77% of Americans celebrate Easter each year, with a total U.S. spend of $18B for Easter, Passover and the spring season.

Source: NRF 2021
Average consumer spending on items to celebrate the Easter season.

Source: NRF 2021
Feature creative **DIY centerpiece** ideas in store and on your social channels to inspire your shoppers. Merchandise **pastel candies, flowers and clear containers** together to boost incremental sales.
Most popular Easter activities:

- 53% Holiday meal
- 34% Visit family/friends
- 32% Church
- 24% Easter egg hunt
- 12% Open gifts

Source: NRF Easter Headquarters 2021
Top reasons for Easter/Spring shopping:

- 65% Tradition
- 31% Sales
- 31% Social activities
- 22% Store displays
- 21% Exclusive products
- 11% Retailer events

Source: Numerator Seasonal Research 2021
Seasonal in-store theater coupled with center-aisle and other secondary displays draw attention to your Easter season, promotions and products.
87% OF PEOPLE who celebrate Easter enjoy Easter-themed seasonal and chocolate candy.

Be sure to place seasonal candy displays in your most trafficked areas of the store.
Candy and food lead all seasonal purchases:

- **89%**: Candy
- **88%**: Food
- **64%**: Gifts
- **46%**: Clothing
- **50%**: Greeting Cards
- **48%**: Decorations
- **38%**: Flowers

*Source: NRF 2021*
40 MILLION Easter greeting cards are purchased each year.

Together with Mother’s Day and Father’s Day, these spring seasons make spring the second-biggest spending season of the year for holiday cards.

Source: Greeting Cards Association
Destination RETAIL / Merchandising

Drive omni-channel shopper inspiration.

Amplify your in-store Easter brand messaging with social posts and advertising.
Many Easter activities involve candy. Extend your Easter sales by promoting DIY basket building, candy bowls, decorating, baking and crafting.

<table>
<thead>
<tr>
<th>USING EASTER-THEMED CONFECTIONERY TO:</th>
<th>ALL</th>
<th>ALL PARENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buy/create Easter baskets</td>
<td>50%</td>
<td>56%</td>
</tr>
<tr>
<td>Have a candy bowl at home or at work</td>
<td>44%</td>
<td>42%</td>
</tr>
<tr>
<td>Do an Easter egg hunt</td>
<td>41%</td>
<td>49%</td>
</tr>
<tr>
<td>Decorate using Easter candy</td>
<td>34%</td>
<td>41%</td>
</tr>
<tr>
<td>Bake or cook with Easter candy</td>
<td>33%</td>
<td>38%</td>
</tr>
<tr>
<td>Craft with Easter candy</td>
<td>26%</td>
<td>34%</td>
</tr>
</tbody>
</table>

Source: NCA Celebrating Confectionery Seasons 2020 n=1,500
Candy is an Easter basket “must have” – 85% of consumers surveyed want candy included in Easter baskets.

<table>
<thead>
<tr>
<th>WHAT DO YOU TYPICALLY INCLUDE/LOOK FOR IN THE EASTER BASKET?</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Easter candy/chocolate</td>
<td>85%</td>
</tr>
<tr>
<td>Nonfood items, such as crayons or stuffed animals</td>
<td>53%</td>
</tr>
<tr>
<td>Snacks, such as chips, granola bars or dried fruits</td>
<td>43%</td>
</tr>
<tr>
<td>Shopper-defined better-for-you items</td>
<td>42%</td>
</tr>
<tr>
<td>Gum/mints</td>
<td>12%</td>
</tr>
</tbody>
</table>

Source: NCA Celebrating Confectionery Seasons 2020 n=1,500
Make it easy for your consumers to find what they're hunting for with smart signage and displays.
Merchandise all the chocolate bunnies together in your Easter display and make it easy for your shoppers to find their top choice.
Don’t forget Easter snacks!

Snack sales during Easter 2020 were up **10.2%** in dollar sales over 2019.

*Source: IRI, MULO + C, 7 weeks ending April 12, 2020*
Strong interest continues for premium chocolates with **double digit gains for the past three years**.

Capture your share of higher basket rings with Easter seasonal in-aisle displays.

*Source: NCA Annual and Easter Industry Performance reviews - 2020*
Variety of seasonal items drives incremental purchases.

Inspire shoppers with novelty items and in-store tie-ins with Easter gifting items...

Photo: Target, courtesy of 210 Analytics
33% of ALL consumers bake with chocolate and candy.

40% of parents with kids 0-12 years old bake Easter recipes that include candy.

39% of parents with children 7-12 years old enjoy family crafting with candy.

Source: NCA/210 Analytics Custom Research: Celebrating Confectionery Seasons 2020 n=1,500
I ❤️ MOM

MOTHER’S DAY
92% of Americans celebrate Mother’s Day.

Source: Numerator 2021 Consumer Intentions Spring Holidays
Floral sales bloom the first two weeks of May to 15% OF ANNUAL SALES – boosted by Mother’s Day and Memorial Day.

Source: Winsights Grocery Business
HALF of Mother’s Day buyers planned to GIVE FLOWERS for Mother’s Day this year.

Source: Numerator 2021 Consumer Intentions Spring Holidays
Consumers spend **BETWEEN $25 - $100** on Mother’s Day gifts each year.

*Source: Numerator 2021 Consumer Intentions Spring Holidays*
Retail / Insight

Grocery, Mass and Club stores represent $4.7B in floral sales and have grown more than $560M since 2015.

Source: Winsights Grocery Business
Americans send 113 MILLION Mother’s Day cards each year.

Encouraging shoppers to buy both candy and greeting cards can INCREASE BASKET SIZE +23% - 46%.

Sources: Greeting Card Association 2021; IRI Worldwide 2021 Easter season
Mobile in-aisle seasonal chocolate displays adjacent to greeting cards **MAKE IT EASY FOR YOUR SHOPPERS** to add boxed chocolates to their Mother’s Day gift selections.
Cross merchandising Mother’s Day and Easter-related items DRIVES INCREMENTAL SALES & PROFITS.
SPRING BREAK & TRAVEL
53% OF COLLEGE STUDENTS go on spring break.

Source: TravelAgentCentral.com
45% of American families plan a spring break.

Source: TravelAgentCentral.com
The average college student expects to spend $620 on spring break.

Source: TravelAgentCentral.com
Capture the spring break traveler with PORTABLE SNACKS, FUN SIZE CHOCOLATES AND SHAREABLE BAGS of candy for the trip.

CROSS MERCHANDISE with other trip necessities to boost overall store sales:
- Sunglasses, sunscreen, travel accessories, beverages
- Showcase fun size, shareable candies.
CINCO DE MAYO
25% of Americans celebrate Cinco de Mayo.

Source: Numerator 2021 Consumer Intentions Spring Holidays
MORE THAN HALF of Cinco de Mayo consumers typically celebrate by going out for food and drinks.  
27% celebrate at home.

Source: NRF 2021
CINCO DE MAYO IS A PARTY AND ALCOHOL IS SERVED.

$2.9B in tequila and margarita mixes sold

$745M in beer sales – more than other holidays, including Super Bowl and St. Patrick’s Day.

Source: Loop Insights 2019
ESTIMATED $1.46B IN SALTY SNACKS AND DIP SALES:

$1.15B  Salty snacks
$31M  Dip and dip mixes
$247M  Tortilla chips
$56M  Corn chips

Source: IRI 2 weeks ending May 16, 2021
Capture a bigger basket ring by MERCHANDISING SALTY SNACKS IN YOUR ADULT BEVERAGE AISLE in the weeks leading up to Cinco de Mayo.
Guacamole anyone?

81 MILLION AVOCADOS are sold during the Cinco de Mayo season.

Source: California Avocado Commission
PRE-ASSEMBLED PARTY BASKETS featuring Cinco De Mayo snacks and beverage mixes OFFER PARTY SOLUTIONS FOR YOUR SHOPPERS while driving overall basket rings.
MEMORIAL DAY
Memorial Day drives shoppers into stores with **NEARLY HALF OF AMERICANS** looking for holiday sales and deals in advance of their celebrations.

Source: NRF 2021
37.6 MILLION PEOPLE travel on Memorial Day.

Source: www.US News.com May 2021
Kick off the summer with a **SPOTLIGHT** on all the summer snacking occasions for **BBQS, PICNICS, FAMILY REUNIONS AND MORE!**
**NATIONAL ROAD TRIP DAY** is the Friday before Memorial Day each year. Take advantage of this holiday by **PROMOTING ROAD TRIP SNACKS AND TREATS:**

- Fun size chocolates
- Chewy/gummy candies
- Gum
- Salty snacks and popcorn
- Meat and cheese snacks
- Protein bars
- Granola/snack bars
GRILLING AND BARBECUING are the top ways to celebrate Memorial Day.

61% OF CONSUMERS are expected to participate in this traditional activity.

Source: Numerator 2021 Consumer Intentions Spring Holidays
Leverage the grilling season by **MERCHANDISING SNACKS AND TREATS** alongside BBQing basics.
73% OF CONSUMERS shop for Memorial Day food and beverages from traditional retailers.

Source: Numerator 2021 Consumer Intentions Spring Holidays
Join in on the patriotic celebration to **DRIVE INCREMENTAL SALES.**

**CROSS-MERCHANDISE** red, white and blue products together **MAKING IT EASY FOR SHOPPERS** to meet all their Memorial Day celebration needs.
Celebrations and occasions where beer and wine are served offer profitable cross-merchandising opportunities for:

- Salty snacks
- Chocolate and candy
- Produce for vegetables and dips

Source: Numerator 2019
ENHANCE SALES UP TO 25%
by tying in adult beverages with snacking and treating items for summer celebrations with family and friends.

Source: IRI Worldwide 2021 – avg. product retails beer/wine/snacks/candy
Suggest to your shoppers to **INCLUDE CANDY AT BBQ AND COOKOUT OCCASIONS** by cross merchandising candy bowl fill and shareable treats adjacent to:
- Meat aisles
- Produce areas
- Bread & Bakery aisles
- Beverage aisles
- Beer/wine aisles
- Paper plates and picnic accessories

Photo: Central Market, courtesy of 210 Analytics
May/June are all about **DADS AND GRADS** with gifts and celebratory spending reaching a combined $26B.

*Source: NRF 2021*
Cookouts are in the top 10 activities for Graduation and Father’s Day.
72 MILLION Father’s Day greeting cards are sold each year.

Source: NRF
Make your cash register ring with incremental sales and profits by merchandising all Dads and Grads party and celebration needs in one place. Inspire total party purchases between **$60 - $90/PERSON**:

<table>
<thead>
<tr>
<th>Category</th>
<th>Price Range</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Party size shareable bags - candy &amp; snacks</td>
<td>$10-$20</td>
<td></td>
</tr>
<tr>
<td>Soft Drinks &amp; Teas</td>
<td>$10-$15</td>
<td></td>
</tr>
<tr>
<td>Greeting cards</td>
<td>$2-$4</td>
<td></td>
</tr>
<tr>
<td>Balloons</td>
<td>$10-$25</td>
<td></td>
</tr>
<tr>
<td>Paper plates and cups</td>
<td>$17-$28</td>
<td></td>
</tr>
<tr>
<td>Cake &amp; cupcakes</td>
<td>$20-$25</td>
<td></td>
</tr>
</tbody>
</table>

*Source: IRI Average retail - 2021*
Capture incremental sales by merchandising grilling and picnic snacks and treats in multiple areas of the store:

- Salty snacks
- Chocolate and candy
- Produce for vegetables and dips
- Adult beverages and soft drinks
- Bread/rolls
- Grab-and-go snacks for the BBQ buffet
GRADS
Total graduation spending is $5.9 BILLION.

Source: NRF, Prosper Insights 2021
Average consumer spend for GRADUATION GIFTS IS $119.

Source: NRF, Prosper Insights 2021
Most common gifts for graduates include:

<table>
<thead>
<tr>
<th>Gift Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash</td>
<td>38%</td>
</tr>
<tr>
<td>Gift cards</td>
<td>31%</td>
</tr>
<tr>
<td>Apparel</td>
<td>14%</td>
</tr>
<tr>
<td>Electronics</td>
<td>17%</td>
</tr>
<tr>
<td>Other</td>
<td>5%</td>
</tr>
</tbody>
</table>

Source: NRF, Prosper Insights 2021
Key segments for party snacking rang up $2.4B in sales supporting graduation gatherings.

- $1.7B Salty snacks
- $334M Nuts/seeds
- $80M Fruit snacks
- $250M Chewy candy
- $38M Licorice

Source: IRI 2020 – 3 weeks ending 6/21/2020 (most common graduation periods and prior to Father’s Day)
59 MILLION graduation cards are sold each year.

MERCHANDISE TREATS WITH YOUR CARDS ALL YEAR LONG!

Source: Greeting Card Association 2021
Total Father’s Day spending hit $20.1B in 2021, up from $17B in 2020.

Source: NRF, Prosper Insight & Analytics 2021
75% of Americans celebrate Father’s Day.  
50% buy Dad a gift.  
26% of wives buy their husband a gift.

Source: NRF, Prosper Insight & Analytics 2021
Where consumers shop for Father’s Day:

40% Online
33% Department store
22% Specialty stores

Source: NRF, Prosper Insights 2021
What consumers bought Dad:

- Greeting cards: 59%
- Clothing: 49%
- Gift cards: 45%
- Personal care: 28%
- Books/CDs: 26%
- Electronics: 25%
- Tools & appliances: 24%
- Sporting goods: 22%

Source: NRF 2021
Retail DISCOUNTS RANGE FROM 23-44% for the two weeks leading up to Father’s Day.

Source: Numerator 2019
LEVERAGE EMOTIONAL WELL-BEING ASSOCIATED WITH CANDY TO CELEBRATE SPECIAL MOMENTS WITH DAD.

Tie-in with product campaigns spotlighting the “MODERN-DAY” DAD...
- Showing importance of parental bonding
- Depicting dads as caregivers
- Honoring stepfathers
- Dance like Dad – special moments
- Responsible fatherhood

Source: Digital Agency Network
Trigger purchases of candy and snacks with SECONDARY DISPLAY MERCHANDISING near greeting cards.
72 MILLION Father’s Day GREETING CARDS are sold each year.

Source: Greeting Cards Association
Gift for dads is gift cards.

53% of consumers say they’ll give a gift card for Father’s Day this year.

10% expect to buy electronics or sporting goods for their fathers.

Source: Numerator 2021 Consumer Intentions Spring Holidays
Consumers spend BETWEEN $25 - $50 on Father’s Day gifts each year.

Source: Numerator 2021 Consumer Intentions Spring Holidays
Destination RETAIL / Merchandising

Develop promotions, shippers and endcap displays and cross merchandising in other retail departments to **CAPTURE INCREMENTAL CONFECTIONERY GIFTING PURCHASES** for Dad while shopping.

- Greeting and gift card aisles
- Clothing
- Tools & sporting goods
- Hardware
- Meat aisle