

# Malaysia Public Holiday 2025: Marketing Planner

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Use this planner to align your marketing campaigns with Malaysia's public holidays in 2025. We've included major holidays, long weekends, and tips for campaign planning around each date.

Holiday	Date	Marketing Tips
Chinese New Year	29–30 Jan (Wed–Thu)	Start teasers in early January. Launch promotions 1-2 weeks before. Focus on family, prosperity, and gifting.
Hari Raya Aidilfitri	31 Mar–1 Apr (Mon–Tue)	Begin awareness in early March. Highlight togetherness and traditional values. Strong time for food and fashion.
Labour Day	May 1 (Thu)	Campaigns can tie into worker appreciation and rest. Promote wellness and lifestyle products.
Merdeka Day	Aug 31 (Sun)	Plan patriotic campaigns. Themes of unity, local pride, and cultural identity perform well.
Malaysia Day	Sept 16 (Tue)	Similar to Merdeka — a good time for social campaigns celebrating diversity.
Deepavali	Oct 20 (Mon)	Focus on light, new beginnings, and home décor. Start early October.
Christmas	Dec 25 (Thu)	Ideal for eCommerce and gift campaigns. Start promotions by late November.

*Pro Tip: Launch your SEO content at least 6–8 weeks before each holiday. Use festive keywords, visuals, and local relevance to boost engagement.*