

HOLIDAY CHEER IN AN UNUSUAL YEAR

Christmas and New Year's Celebrations Center on Home



The end of the year typically brings memory-making holidays and festive parties. As 2020 wraps, expect fewer celebrants and more intimate gatherings.

JUST OVER HALF OF OLDER AMERICANS PLAN TO CELEBRATE CHRISTMAS

62% of our survey respondents expect to celebrate, compared to **85%** last year

Of those who usually celebrate Christmas



SMALLER GATHERINGS WILL PREDOMINATE CHRISTMAS

Holiday hosts are revising plans, inviting fewer guests and planning smaller get-togethers.



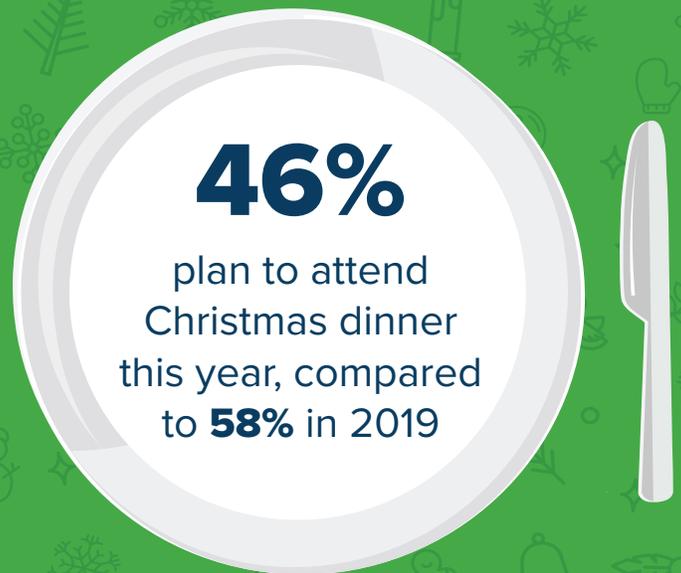
38%
of this group expect to host fewer dinners

33%
of this group expect fewer people to attend dinners



42%
of this group expect to attend fewer dinners

41%
of this group expect fewer people to attend dinners



SUCCESS TIPS

- Stock prepared meals suitable for individuals or small families rather than big, multigenerational groups.
- Specialty and international food and beverage items will add variety to quarantine celebrations.

MOST PLAN TO SHOP IN-STORE, BUT ONLINE ORDERING WITH PICKUP NEARLY TRIPLES

With continuing COVID-19 concerns, more will opt to select their Christmas meals from the comfort of their own home.

77% plan to shop at a grocery store for Christmas food and supplies this year. Last year **84%** did.



Planned shopping activity at other in-store and online channels:

Mass merchandiser

53% this year

57% last year

Club store

19% this year

24% last year

Dollar store

13% this year

11% last year

Online with home delivery

25% this year

12% last year

Online with pickup

14% this year

5% last year



SUCCESS TIPS

- With the rise in “buy online, pick up in-store” ensure adequate pickup slots for curbside customers.
- Partner closely with delivery services to ensure shoppers get their food on time and as ordered.
- For online orders, cross-promote cleaning supplies with popular meal centerpieces, like turkey, ham, chicken and steak.
- Allocate your marketing efforts in proportion to the shift of channel popularity.

A NEW TYPE OF NEW YEAR'S EVE

To ring in 2021, small, at-home celebrations will greatly outnumber blowout bashes.

Only 50% of respondents plan to celebrate New Year's Eve this year. Of those:

85%

expect to spend New Year's Eve at home with family

3%

plan to host a party

9%

plan to attend a party

2%

plan to go to a bar



SUCCESS TIPS

– Brands can offer premium drink and recipe suggestions to keep the holiday spirit alive at home.

– New Year's Eve will be more food-forward than ever, so prepare for bigger feasts and more international, adventurous eating.