD RICH MEDIA CAMPAIGNS  
TO MAXIMISE IMPACT ACROSS THIS MAJOR SHOPPING MOMENT

BRING BLACK FRIDAY DEALS  
TO LIFE WITH REACTIVE SKINS

CAPTURE ATTENTION WITH  
OFFERS FRONT AND CENTRE



# December is the definitive year-end

December brings a surge in audience activity as the 'silly season' sparks growth across events, retail and dining. From last-minute gifting to festive feasts and home entertainment, the final month of the year arrives on a celebratory note.

## 'Tis the season to celebrate and shop

December begins on a celebratory note to draw the year to a close. As the 'silly season' festivities commence, **Events & Attractions** engagement is expected to lead the charge with a 50% month-on-month increase. Seasonal activity seekers will drive a 3.5x lift for **Festive Events**, while pantomime season and theatre gifting help **Musicals** to more than double. Additionally, Christmas party outfit planning will see **Designer Clothing** rise by more than a third.

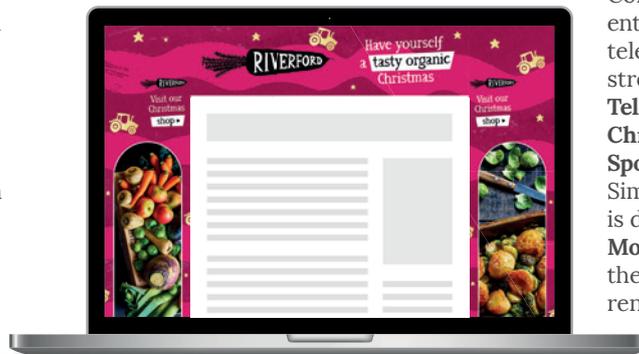
Building on November's mega-sales buzz, **Shopping** category engagement will climb a further 10%. The last-minute retail rush is set to double engagement for **Gifting**, while **Christmas Shopping** will increase by up to 50%. Meanwhile, budget-conscious and sustainable shoppers will drive a 45% rise in **Second-Hand Market** interest. The combination of in-person and online retail will bolster engagement with **Malls &**

**Shopping Centres** and **Ecommerce** content to lifts of more than 50% and 15% respectively.

## A festive feast for bellies and eyes

Once the gifts are wrapped, attention turns to the festive feast, lifting **Food & Drink** topic engagement. Recipe inspiration and seasonal dining trends will drive **Cooking** up by 20%, while interest in pre-prepared party food will see **Frozen Food** enjoy a c.3x lift. **Alcoholic Drinks** will also grow by over 10% as hosts top off their Christmas menus with tasty tipples.

Completing the festive mix, home entertainment thrives on an enhanced television schedule across linear and streaming platforms. A 10% boost for **Television** is powered by a 8x spike in **Christmas Television** content, while **Sport TV** will see a near 30% increase. Similarly, a 15% rise for **Movies** is driven by a 90% lift in **Comedy Movies** engagement, reflecting the nation's sense of goodwill and renewal at this time of year.



## TAKE ACTION

Following November's mega-sales bonanza, the retail rush continues as December shopping audiences grow. Campaigns should pivot from price reductions to gifting, as deal-hunting gives way to last-minute shopping. Support decision-making with clear messaging on in-store availability and last-chance online shipping deadlines.

Align festive food, drink and home hosting campaigns with seasonal entertainment audiences to complement post-feast viewing.

**2.5x**  
Festive  
Events PVs  
growth

**+50%**  
Christmas  
Shopping PVs  
growth



MON	TUE	WED	THU	FRI	SAT	SUN
	01	02	03 International Day of Persons with Disabilities ●	04 Hanukkah starts ●	05	06
07	08	09	10 Christmas Jumper Day expected date ● Human Rights Day ●	11 PDC World Darts Championship starts ●	12	13
14	15	16	17	18 Mad Friday ●	19 Super Saturday ● (aka Panic Saturday)	20
21 Winter Solstice ● School holidays begin (England) ●	22	23	24 Christmas Eve ●	25 Christmas Day bank holiday ●●	26 Boxing Day ●	27
28 Boxing Day substitute bank holiday ●	29	30	31 New Year's Eve ●			

## DATES FOR YOUR DIARY

**Hanukkah:** Reflecting both Hanukkah and Christmas observance, **Religion & Spirituality** category engagement will rise by more than 20%, as Brits of all faiths celebrate these notable family gathering occasions.



### **PDC World Darts Championship:**

The sport's exploding popularity, lit by teenage prodigy and 2025 world champion Luke 'The Nuke' Littler, will drive **Darts** engagement to 4.5x growth month on month as the Alexandra Palace finals take place.

### **Christmas Jumper Day:**

Save the Children UK's annual celebration of the best and the worst of the humble Christmas jumper will contribute to a 3.5x lift for **Festive Events** engagement in December.

### **Human Rights Day:**

Celebrated on Thursday 10 December, this awareness day commemorates the United Nations General Assembly's adoption of the Universal Declaration of Human Rights. Expect **Political Issues** engagement to rise by 70%.

**Winter Solstice:** 21 December marks Winter Solstice as we wave goodbye to the autumn. Unless there's a cold-snap, or white Christmas, expect **Weather** engagement to grow by around 10%, as winter arrives.

**New Year's Day:** The new year starts with a national day off, lifting **Bank Holidays** content engagement to 2x growth. It also signals the end of this year's Planning Ahead guide... roll on the 2027 volume!

● ARTS & CULTURE ● LIFESTYLE ● SPORTS EVENTS ● HOLIDAYS & AWARENESS ● SEASONAL OCCASIONS ● OTHER



# RESPONSIBLY SOURCED INSIGHTS

In today's rapidly evolving digital landscape, understanding audience behaviours has never been more complex. With the decline of third-party identifiers, first-party data has become essential for navigating this shift. It allows advertisers to achieve better results, while also rewarding publishers – of all sizes and guises – for focusing on genuine audience connections.

At Ozone, we recognise the responsibility that comes with handling this data. Our strength is rooted in the strong first-party data relationships we've built with our partners, giving us a unique cross-publisher view of media consumption data. This view is central to our premium audience offering. To ensure we're meeting the highest standards, we commissioned 'The Premium Web Methodology', an audit of our business practices by PwC. The findings confirm that our data approach is fully compliant with the right consents in place, while also demonstrating our ability to address audiences across multiple publishers and browsers. What's more, 'The Premium Web Methodology' has received industry recognition and praise, picking up the prestigious 'Trust in Media Excellence' prize at The Media Leader Awards 2025.

We're very proud to say that our **Planning Ahead for 2026** insights are founded in fully compliant and consented data.







[ozoneproject.com](http://ozoneproject.com)

