



Easter Planning & Shopping Behaviors 2021

April, 2021



Study Details – Online Survey



WHO

- Adults 18-64 years
- 50/50 gender split
- Households with children under the age of 18 living at home
- Total sample: N=500



WHAT

- 15-minute interview
- Shopping planning & behaviors for Easter Holidays during the 2021 Covid-19 pandemic



WHERE

- National US sample



HOW

- Online survey

Key Insight Summary

Overall Behavior

- Easter traditions were maintained by American families in 2021 compared to pre-Covid years
- These traditions were kept close to immediate family members with fewer consumers gathering at events or hosted parties this year
- Pre-planning for Easter shopping was equally as prevalent as pre-Covid years – as early as February for some
- While social media and family were a main source of inspiration for shoppers, in-store efforts also received reasonable share of attention

Implications for Easter 2022 Season

- Rather than trying to be overly innovative, there is permission from consumers to keep things traditional
- Consumers may be eager to return to their typical hosted events and get together
 - Speak to this desire in merchandising and messaging efforts
- Think about beginning merchandising efforts early, perhaps even at the beginning of February



Key Insight Summary

Online Shopping

- Consumers purchased nearly half of their Easter shopping items online this year, a significant lift from pre-Covid years
- Many retail channels saw an increase in online shopping this year, led by clothing, grocery, and drug stores seeing the biggest increases
- Online activity is not exclusive to price comparisons and purchases; an equal number of consumers also source inspiration for meals, décor and gifting online

Implications for Easter 2022 Season

- Inspiration for consumers can come from more than in-store visits
- Curate an online experience that speaks to more than price conscious shopping but also brings the Easter experience to life, with inspiration from recipe suggestions to basket creation ideas



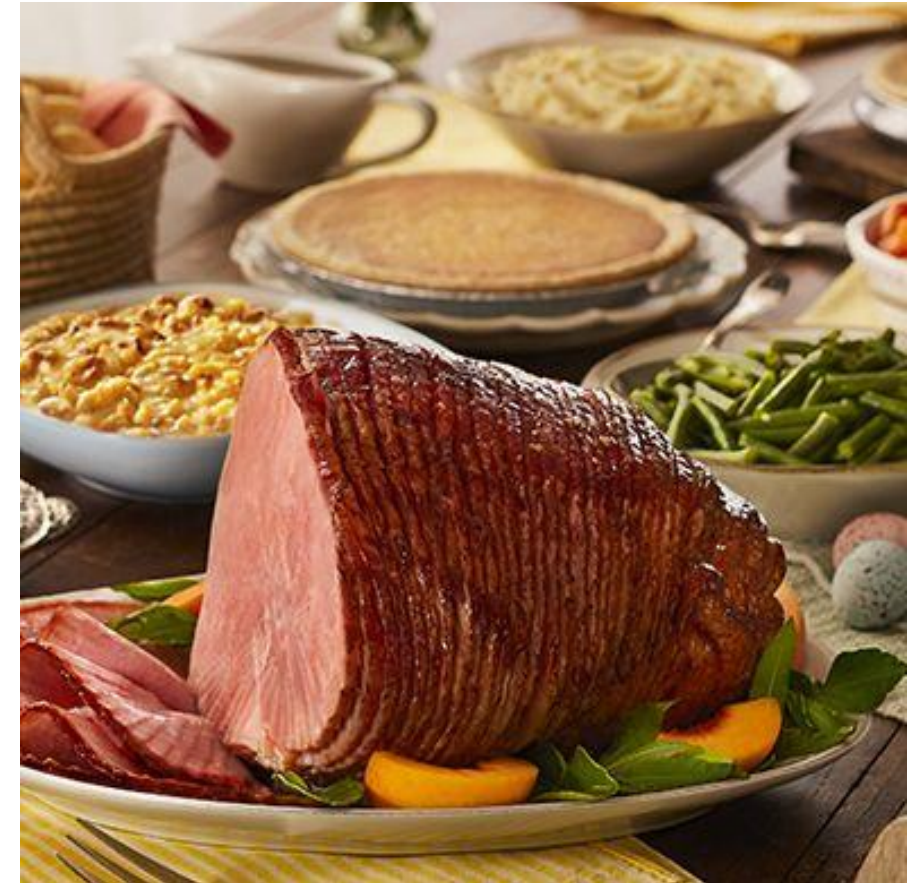
Key Insight Summary

Food and Beverage shopping

- In keeping with a more intimate celebration with family, consumers stuck to their traditional favorites like potatoes, pies and ham for meal plans
- Consumers would hope to see Easter chocolate included as part of their Easter meals at breakfast, lunch, and dinner
- Cookies are quite popular for Easter baking, and they also generate the strongest interest for a limited-edition food offering
- At least one third of consumers suggest that partially or fully prepared meals would enhance their shopping experiences

Implications for Easter 2022 Season

- Remember classic offerings like potatoes and ham that make Easter special
- Consider offering the whole traditional package when offering Easter specials or prepared food
 - Classic home cooking favourites
 - A cookie dessert/decoration
 - And chocolate to top it off!

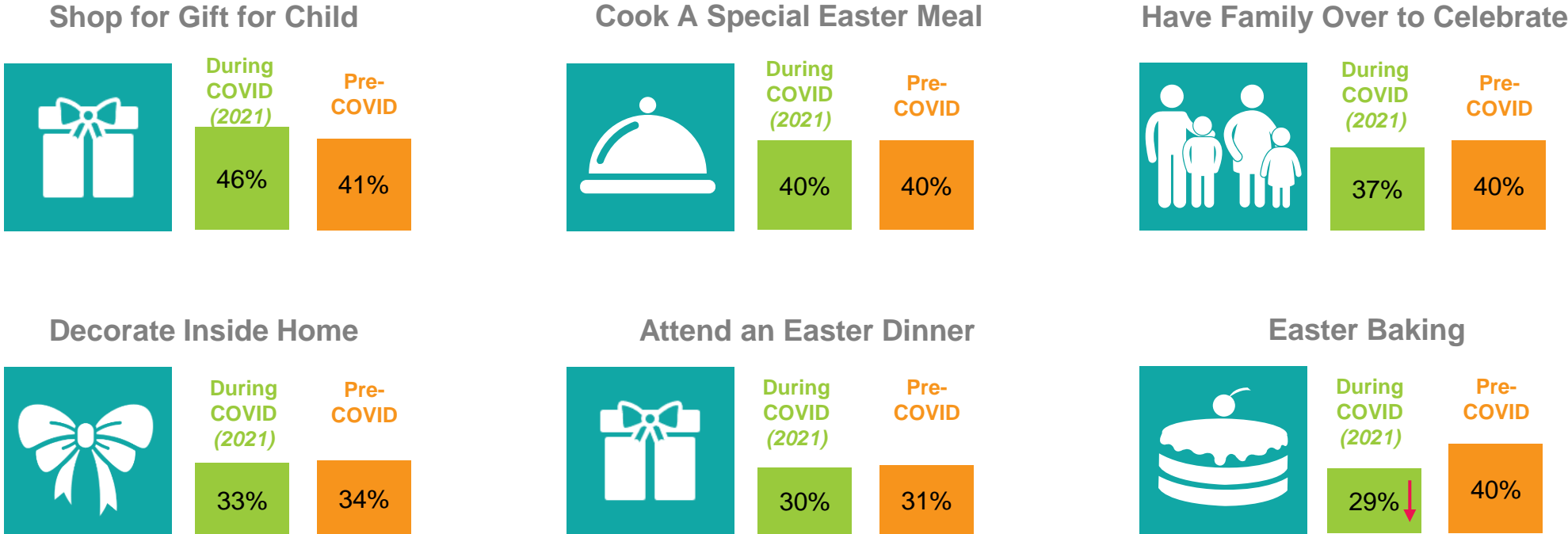




Easter Activities

Shoppers still planned to participate in the most popular Easter activities that they enjoyed prior to Covid.

MOST POPULAR EASTER ACTIVITY PARTICIPATION

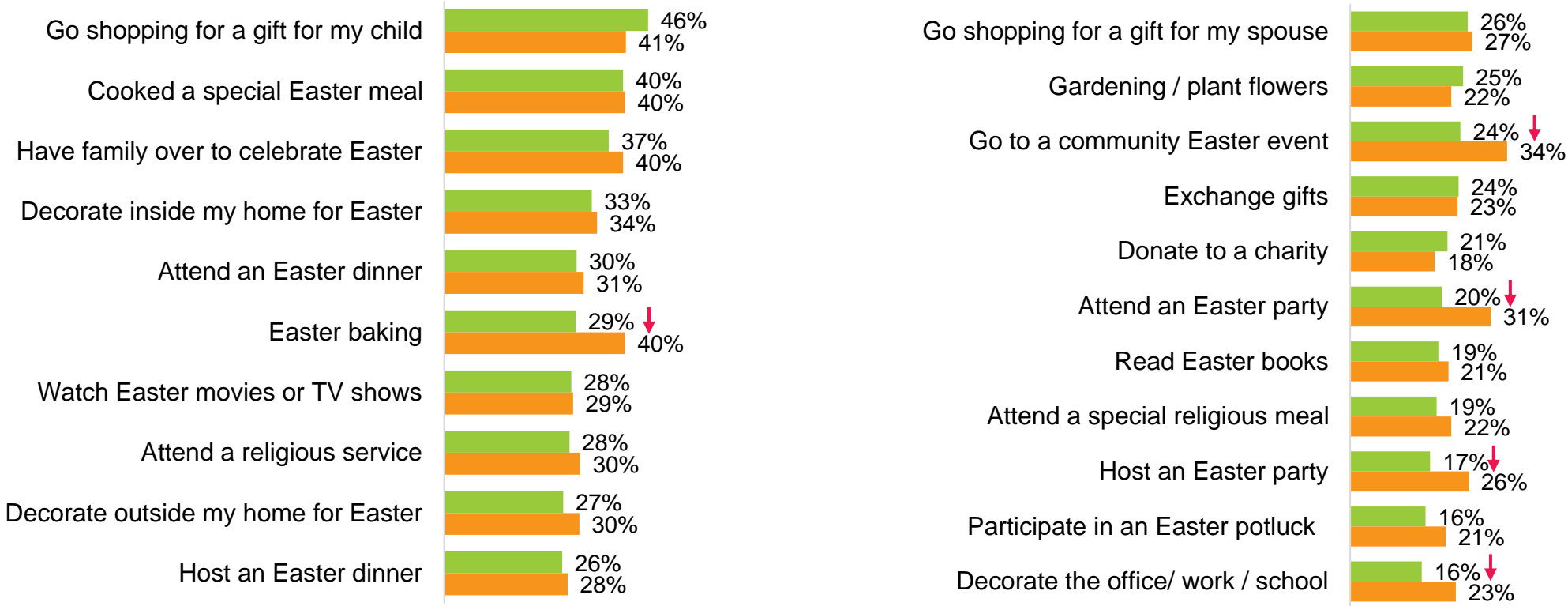


↓ Significantly fewer participating versus pre-Covid years at 95%

Yet, fewer consumers expected to attend parties and community events compared to previous years before Covid.

PLANNED EASTER ACTIVITY PARTICIPATION

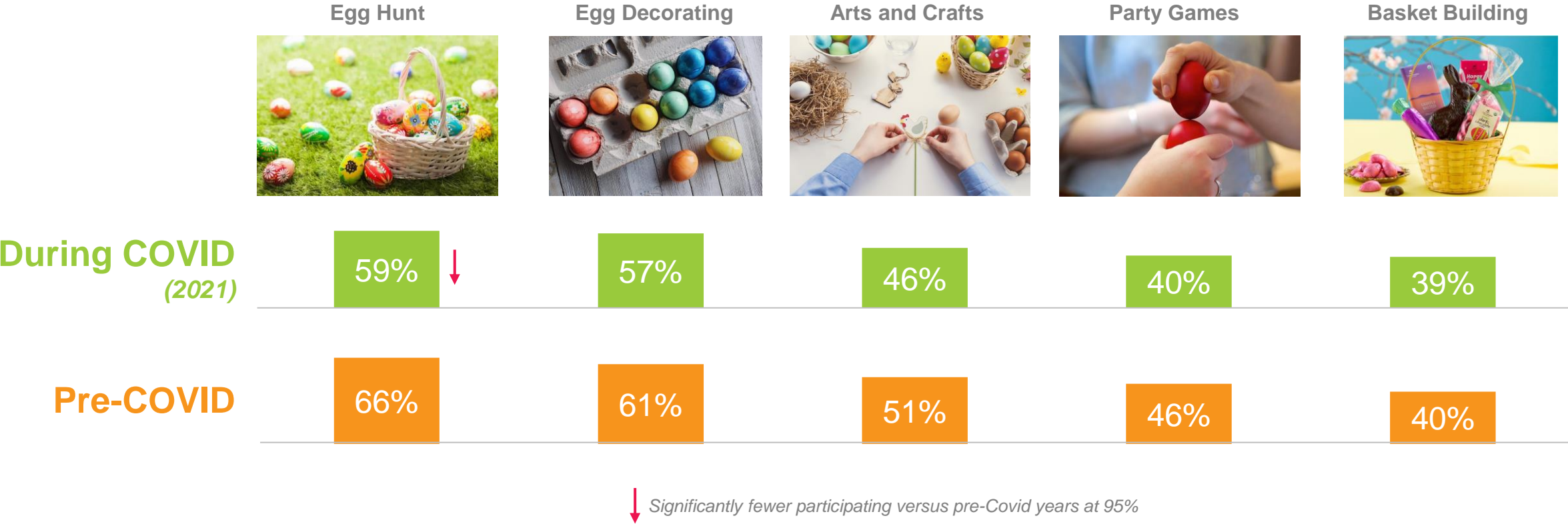
■ During COVID (2021) ■ Pre COVID Years



↓ Significantly fewer participating versus pre-Covid years at 95%

Although fewer expected to have egg hunts this year, most at home activities were expected to have similar participation to previous years.

EASTER CELEBRATION ACTIVITY PARTICIPATION

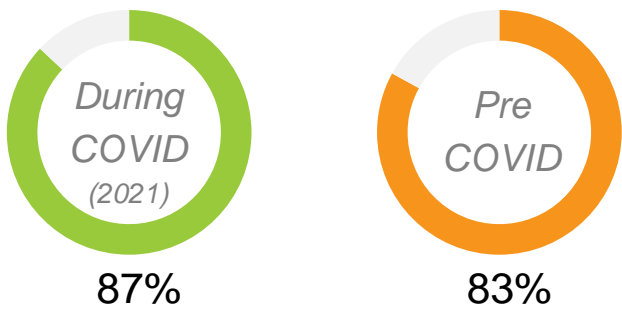




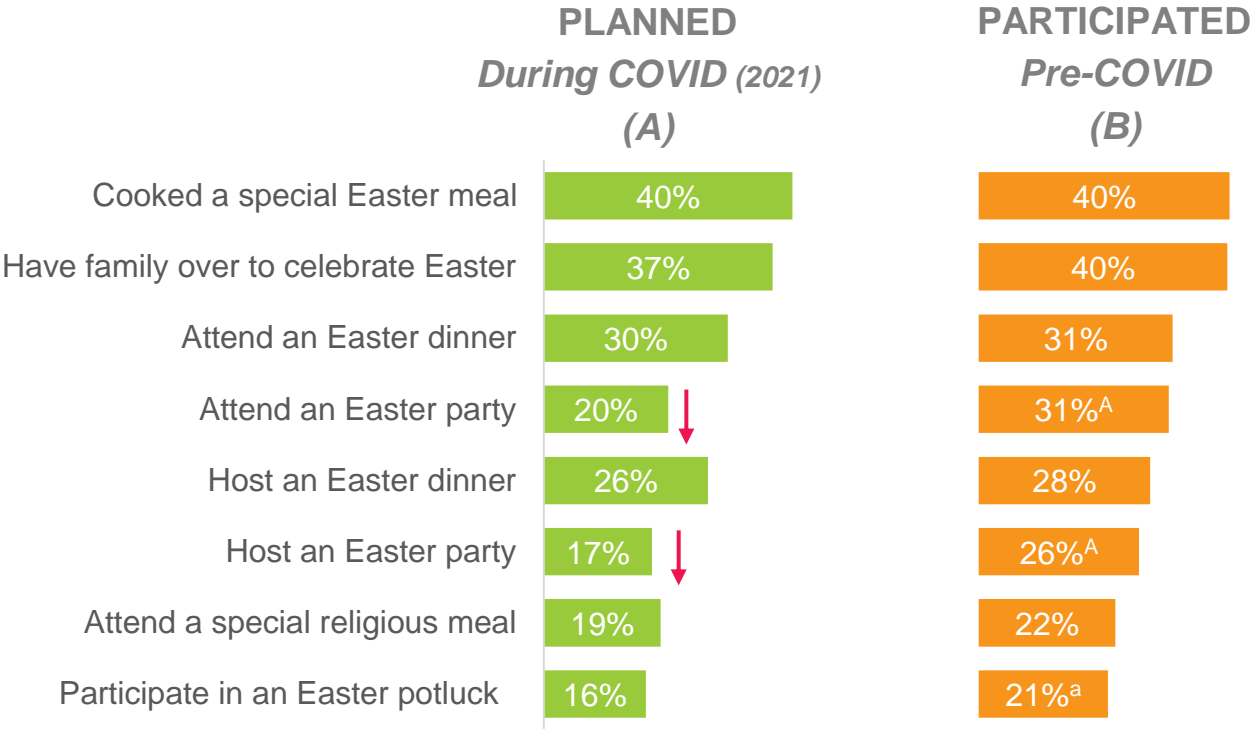
Easter Meal Plans

Meals were still a tradition with family this year, although the experience was likely with immediate family as fewer planned to attend hosted events.

% PARTICIPATION IN EASTER MEALS



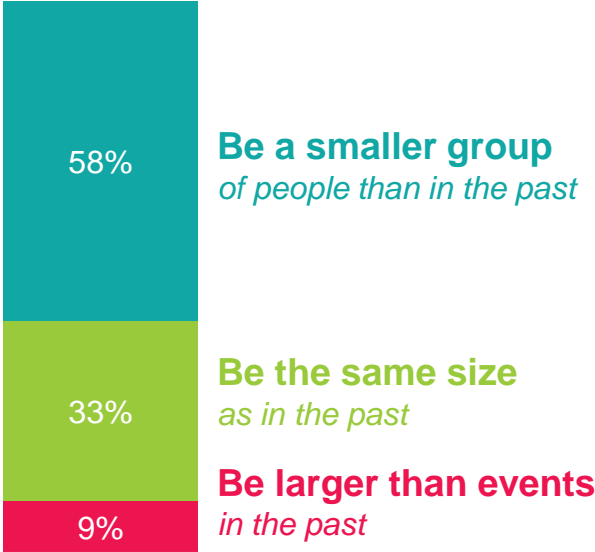
EASTER MEAL RELATED ACTIVITIES



↓ Significantly fewer participating versus pre-Covid years at 95%

Most planned to have a smaller group with family to celebrate Easter this year.

EXPECTED SIZE OF HOSTED EVENT



ATTENDEES OF HOSTED EVENT



Family
92%



Friends
44%



Neighbors
16%



Other community
members
2%

This year, “We will be cooking our own meal and letting my son help with it. We will also be doing “mess free” dyed eggs as well as some silly games at home.”



For those not hosting their typical get togethers, simple family bonding was expected to be the main activity for Easter.

OTHER ACTIVITIES PLANNED
IF NO MEAL GATHERING PLANNED



"I will be spending time with my family watching movies and hunting for eggs around the yard with the family."

"We will be cooking our own meal and letting my son help with it. We will also be doing "mess free" dyed eggs as well as some silly games at home."

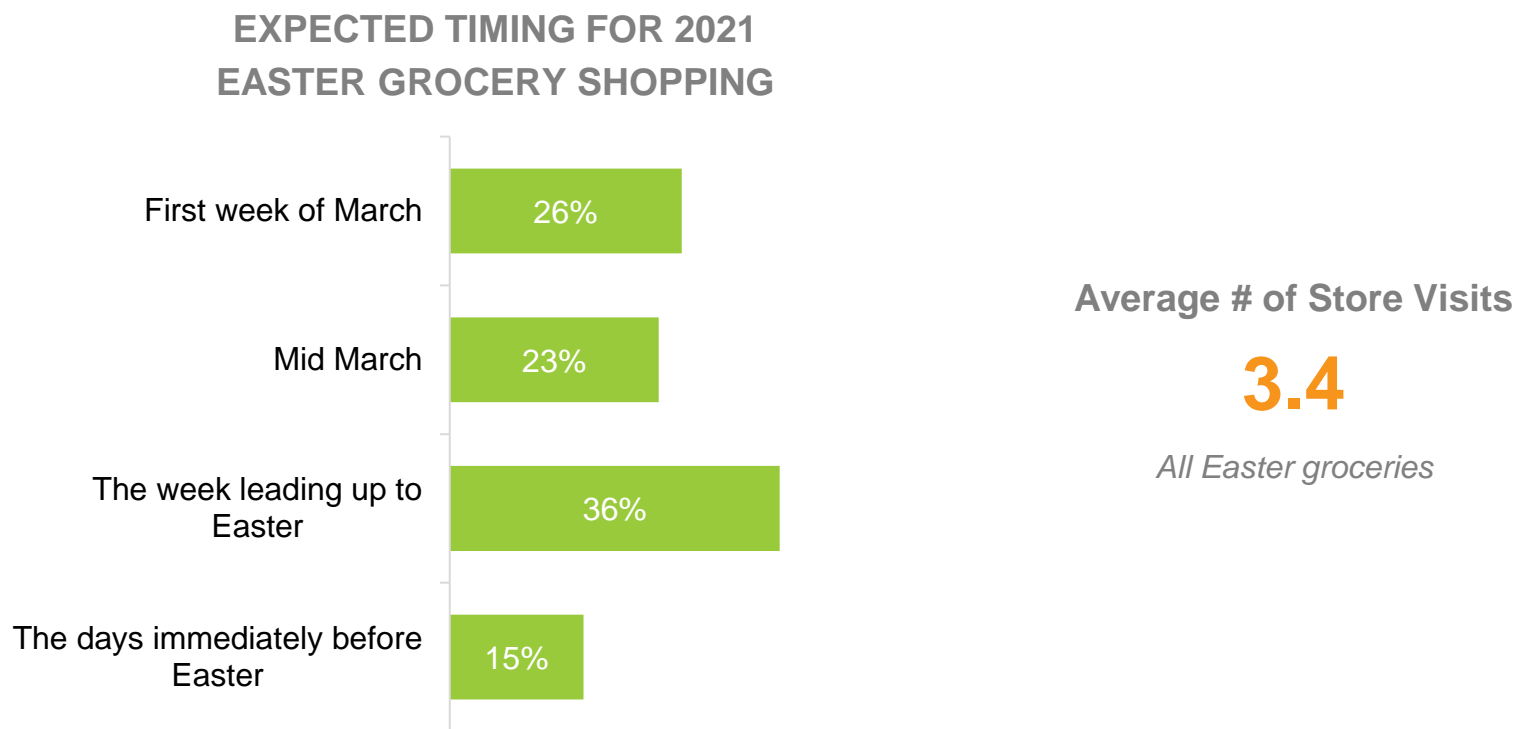
"My family and I will stay home."

"So far none, I will stay home."

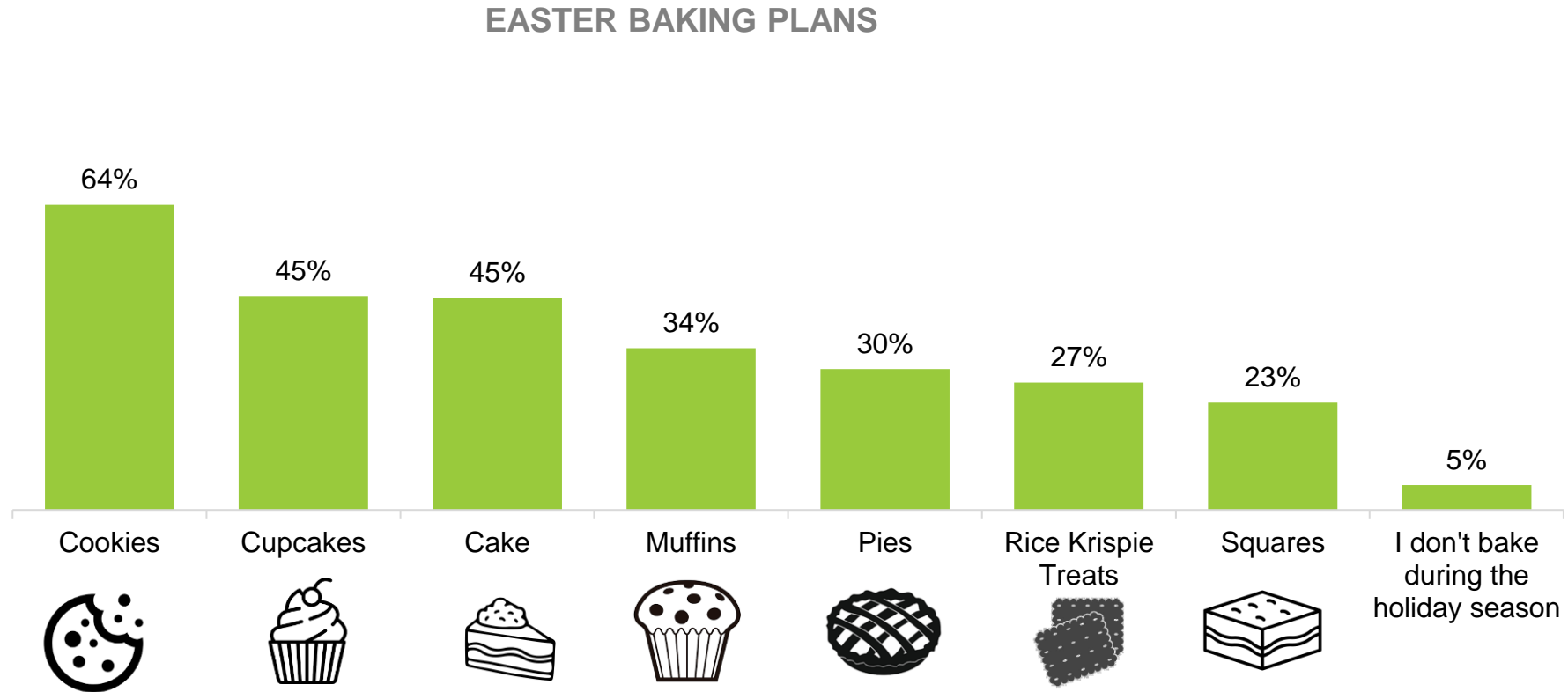
"Having our own egg hunt."



More than 1/3 planned to do their grocery shopping one week before Easter.

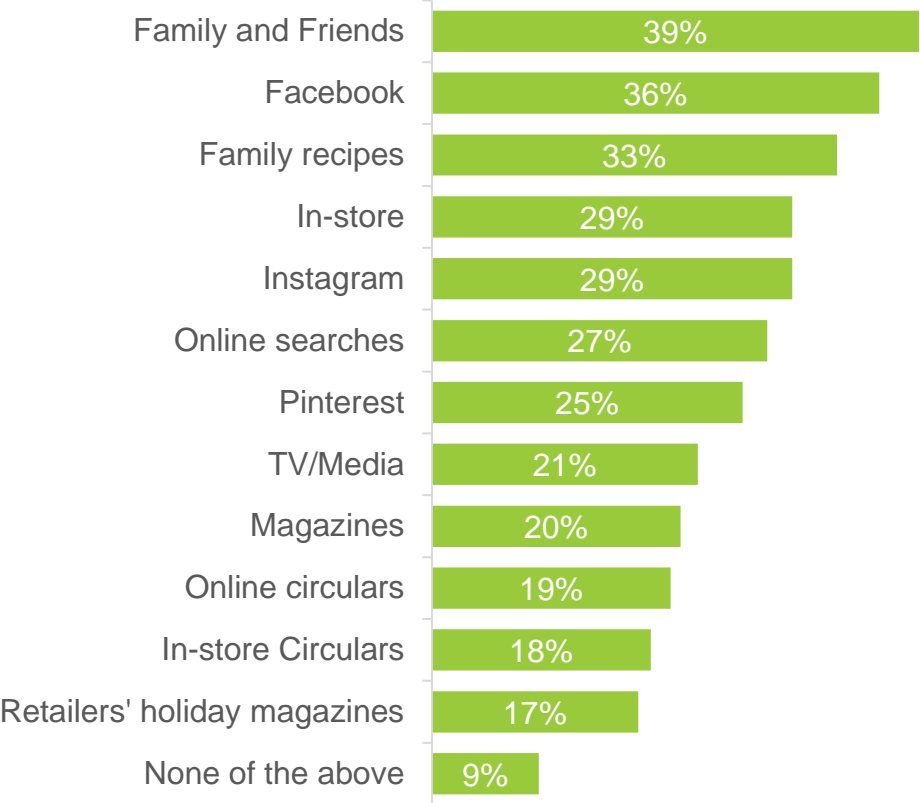


Cookies, cupcakes and cakes were popular treats for Easter baking this year.

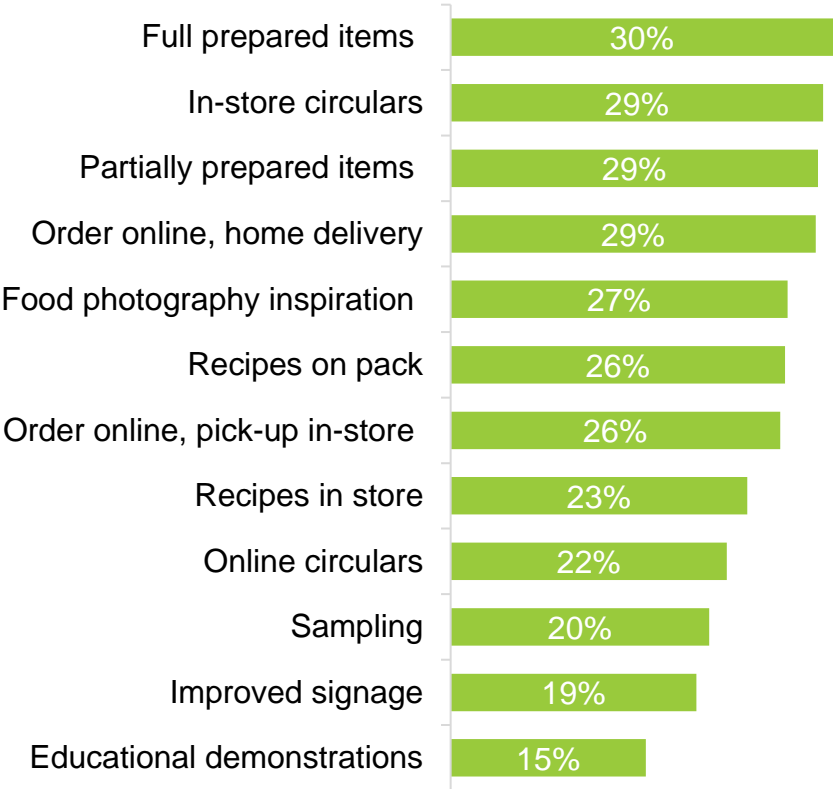


Family, friends and Facebook are lead inspirations for Easter meals, followed by inspiration in-store. Three in ten are interested in partially/fully prepared meals.

INSPIRATION FOR EASTER MEALS



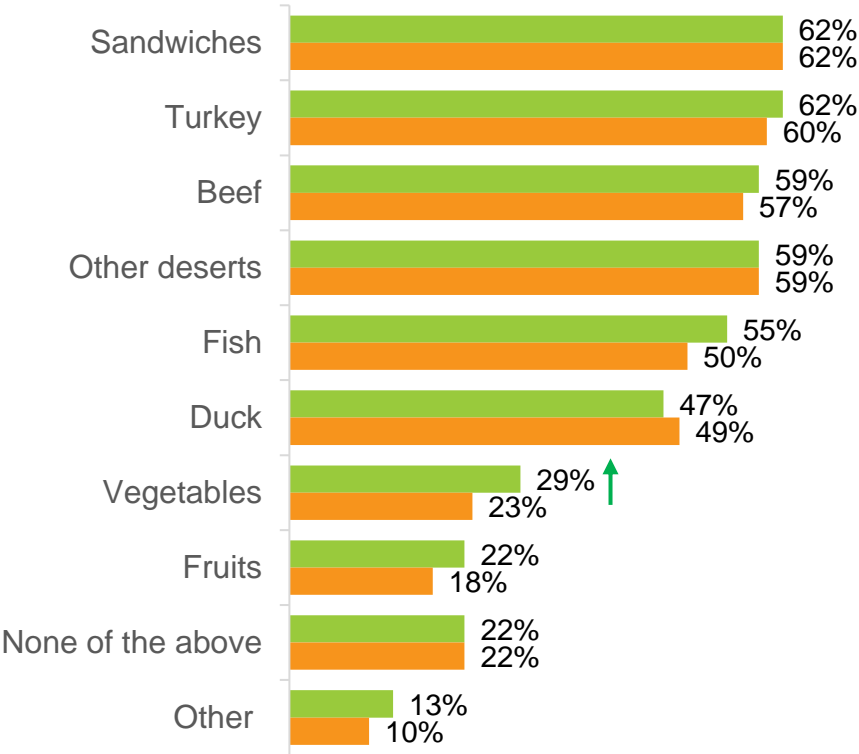
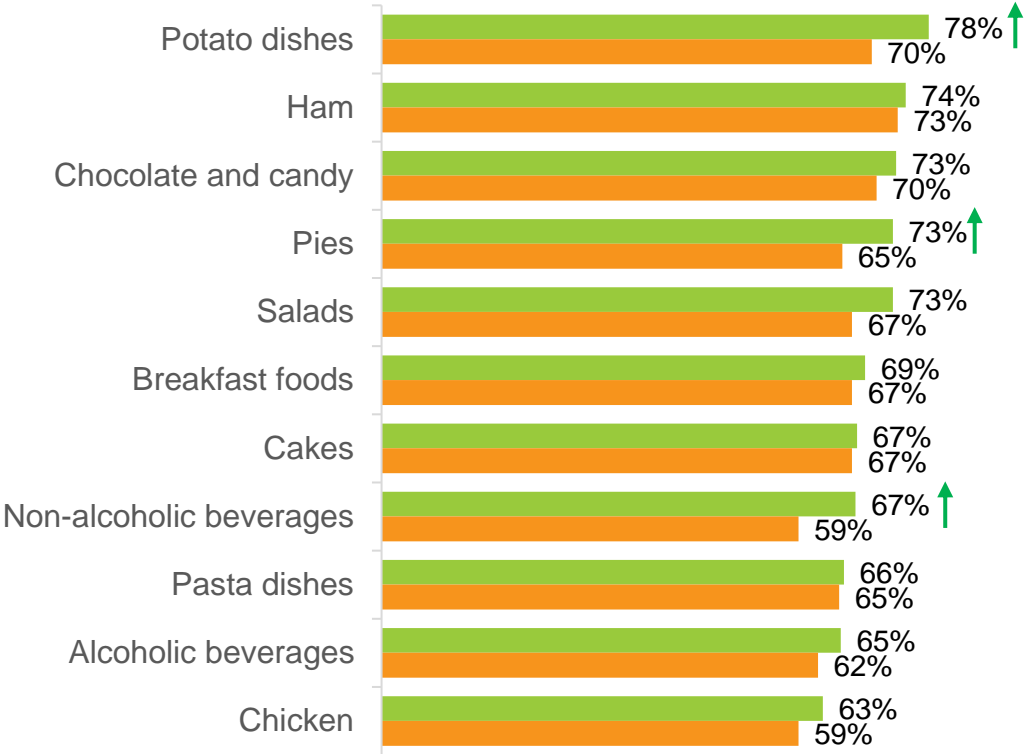
DESIRED IMPROVEMENTS FOR EASTER GROCERY SHOPPING



Staples like potatoes, pies and vegetables were expected to be purchased more this year.

EASTER GROCERY PURCHASES

■ During COVID (2021) ■ Pre COVID Years



↑ Significantly more participating versus pre-Covid years at 95%

Classic ham and potatoes are popular dinner meal options. Many expect chocolate and candy to enhance each Easter mealtime.

TOP GROCERY ITEMS FOR EASTER MEALS
TOP FIVE PER MEAL TYPE

Easter Dinner



Ham	48%
Potato Dishes	47%
Pies	41%
Salads	41%
Chocolate/Candy	39%

Easter Lunch



Salads	38%
Sandwiches	35%
Chocolate/Candy	35%
Potato Dishes	34%
Beverages	33%

Easter Brunch



Breakfast Foods	37%
Chocolate/Candy	29%
Beverages	28%
Sandwiches	24%
Potato Dishes	23%



Easter Baskets

Seven in ten planned to gift an Easter basket to their children this year, and one third to their spouses.

EASTER BASKET GIFTING



My children
70%



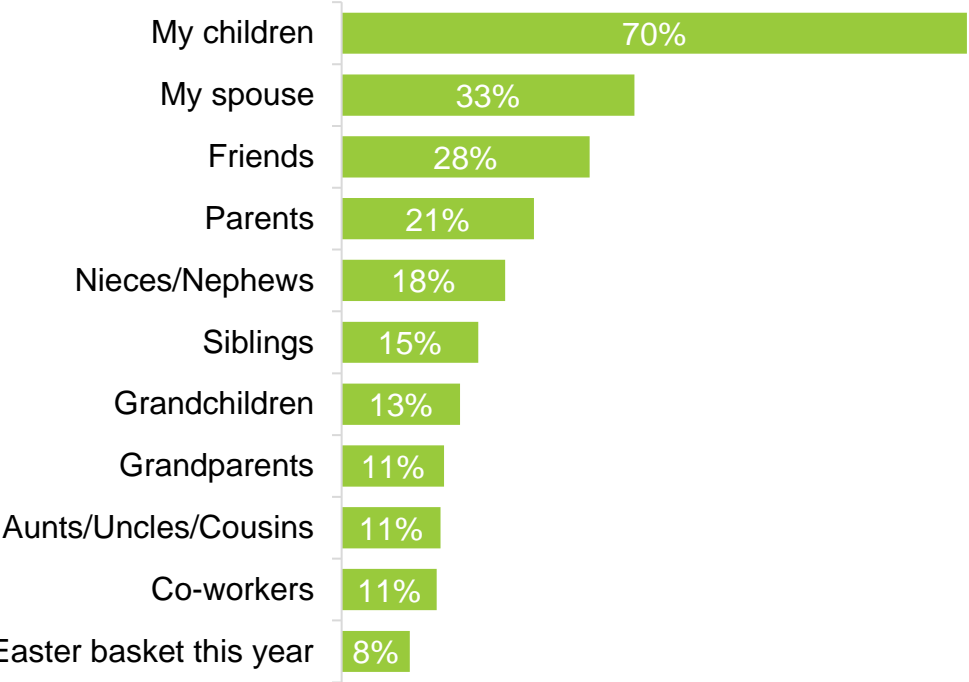
My spouse
33%



Friends
28%



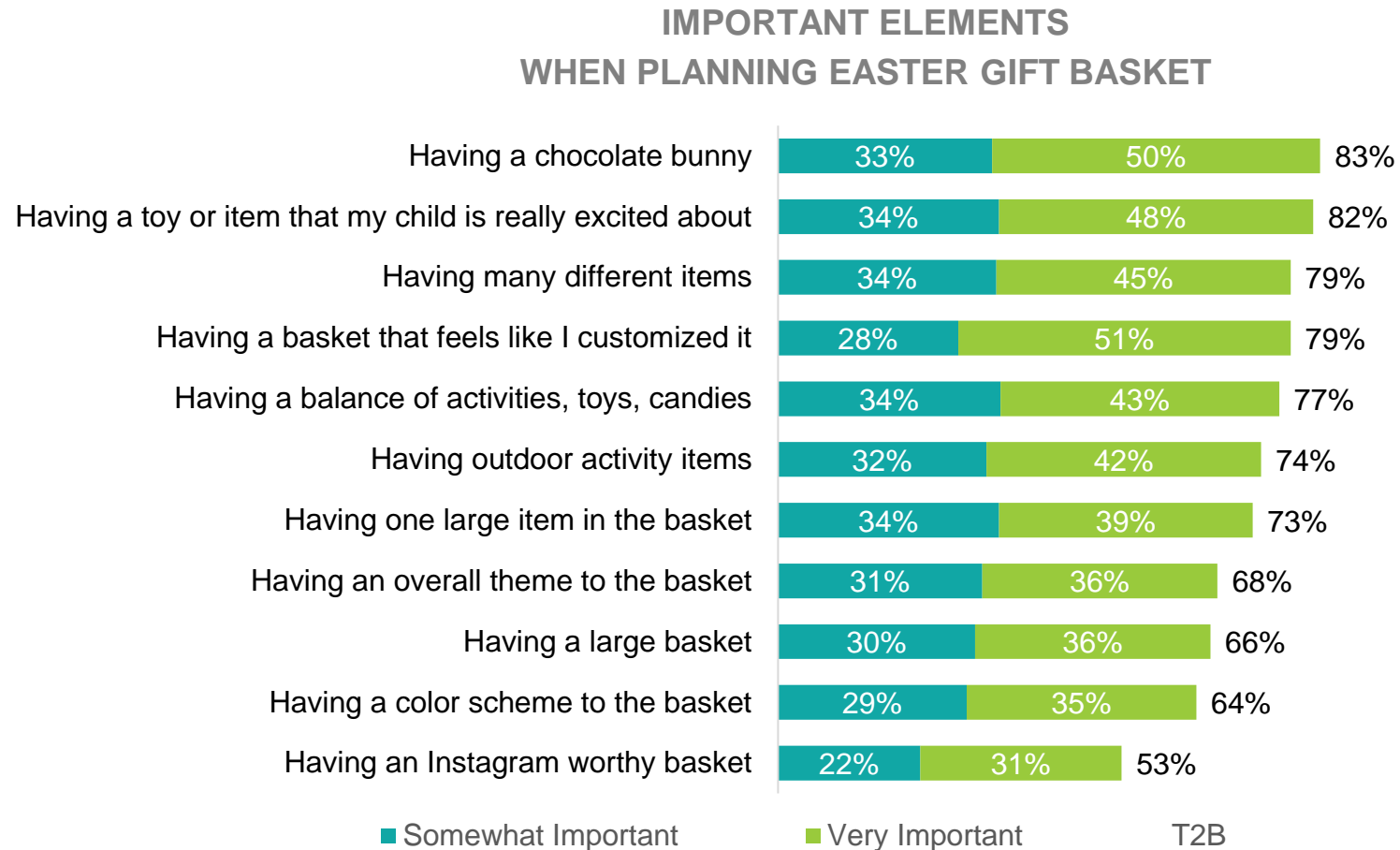
Parents
21%



Of those gifting a basket, eight in ten planned to make their own, and most planned to fill it with chocolates and small toys.

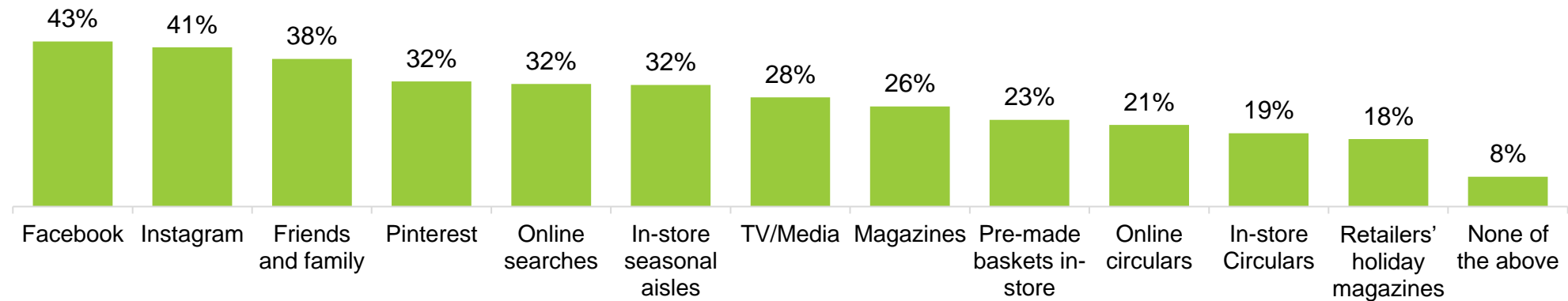


A 'custom' basket is very important for 1/2 of consumers; having a bunny and an exciting toy is considered essential to most.



An equal number of consumers find inspiration for their Easter baskets in-store as they do on Pinterest and online searches. Facebook & Instagram are the most popular sources of inspiration.

SOURCE OF INSPIRATION FOR EASTER BASKETS



While many planned to visit Mass Merchandise stores for their Easter Basket purchases, Dollar and Grocery Stores are also considered for these items.

TOP STORES SHOPPED
FOR EASTER BASKET ITEMS



Chocolate Eggs

Mass Merchandise	37%
Grocery Stores	21%
Dollar Stores	20%



Chocolate Bunnies

Mass Merchandise	38%
Dollar Stores	22%
Grocery Stores	21%



Small Toys

Mass Merchandise	38%
Dollar Stores	27%
Grocery Stores	14%



Gift Cards

Mass Merchandise	26%
Dollar Stores	21%
Department Stores	16%



Stuffed Animals

Mass Merchandise	40%
Dollar Stores	28%
Drug Stores	16%

Mass Merchandise stores are most popular for all Easter basket items.

TOP STORES SHOPPED FOR EASTER BASKET ITEMS



Clothing

Mass Merchandise	34%
Dollar Stores	22%
Grocery Stores	18%



Outdoor Toys

Mass Merchandise	37%
Dollar Stores	28%
Grocery Stores	17%



Seasonal Decorations

Mass Merchandise	28%
Dollar Stores	25%
Grocery Stores	17%



Religious Gifts

Mass Merchandise	28%
Department Stores	20%
Home Improvement	18%



Large Toys/ Electronics

Mass Merchandise	28%
Dollar Stores	21%
Grocery Stores	17%



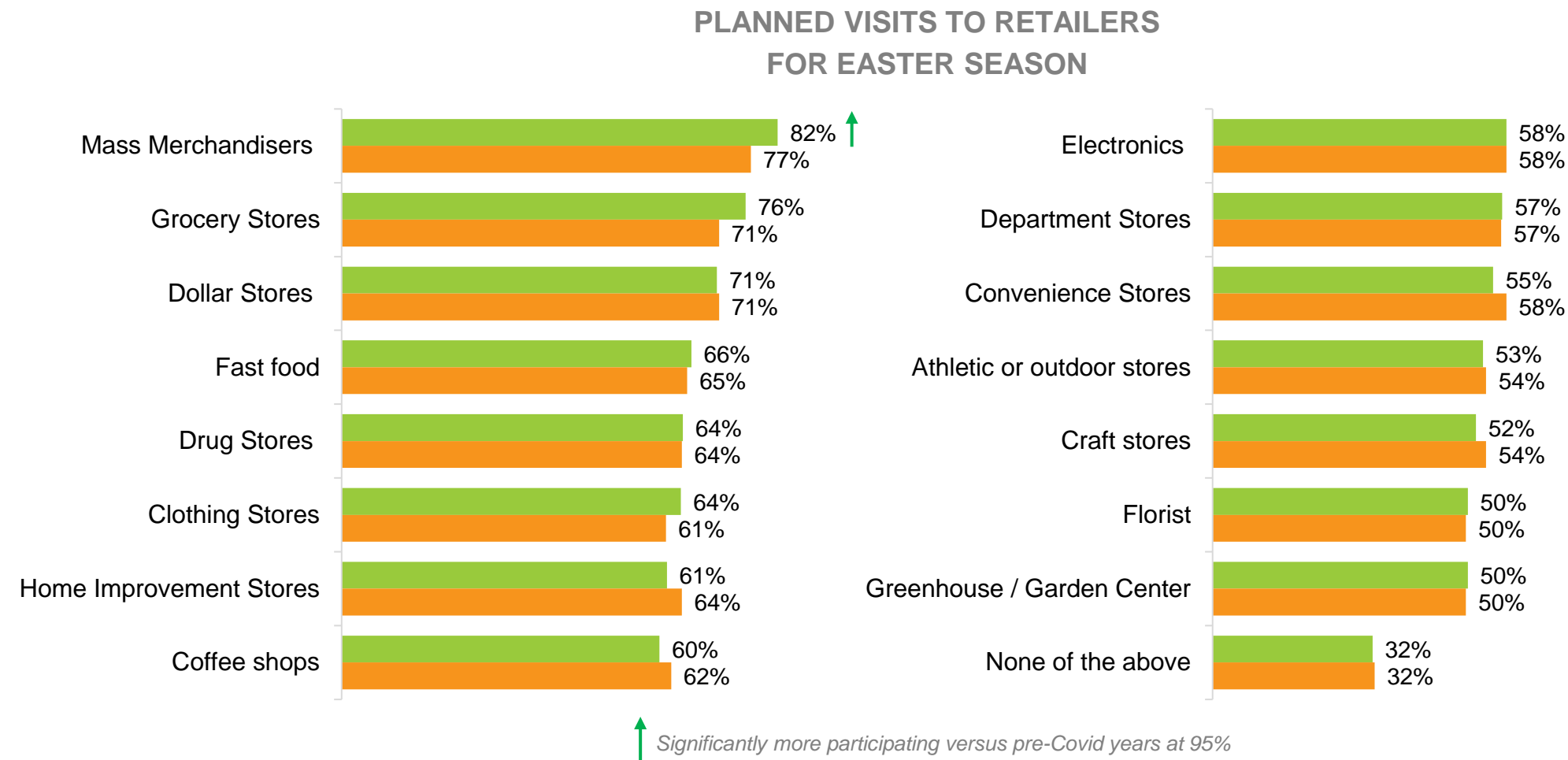
Gardening Items

Mass Merchandise	24%
Green House	22%
Grocery Stores	21%



Easter Shopping

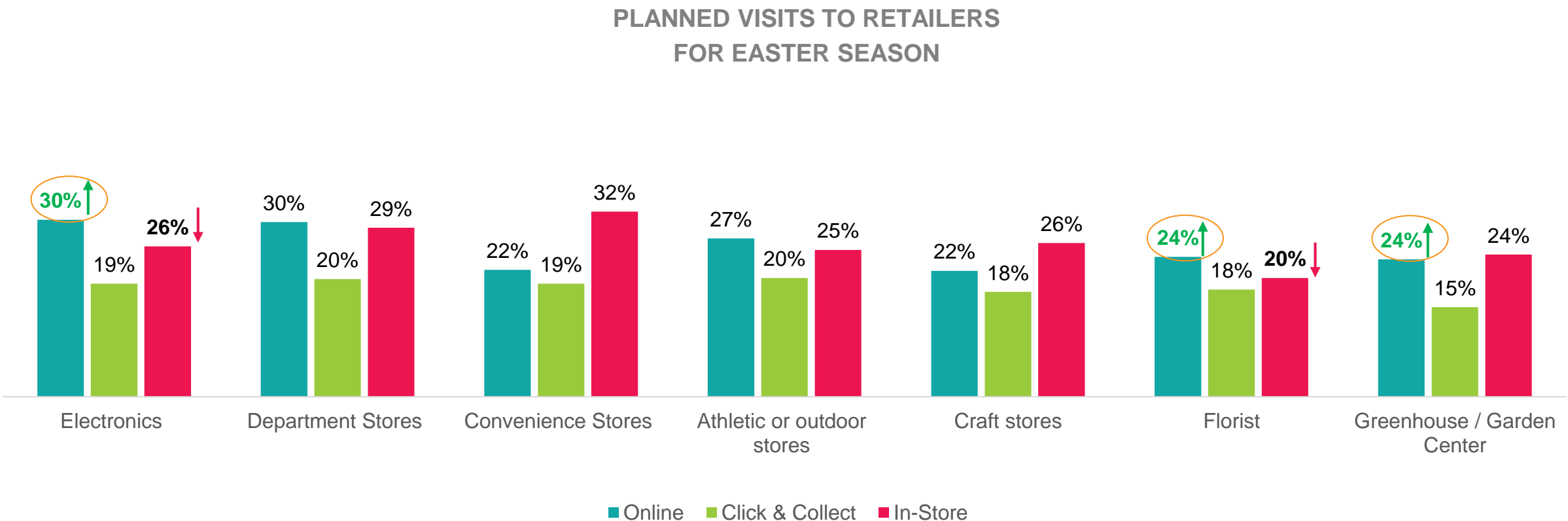
Consumers expected to maintain their Pre-Covid shopping habits this Easter season with significantly more expected visits to Mass Merchandisers.



Consumers expected to do more online shopping this Easter season compared to pre-Covid years...

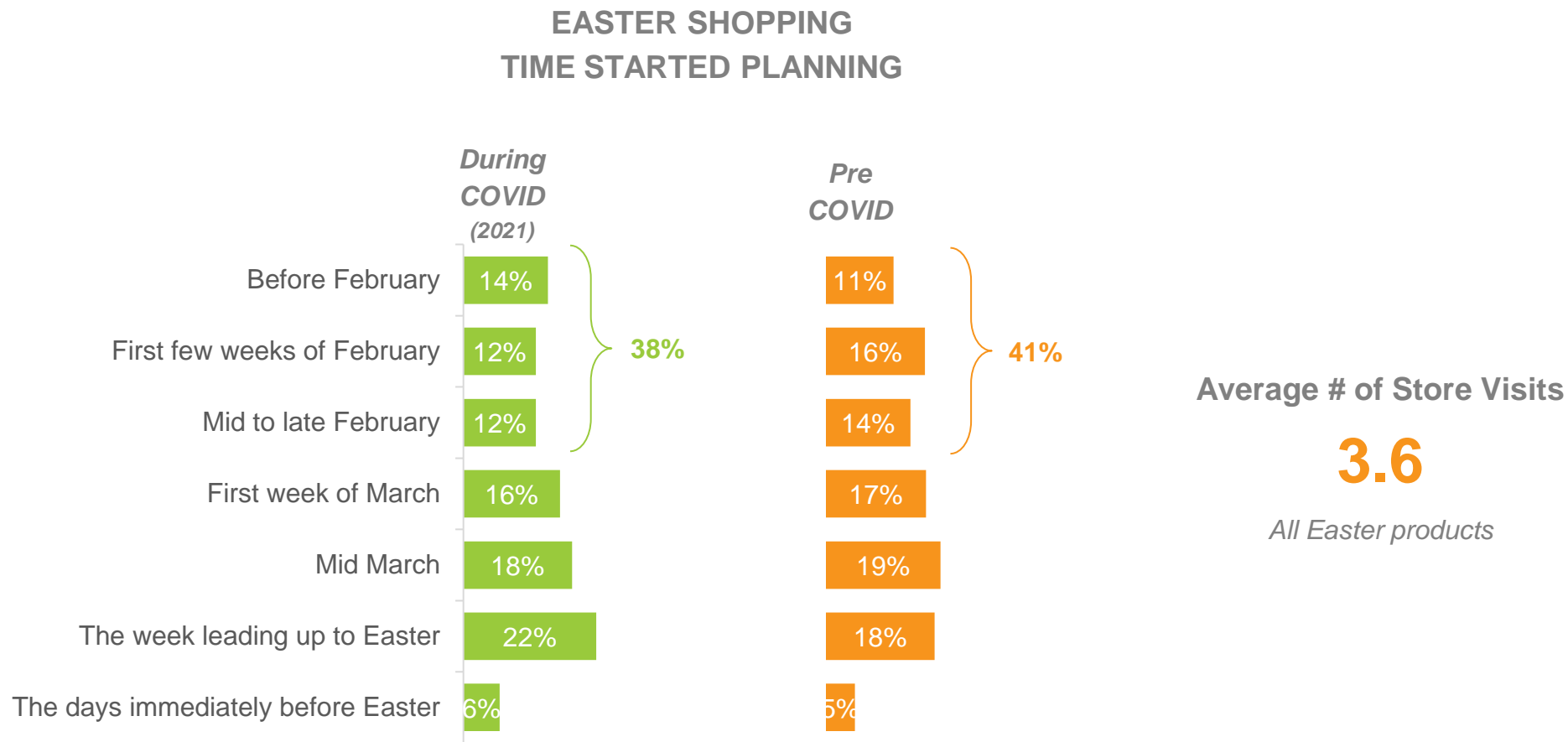


...Even online visits to florists and greenhouse/garden centers were expected to increase this year.



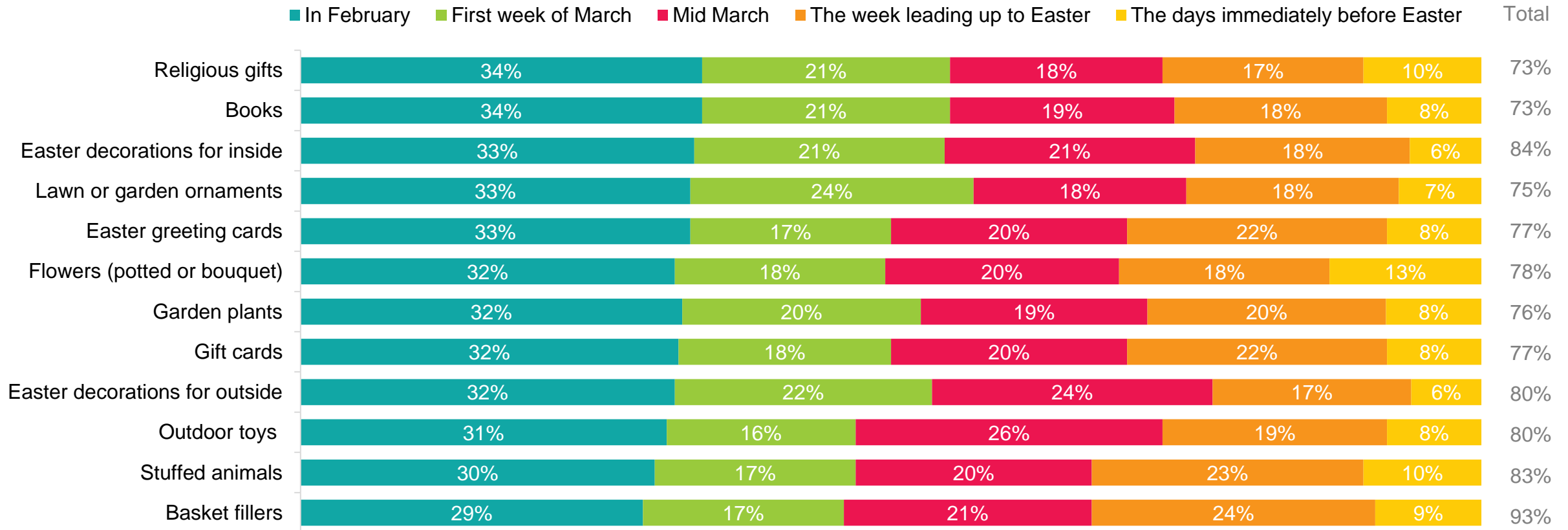
↓ Significantly fewer shopping versus pre-Covid years at 95%
↑ Significantly more shopping versus pre-Covid years at 95%

Many consumers planned to shop well in advance of the Easter Holiday.



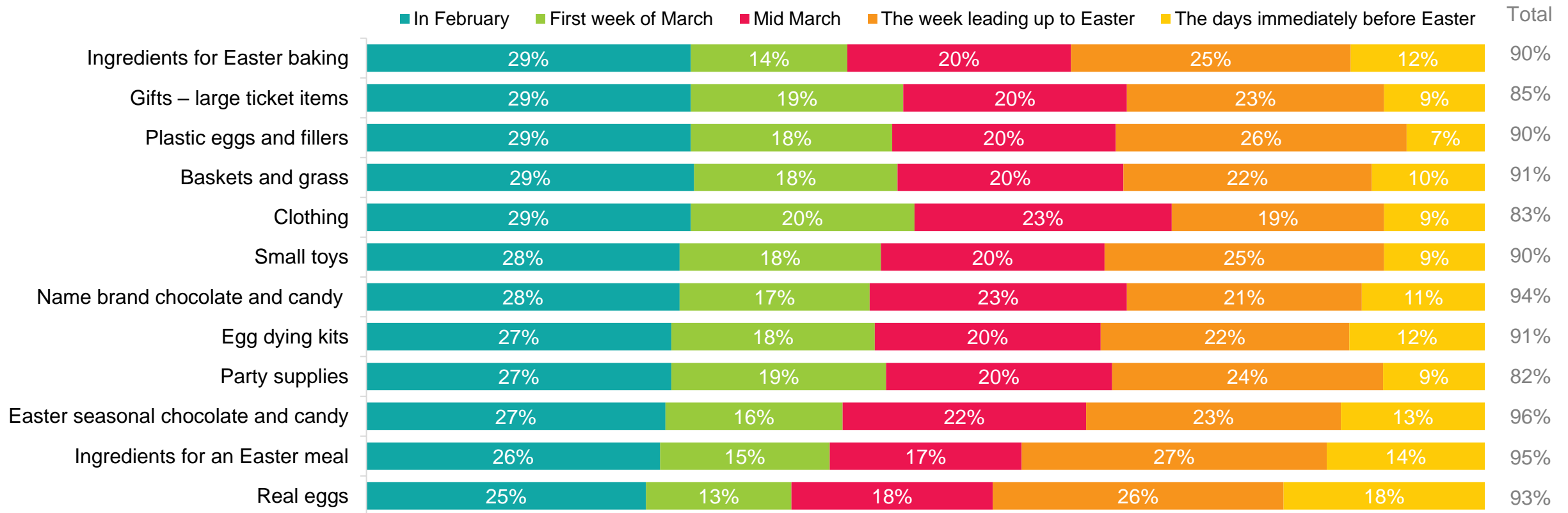
Many consumers pre-plan for Easter shopping; for some as early as February.

EASTER SHOPPING TIME STARTED SHOPPING BY ITEM



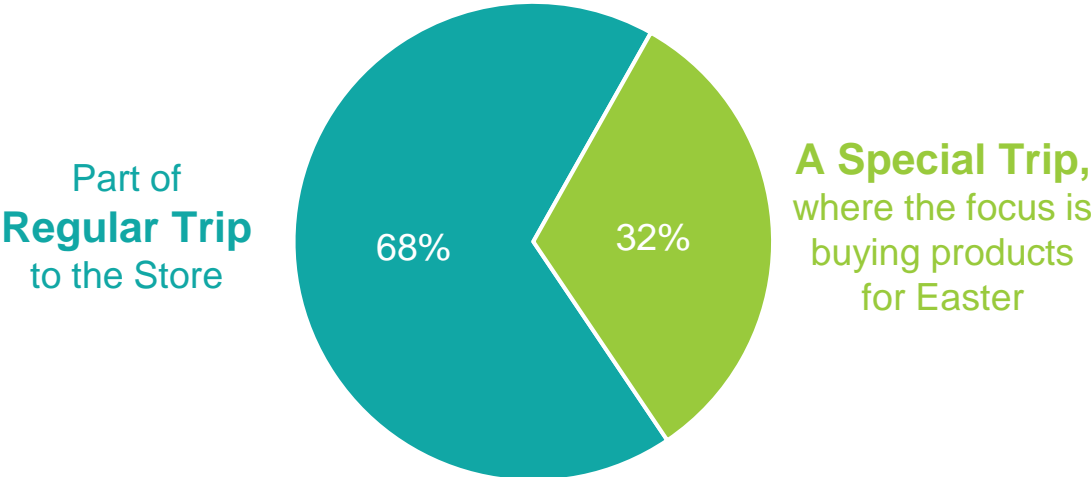
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EASTER SHOPPING TIME STARTED SHOPPING BY ITEM

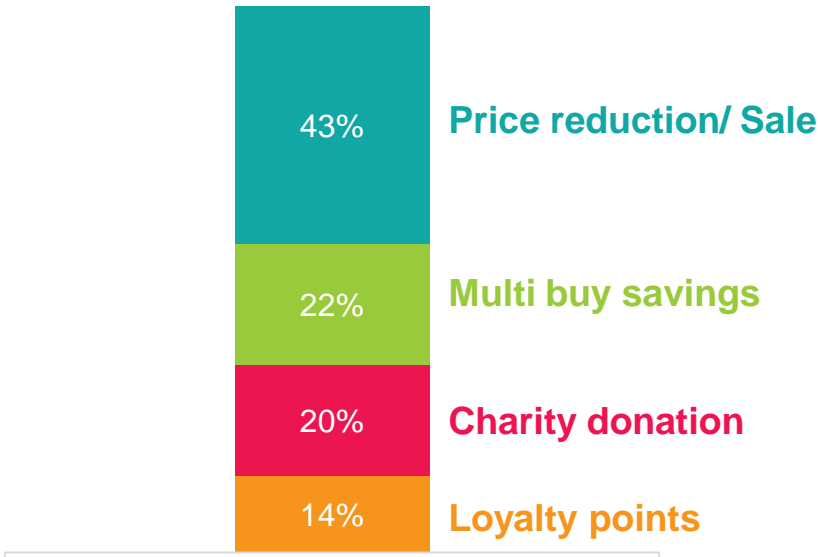


One third of consumers make a trip specifically for their Easter purchases.













TYPE OF TRIP
WHEN SHOPPING FOR EASTER



MOST APPEALING DEAL TYPE















Mass Merchandisers are the most visited retailer for Easter, even for grocery items.

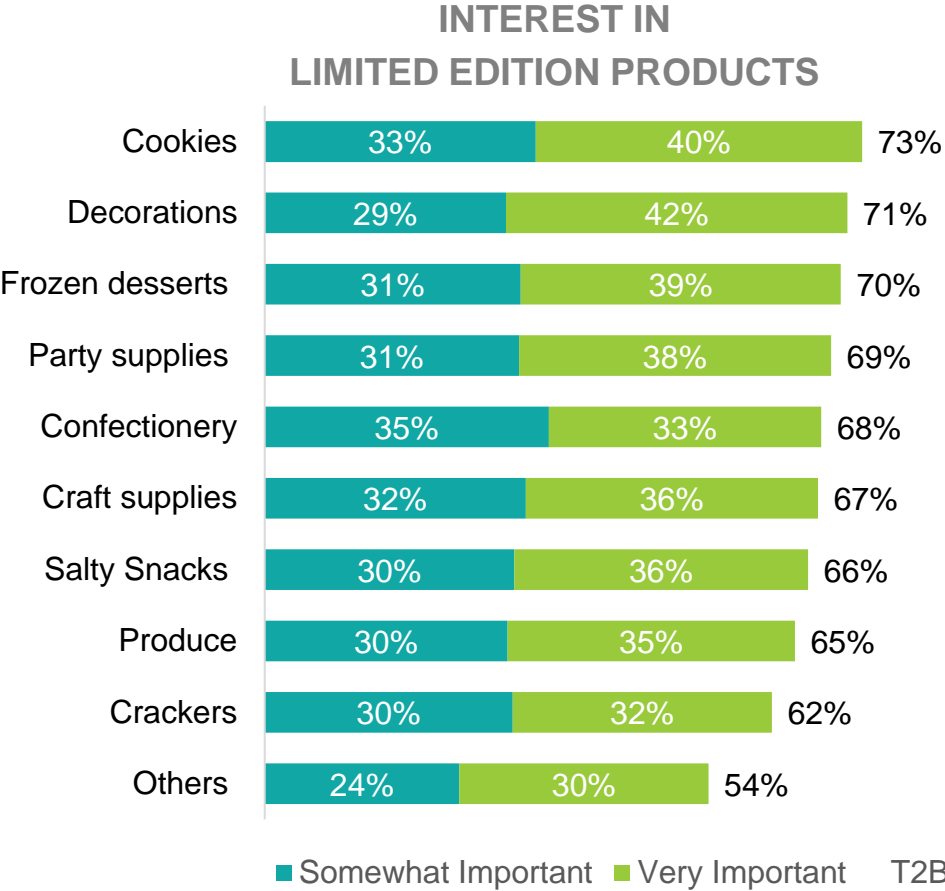
RETAILERS VISITED FOR EASTER ITEMS											
 Easter chocolate & candy		 Name brand chocolate & candy		 Plastic eggs and fillers		 Real eggs		 Basket fillers		 Baskets and grass	
Mass Merchandise	38%	Mass Merchandise	37%	Mass Merchandise	37%	Mass Merchandise	33%	Mass Merchandise	35%	Mass Merchandise	33%
Grocery Stores	23%	Grocery Stores	25%	Dollar Stores	24%	Grocery Stores	32%	Dollar Stores	24%	Dollar Stores	23%
Dollar Stores	22%	Dollar Stores	18%	Grocery Stores	16%	Dollar Stores	13%	Grocery Stores	16%	Grocery Stores	14%
 Egg dying kits		 Ingredients for Easter baking		 Ingredients for an Easter meal		 Small toys		 Gifts – large ticket items		 Party supplies	
Mass Merchandise	38%	Mass Merchandise	35%	Mass Merchandise	34%	Mass Merchandise	36%	Mass Merchandise	39%	Mass Merchandise	37%
Grocery Stores	18%	Grocery Stores	30%	Grocery Stores	30%	Dollar Stores	24%	Dollar Stores	17%	Dollar Stores	22%
Dollar Stores	17%	Dollar Stores	13%	Dollar Stores	11%	Grocery Stores	13%	Grocery Stores	17%	Grocery Stores	14%

More than two in ten expected to visit a Dollar Store for Easter decorations this year.

RETAILERS VISITED FOR EASTER ITEMS

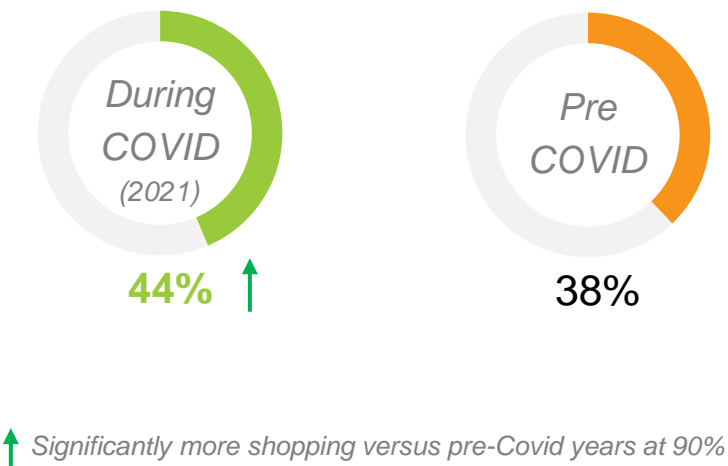
					
Clothing	Stuffed animals	Easter decorations for inside	Easter decorations for outside	Outdoor toys	Flowers (potted or bouquet)
Mass Merchandise 29%	Mass Merchandise 35%	Mass Merchandise 34%	Mass Merchandise 33%	Mass Merchandise 38%	Mass Merchandise 30%
Clothing Stores 25%	Dollar Stores 18%	Dollar Stores 24%	Dollar Stores 21%	Dollar Stores 14%	Grocery Stores 14%
Department Stores 17%	Grocery Stores 14%	Grocery Stores 14%	Home Improvement 13%	Grocery Stores 12%	Home Improvement 13%
					
Easter greeting cards	Gift cards	Garden plants	Lawn or garden ornaments	Religious gifts	Books
Mass Merchandise 30%	Mass Merchandise 33%	Mass Merchandise 26%	Mass Merchandise 29%	Mass Merchandise 30%	Mass Merchandise 34%
Dollar Stores 20%	Department Stores 14%	Greenhouse 17%	Home Improvement 17%	Department Stores 15%	Dollar Stores 17%
Grocery Stores 14%	Dollar Stores 14%	Home Improvement 14%	Dollar Stores 14%	Dollar Stores 13%	Department Stores 15%

Cookies generate the strongest interest in a limited-edition product, followed by decorations and frozen desserts.



Online shopping for Easter was expected to increase this year versus pre-Covid years.

% of EASTER SHOPPING DONE ONLINE



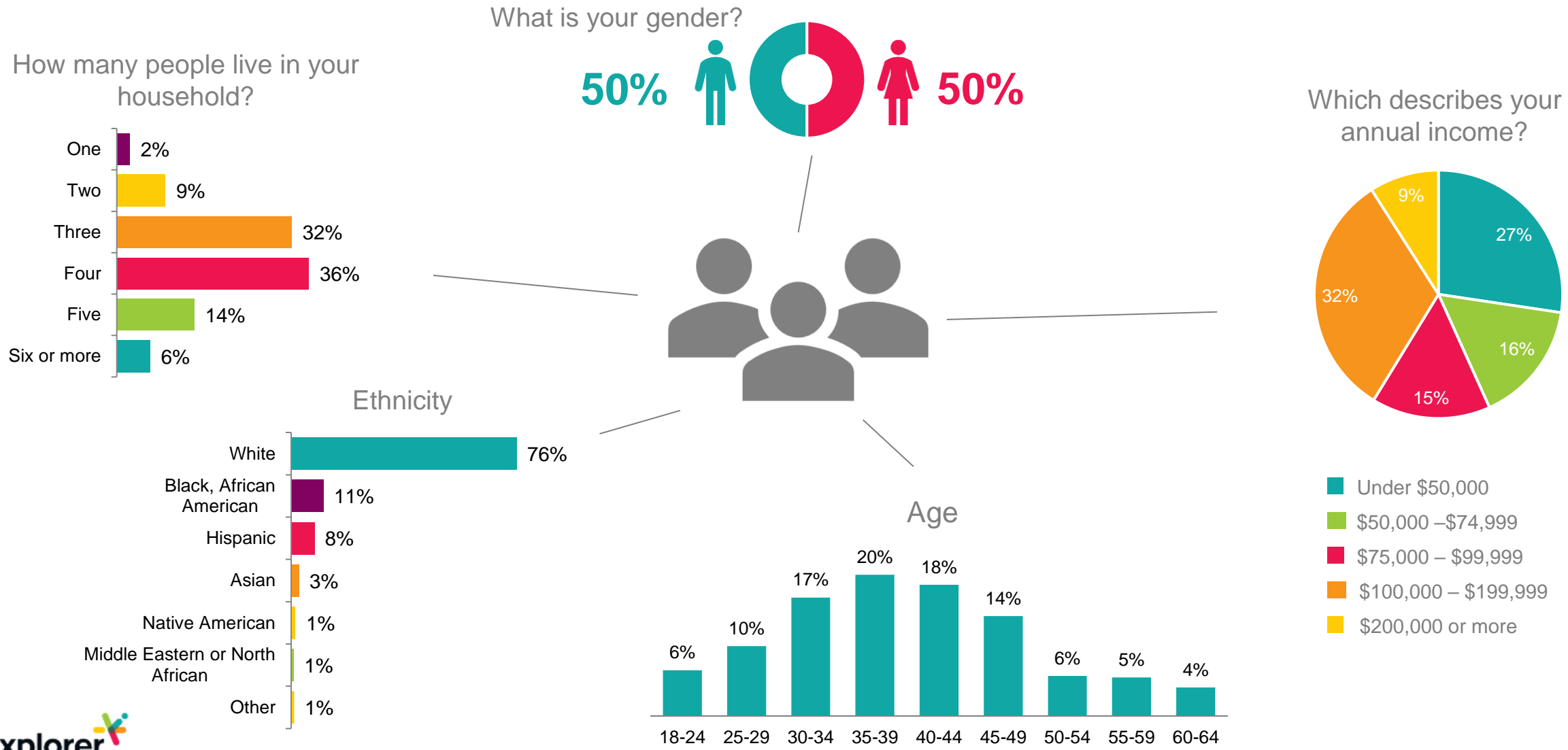
ONLINE ROLE FOR EASTER PLANNING





APPENDIX:

Demographics: Who participated in the study?





Chicago

720 East Butterfield Road
Suite 110,
Lombard, Illinois 60148

Contact Us

Chicago: 630-519-3486
Toronto: 905-629-4639
Toll-Free: 1-855-251-5434

Toronto

2425 Skymark Avenue,
Unit 5, Mississauga,
Ontario, L4W 4Y6

www.explorerresearch.com