



# Annual Easter Survey

Shoppers seek to keep  
the holiday spirit alive  
(with more candy)



ADVANTAGE  
SOLUTIONS

# TOP TAKEAWAYS

- ▶ Holiday spending doesn't seem to be affected by inflation or tight budgets – this is especially true for parents that have kids between the ages of 6-9 years old
- ▶ With shoppers planning to spend more this Easter, they are looking for deals, especially for food and décor, to justify their spending
- ▶ Easter is a last-minute holiday when it comes to planning and purchasing
- ▶ Small, more intimate gatherings are trending for this holiday
- ▶ Candy is still the top purchase and extends its purpose as décor or the center of activities
- ▶ Traditions – whether religious or not – are a core part of Easter
- ▶ The Easter bunny will only be visiting mass retailers unless grocery stores find a way to compete!



## METHODOLOGY

Our Easter panel consists of n=1345 panelists across different demographic segments. It provides quantitative and qualitative input on how consumers are celebrating Easter, their purchasing habits, and overall sentiment about the holiday. Our by-question minimum is n=847 quantitative and n=749 qualitative.



# Inflation and economic distress are not slowing down Easter celebration plans or purchases

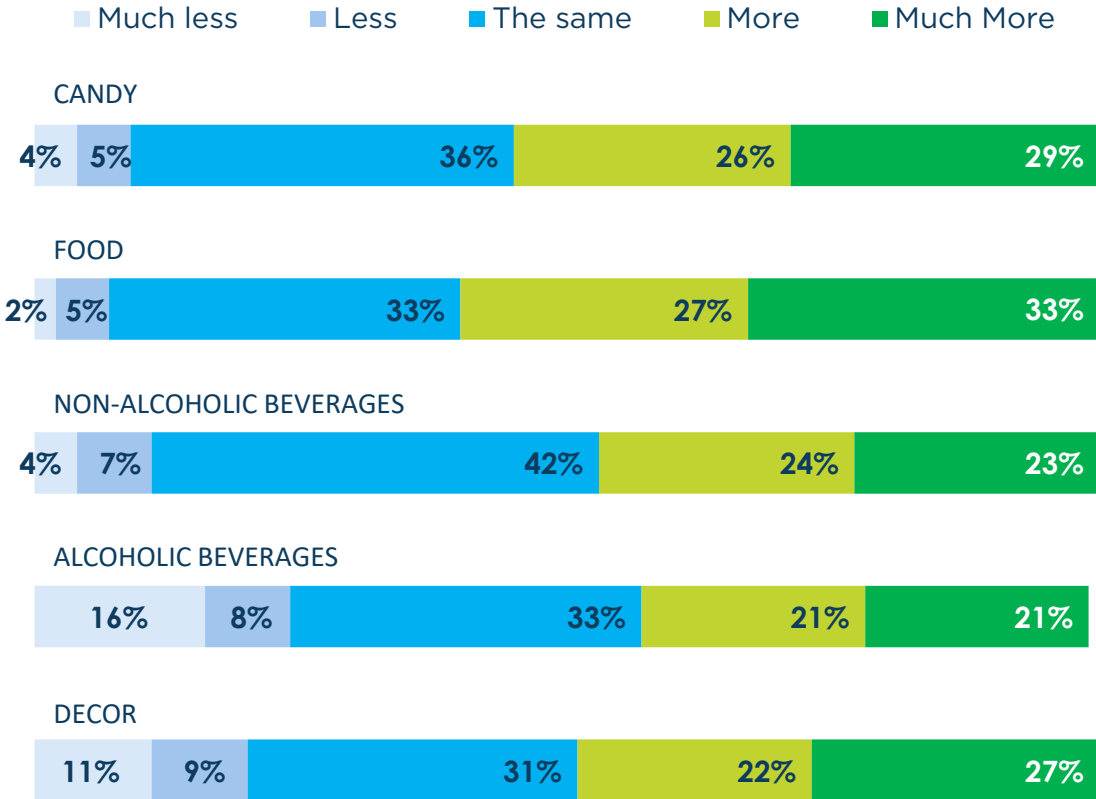
Despite chitter chatter about a recession and reduced spending, holidays don't seem to be taking as big of a hit.

Last year, **retail sales from Nov. 1 to Dec. 24 increased 3.1% from a year earlier**, according to data from Mastercard Spending Pulse.<sup>1</sup>

Looking specifically at Easter, a majority of people are planning to either spend “the same” or “more” for their Easter purchases. **Food had the largest percentage for “spending much more”** with 33% of respondents agreeing.

<sup>1</sup> Measured in-store and online retail sales across all forms of payment. The numbers, March 5th, 2024, are not adjusted for inflation. (NY Times)

## How much money do you plan to spend on Easter this year compared to last year?



Participants: 980. May not total 100% due to rounding.



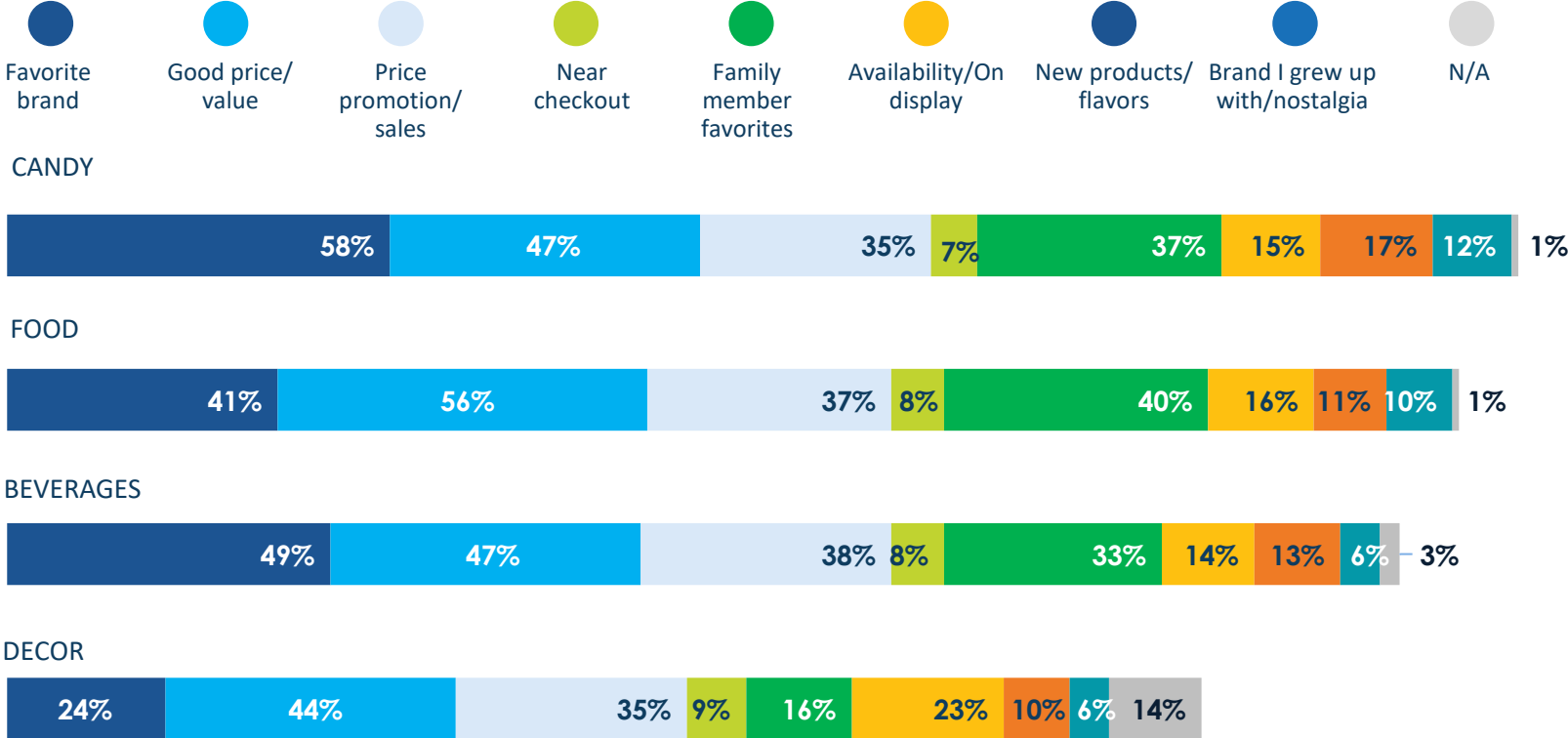
# Even though inflation isn't stopping purchases, consumers are still looking for deals

Looking at the factors for purchasing decisions, **finding a “good price/value” is the top concern for food (56%) and décor (44%).**

**Candy and beverage categories are the only ones where “favorite brand” outranks all other factors.** For candy, 58% said that favorite brand was a factor while 49% considered it a factor for beverages.

Despite holiday spending not slowing down in relation to the country's economic instability, **people are still price-conscious and prefer a purchase that eases their anxiety around money.**

## Which of these factors influence your purchasing decisions? (select all that apply)



Participants: 946.



# Parents of younger children are determined to find holiday joy even in unprecedented times

Age of Child in Household vs. Easter Category Purchase Plans

	0-12 months	1-3 years old	4-5 years old	6-9 years old	10-12 years old	13-18 years old	No children
Candy	4%	25%	20%	34%	24%	21%	19%
Non-Candy Food Treats	5%	28%	24%	38%	24%	23%	14%
Non-Food Treats <sup>1</sup>	7%	29%	23%	41%	23%	25%	13%
Meals/Food (non-candy)	4%	25%	20%	36%	22%	22%	19%
Beverages (non-alcoholic)	4%	26%	22%	39%	23%	22%	15%
Alcoholic Beverages	5%	28%	24%	40%	24%	19%	12%
Decorations/Home Décor	5%	29%	22%	37%	24%	22%	15%

<sup>1</sup> Toys, play jewelry, pencils health/beauty items, etc.



It's no surprise that parents of young children are trying to keep the holiday spirit alive and going, and are thus more willing to spend more.

Looking back to the previous holiday season, **50% of parents with kids younger than 18 say they're worried about disappointing their children** by not spending enough on holiday gifts.

**This tension between spending enough for the holiday magic vs. "finding deals" will most likely extend to other holidays** as parents play a balancing act.



# Easter purchases happen closer to the holiday

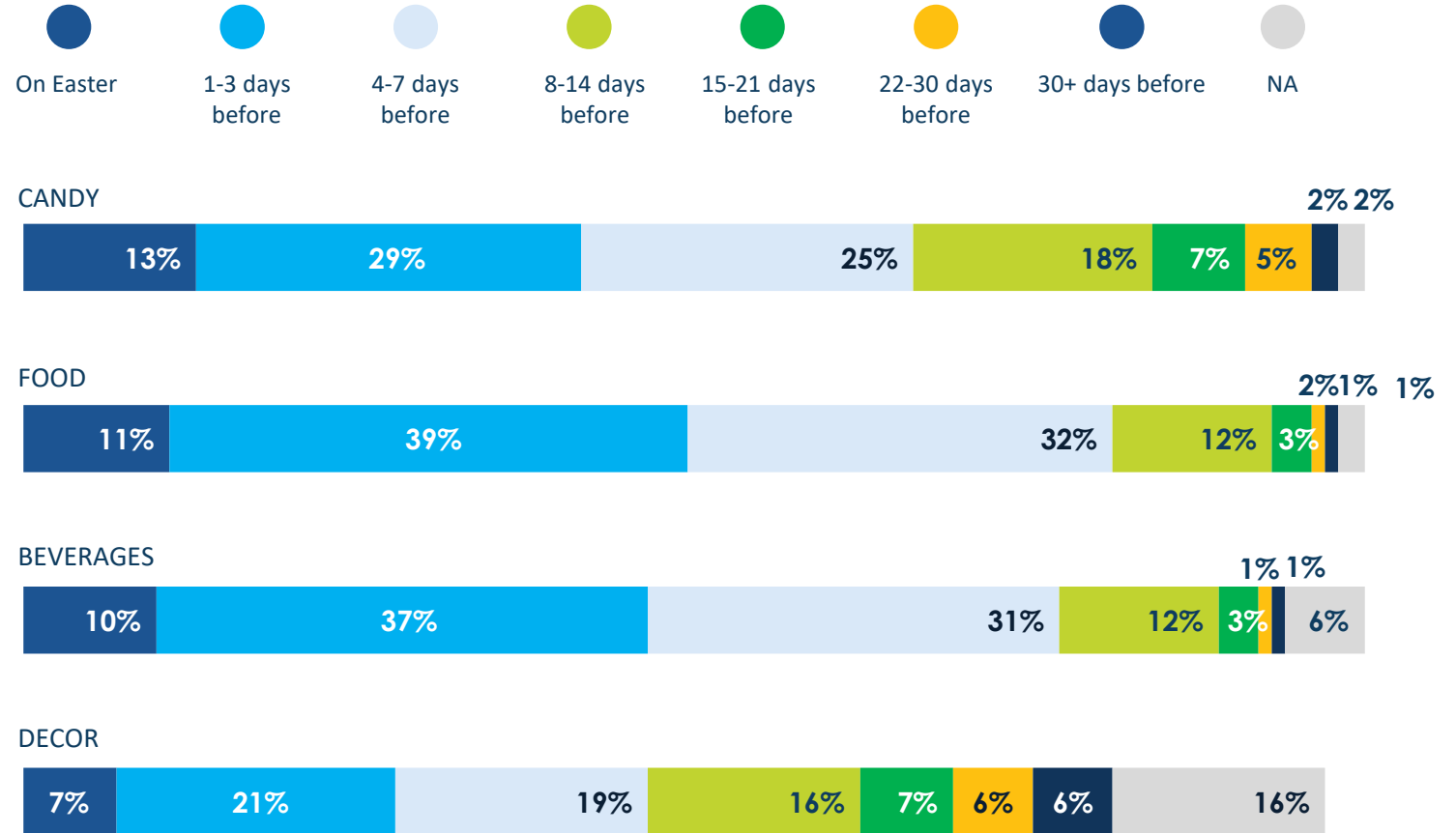
Compared to other holidays, Easter is a “last-minute purchase/planning” holiday. The majority of other holiday planning starts two weeks to a month before the holiday arrives.

More than a third (36%) of individuals who “plan to be hosting and going all out” shop 1-3 days before Easter for candy and 25% of those individuals plan to shop 3-7 days before Easter for candy.

In terms of food, 36% of individuals who “plan to be hosting and going all out” shop 1-3 days before Easter and 36% of those individuals plan to shop 3-7 days before Easter.

Beverages are bought even later with 44% buying them 1-3 days in advance.

## When do you start buying Easter supplies?



Participants: 991. May not total 100% due to rounding.



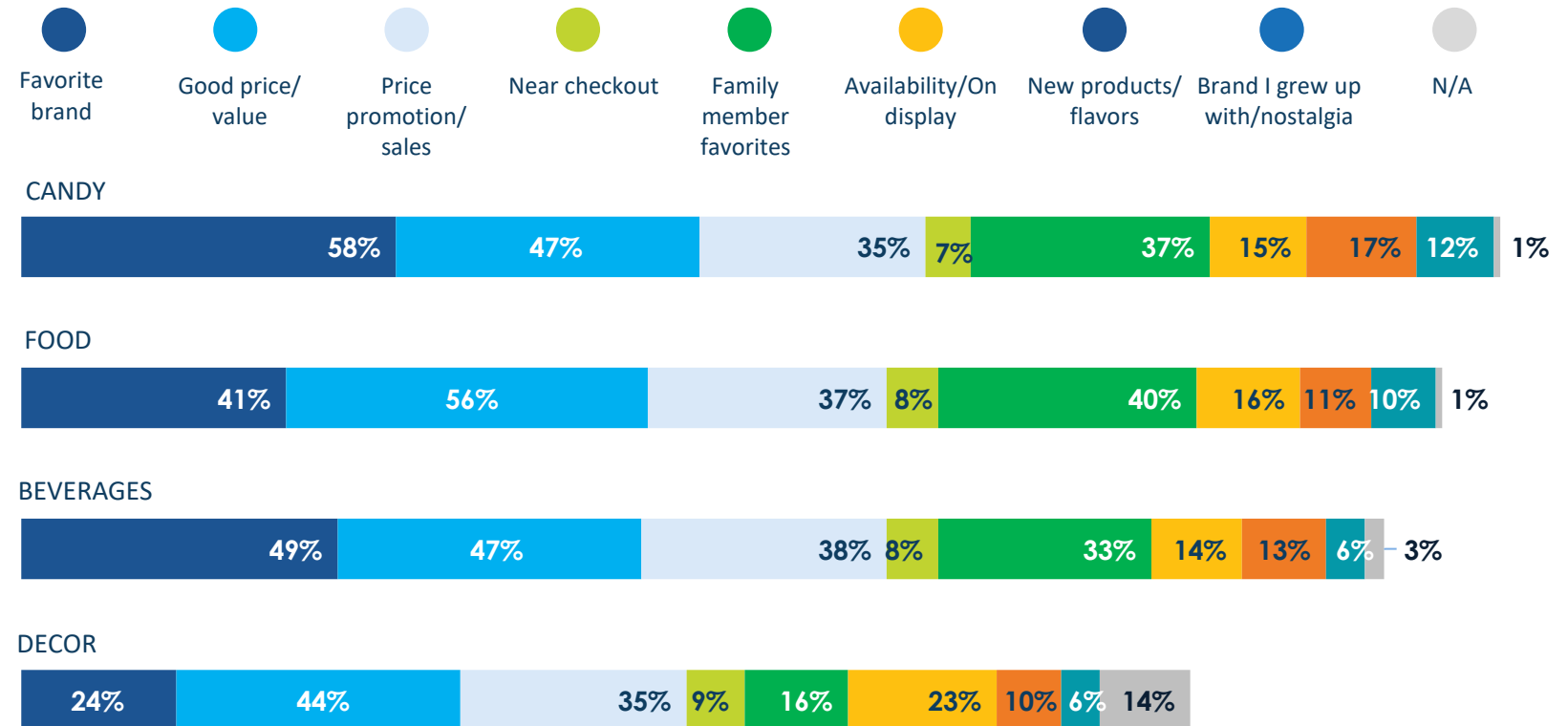
# Value and visual accessibility are key drivers to impulse purchase decisions

As inflation continues, making sure that value is communicated through language and in store promotions/sales is vital.

A [survey by RetailMeNot](#) showed, **“two-thirds of consumers have made a purchase they weren’t originally planning to make solely based on finding a coupon or discount.”**

While price/value/promotion traditionally top the list, display is a valuable tool in driving visibility. According to [Popai survey](#), **“62% of shoppers make impulse purchases when attracted to an appealing display.”** This is especially true for Easter décor, as a factor influencing 23% of purchase decisions.

## Which of these factors influence your purchasing decisions? (select all that apply)



Participants: 946.



# Small gatherings are the trend this holiday



Smaller gatherings seem to be the plan across multiple age demographics when it comes to celebrating Easter. According to our survey, **42% of respondents say, “This Easter will be a smaller, more intimate gathering with family/friends than it was last year.”**

According to a [study done by GWI and Pinterest](#), **“1 in 3 people have noticed events getting smaller over time, and over half feel they're becoming more informal.”**

## What are your party plans?

Age level	25-34	35-49	50-64
I'll be hosting, so I go all-out	36%	36%	21%
I'll be a guest	26%	20%	19%
This Easter will be a larger gathering of family/friends than it was last year	36%	35%	37%
Easter will be a smaller, more intimate gathering with family/friends than it was last year	49%	37%	49%
None of the above	2%	10%	9%





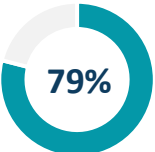
# Candy is still the universal language of Easter

With a holiday so focused on gathering the family, **candy is still the top purchase** with 85% of individuals planning to buy candy for Easter.

Which of the following do you plan to purchase in preparation for Easter this year? (select all that apply)



Candy



Meals/food



Decorations/  
home decor



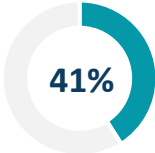
Beverages  
(non-alcoholic)



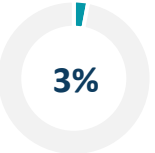
Non-candy  
food treats



Alcoholic  
beverages



Non-food  
treats<sup>1</sup>



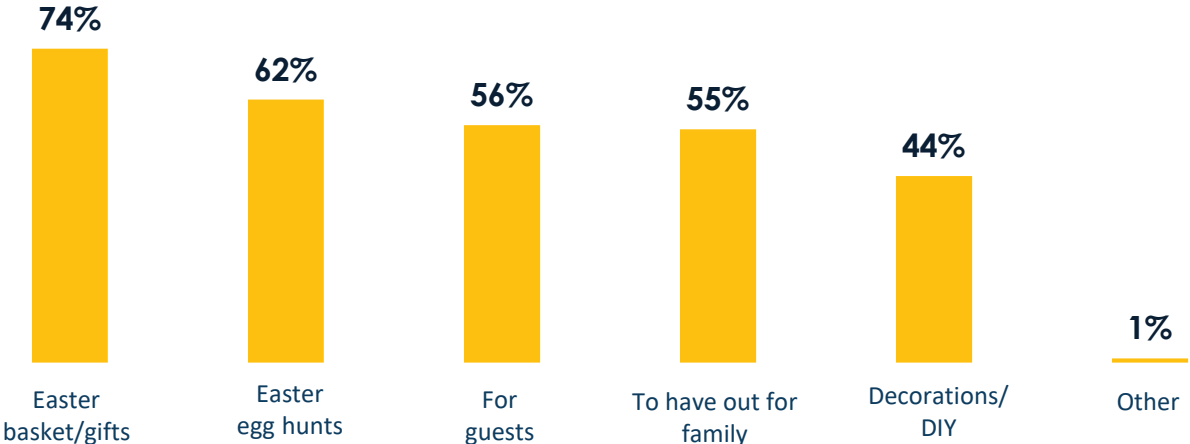
None

Participants: 1177. <sup>1</sup> Toys, play jewelry, health/beauty items, etc.

Candy continues to be a focal point at Easter, as everything from a key ingredient to the holiday activities all the way to decoration. **It's a versatile item that transcends Easter purchase categories.**

- 74% plan to use candy for Easter baskets
- 62% plan to use candy for Easter egg hunts
- 44% plan to use candy for decor

What is Easter candy for? (select all that apply)

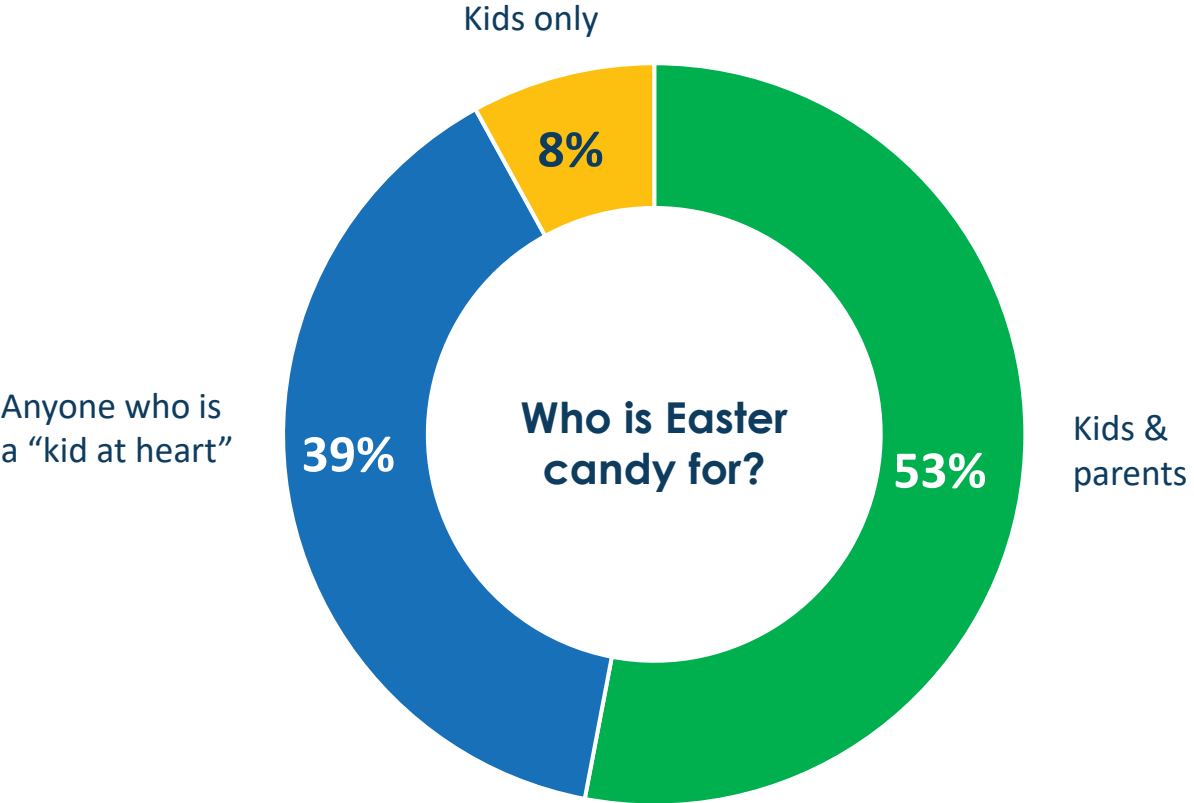


Participants: 879.



# Candy isn't just for the kiddos

While it may be a key driver around kid activities, adults are just as excited and want candy just as much.



Participants: 888



# Easter décor expands and extends across categories

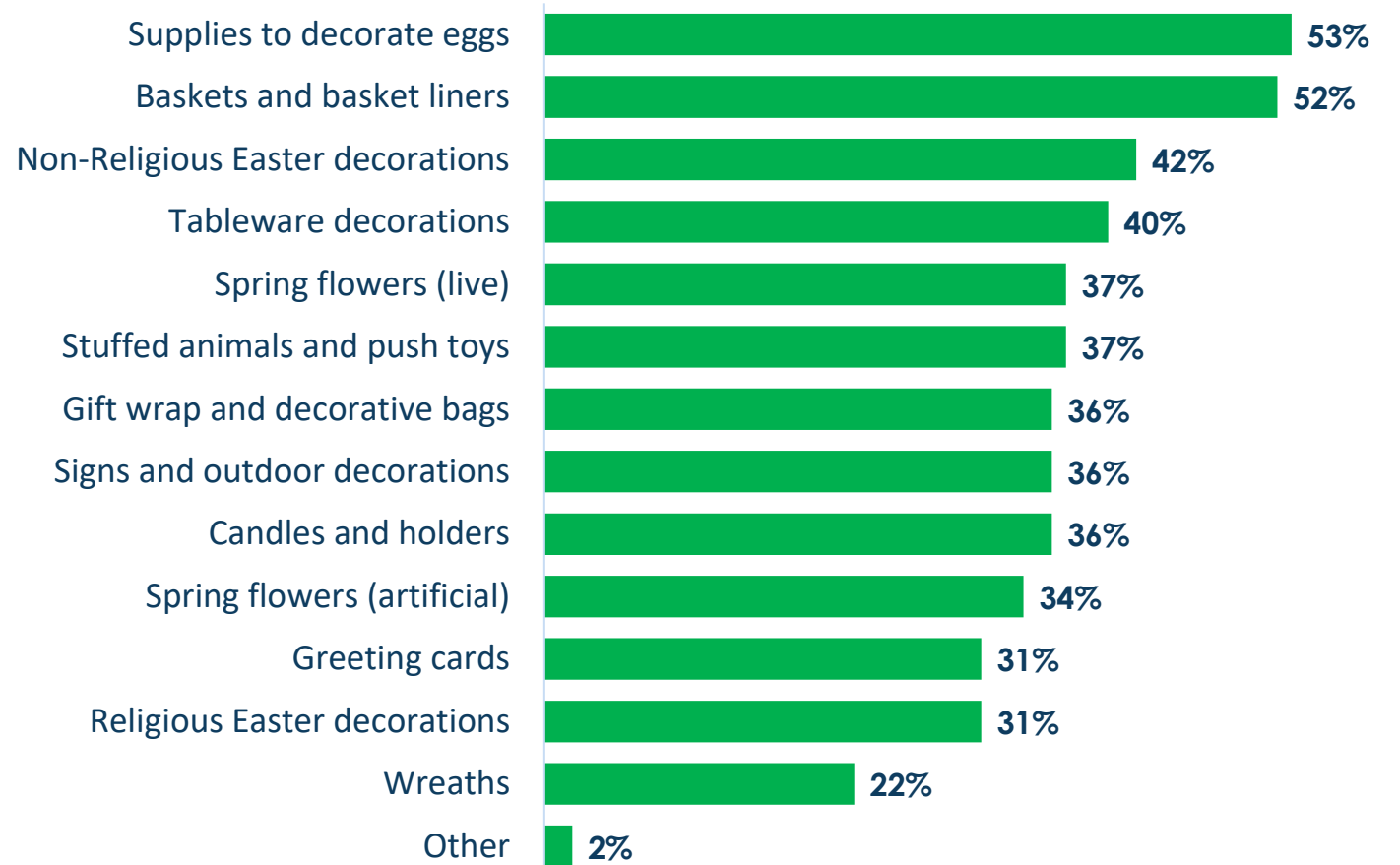
## Top three décor purchases are:

1. Supplies to decorate eggs
2. Baskets for Easter baskets
3. Non-religious décor (bunnies, eggs, etc.)

Despite the amount of people taking on some sort of religious celebration for the day, **religious décor is near the bottom three for décor purchases.**

Décor comes in an array of different types from live flowers all the way to candles.

## What type of Easter decorations and décor do you buy?



Participants: 871

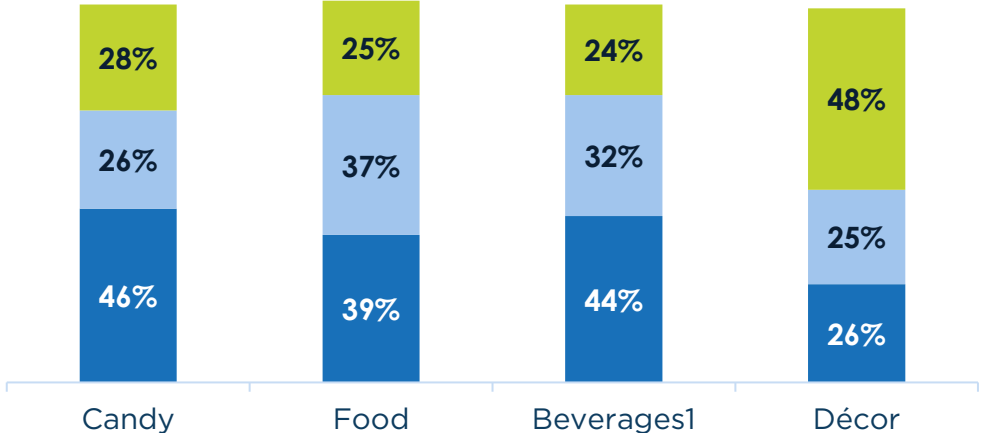


# Shoppers view Easter décor as brand-agnostic and an impulse purchase... mostly by young adults

Décor purchases aren't completely planned out and rarely have any brand loyalty – what they see is what they'll grab as long as it matches their inspiration.

Do you know what brands you want before you go to the store or decide in-store?

- Always go for the same brands I know and love
- Mostly before when I'm planning my trip (online)
- Mostly decide at store (digital or physical)



Participants: 932. May not total 100% due to rounding.  
<sup>1</sup> Includes alcoholic and non-alcoholic beverages

Compared to other category purchases for Easter, individuals between the ages of 25-34 are most likely to purchase Decorations/Home Décor. This is probably as they are attempting to establish their own traditions and holiday spirit either living alone or with the first years of their budding family.

	Age 25-34	Age 35-49	Age 50-64
Candy	78%	90%	79%
Non-candy food treats	47%	48%	35%
Non-food treats	37%	46%	30%
Meals/food	75%	81%	69%
Beverages	57%	62%	30%
Alcoholic beverages	51%	45%	17%
Decorations/home decor	61%	60%	39%
None	6%	1%	6%

Participants: 1177. No responses for age levels 13-17, 18-24, and 65+



# Shoppers value Easter traditions regardless of religious status

No matter where they fall on the celebration spectrum, traditions are important.

Religious celebrators participate the most when it comes to passing on Easter traditions to their children.

## How important are Easter traditions to you and passing them on to your kids?

	1- Not at all important	2	3	4	5 - Very Important
Religious celebrations and church events with family and friends (religious)	2%	2%	10%	21%	65%
Gathering with family and celebrate spring (non-religious)	4%	8%	24%	30%	34%
A bit of both religious and non-religious celebrations	1%	2%	12%	32%	53%
I don't celebrate Easter	0%	0%	0%	0%	0%

Participants: 1345.



# Traditions come in many shapes and sizes

Decorating eggs and egg hunts continue to be top traditions which vary based upon ages of children in families that are celebrating.

## Quotes on Easter traditions from survey respondents:



*“Every morning on Easter day my family and I go to the religious ceremony and then we do the Easter egg hunt and have our family meal.”*



*“Personalizing eggs with unique touches for each individual is something I’m passionate about, and I love hiding them for a thrilling egg hunt. And as a reward, organizing a special celebration for the person who finds the most eggs.”*

*“For my family, we celebrate the religious aspect of Easter, attending religious services, participating in processions or carrying out activities such as reading the Bible.”*



*“Family gatherings, elaborate meals, games for adults and children, decorating and egg hunts. A whole series of family traditions that we gladly invite our friends to participate in.”*



Participants: 777.



# Mass retailers are preferred choice for Easter shopping

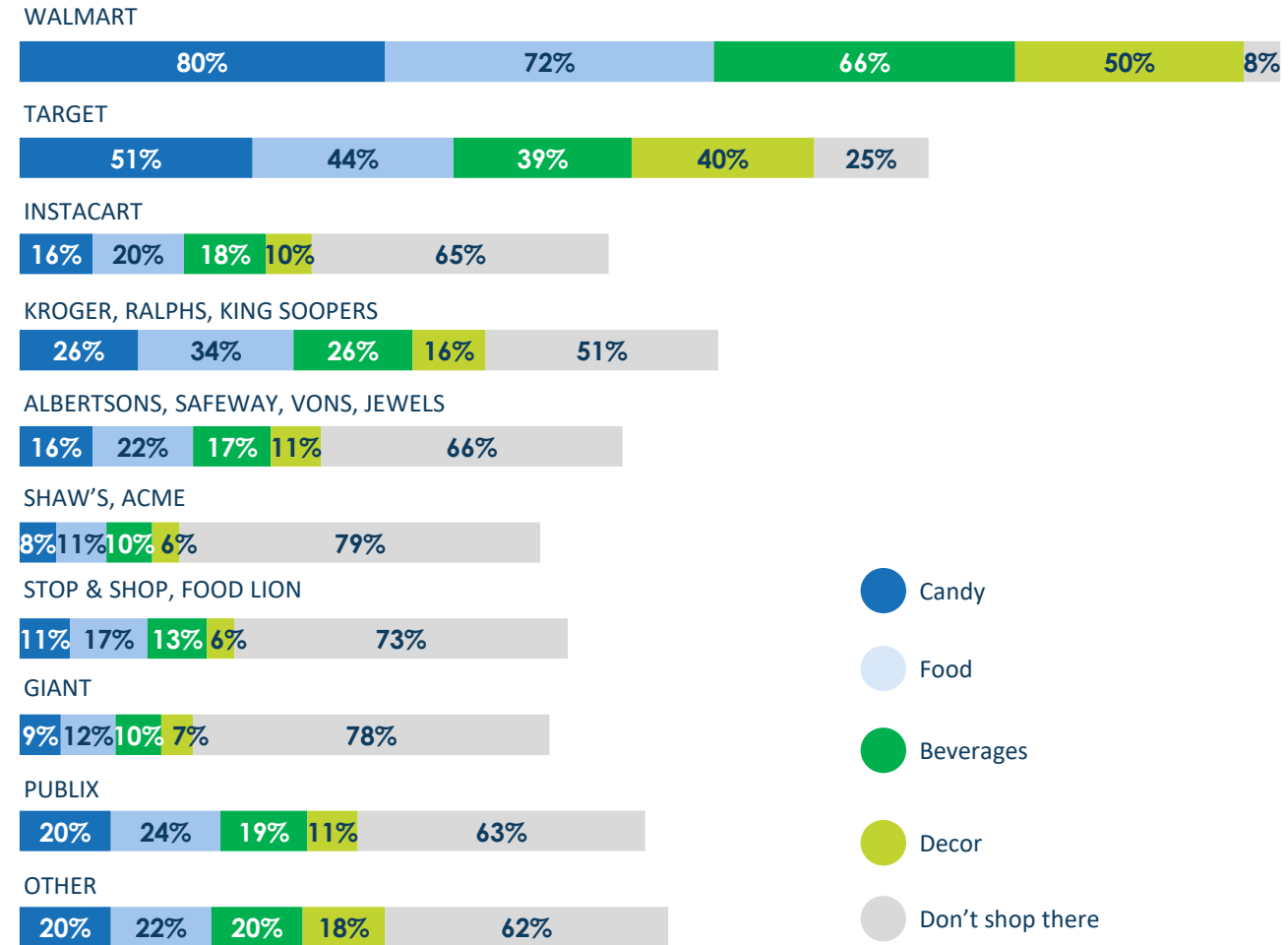
Consumers are continuing the trend we saw at the end of last year where, “In November, **42% of U.S. households used a mass retailer for most of their in-store or online grocery shopping** — a flip from May when the same percentage said they used supermarkets as their main store.” (RetailDive.com)

**Walmart and Target, two mass retailers, are top choices no matter the Easter goods being purchased.**

This mass retailer shift is most likely due to households trying to save more money, take less frequent grocery trips and the convenience of cross-shopping.

With Easter being a holiday with so many purchase categories, mass retailers will continue to be the No. 1 spot to shop.

## At what retail outlet(s) do you typically purchase goods for Easter? (up to 4 retailers per category)



Participants: 959.



## Questions

Do you have a question about our report or want to speak with an Advantage representative directly? Fill out our [contact form](#) for a prompt reply.

## Media

Please contact [press@advantagesolutions.net](mailto:press@advantagesolutions.net).

