



# Easter 2024 Shopping in Canada Survey | National Consumer Research – Caddle & RCC

**In 2024, over 87% of Easter-celebrating Canadians aim to increase or maintain their spending compared to last year.**



Make better decisions, faster, with access to rapid insights at every stage of the consumer journey

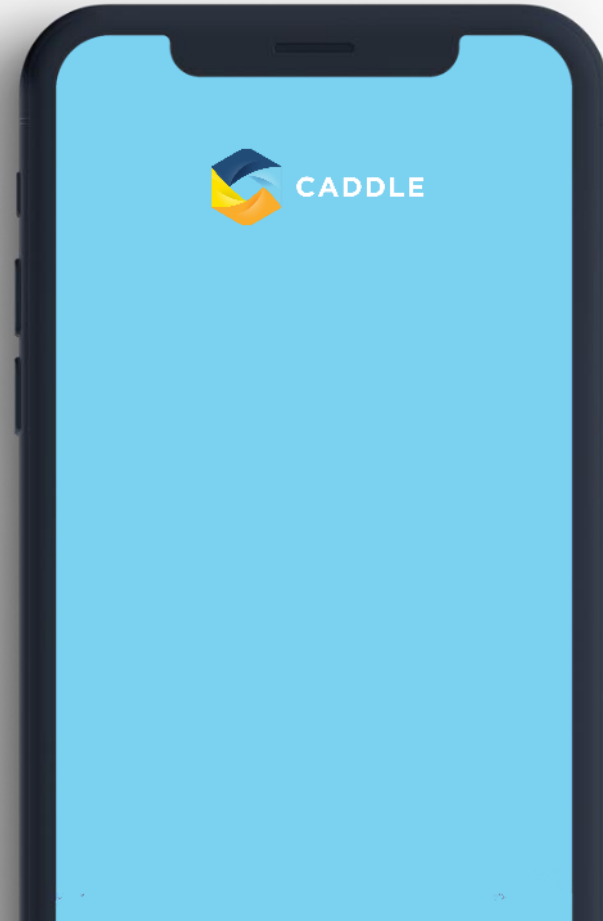


# Methodology

Caddle, in partnership with the Retail Council of Canada (RCC), surveyed Canadians from coast to coast to better understand consumers' shopping intentions around Easter.

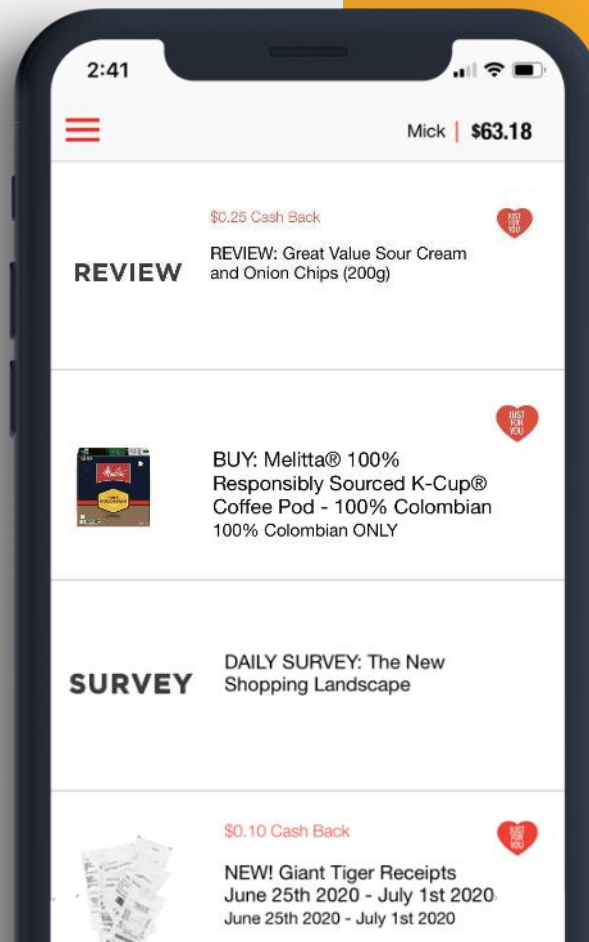
Surveys were conducted in February 2024 using Caddle's mobile platform and online panel amongst a representative randomized sample of  $n=9,001$  and  $n=8,874$  Canadian adults.

All data presented is owned by Caddle and has a margin of error of 1% or lower. The survey was self-commissioned and paid for by Caddle, Inc.



# AskCaddle®

Caddle® is the largest daily and monthly active panel in the Canadian market. Our mobile-first insights platform rewards Canadians for sharing data and engaging with brands.



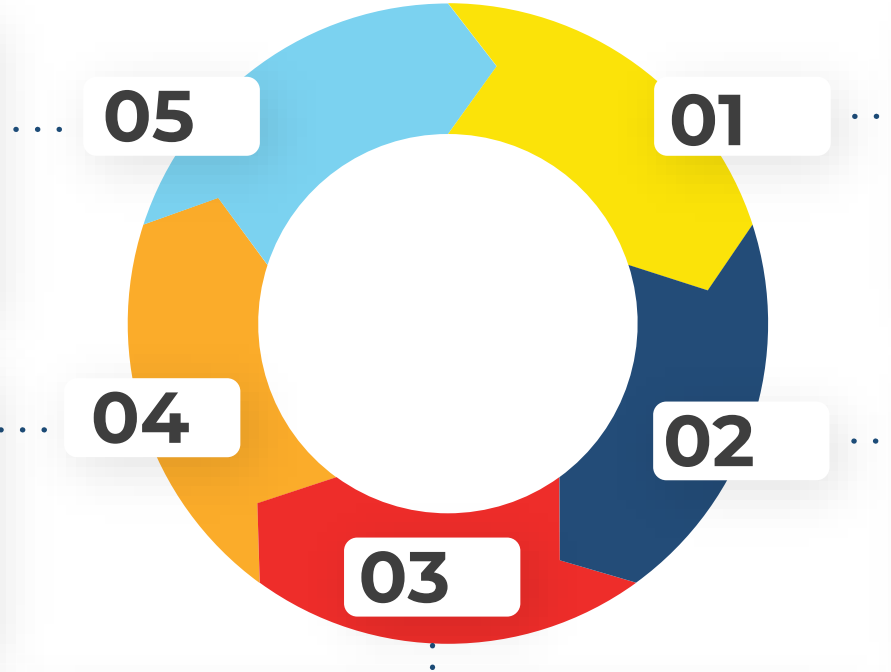
# Key Findings on Easter

## Where do Canadians look for inspiration for Easter purchases?

Canadians look for inspiration from Friends and family (29.4%), Products seen in stores (29%), and Flyers (27.7) for Easter purchases.

## What Are Canadians Buying for Easter?

Food, Alcohol, Candies Restaurants, etc. is the top spending category for Easter.



## Who Celebrates Easter?

**52%** of Canadians celebrate Easter.

## What are this year's spending intentions?

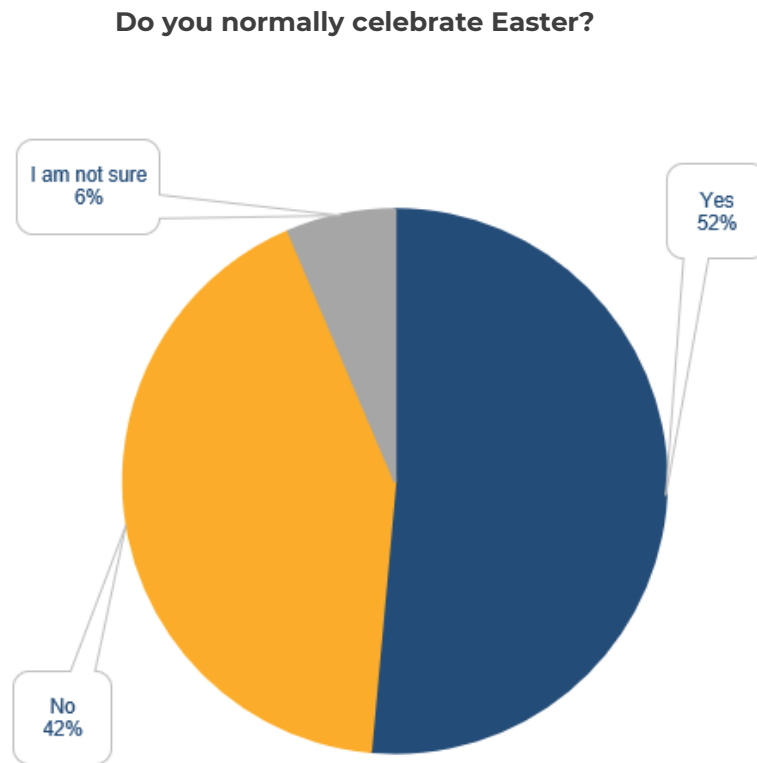
This year, more than **87%** of Canadians who celebrate Easter, plan to spend the same or more as compared to last year.

## How Much Are Canadians Spending on Easter?

More than **54.7%** of Canadians who celebrate Easter, spend more than **\$50**.

## 52% of Canadians plan to celebrate Easter in 2024, versus 66% in 2023

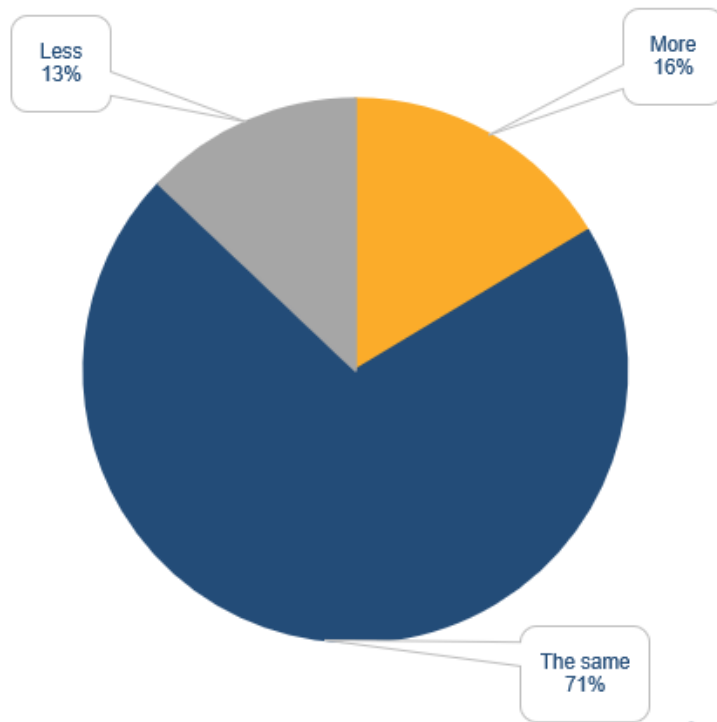
- The number of Canadians celebrating Easter has dropped by 14 percentage points.



## This year, 87% of Canadians who celebrate Easter, plan to spend the same or more as compared to last year.

- 71 % of Canadians expect to spend the same amount of money on celebrating Easter as they did last year.
- The percentage of people who are expected to increase their spending in 2024 as compared to last year raised slightly (16% in 2024 vs 14.3% in 2023).
- Overall, the percentage of people planning to spend more or the same is unchanged from 2023.

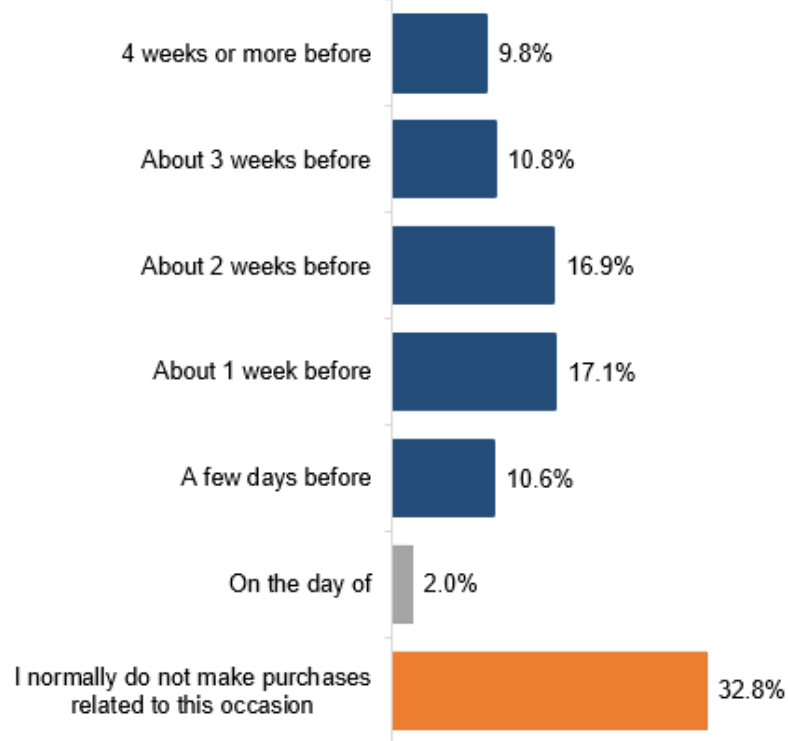
Would you expect to spend more or less on Easter this year compared to last year?



## This year, 67.2% of Canadians plan to make purchases related to Easter, in 2023 this number was 70%

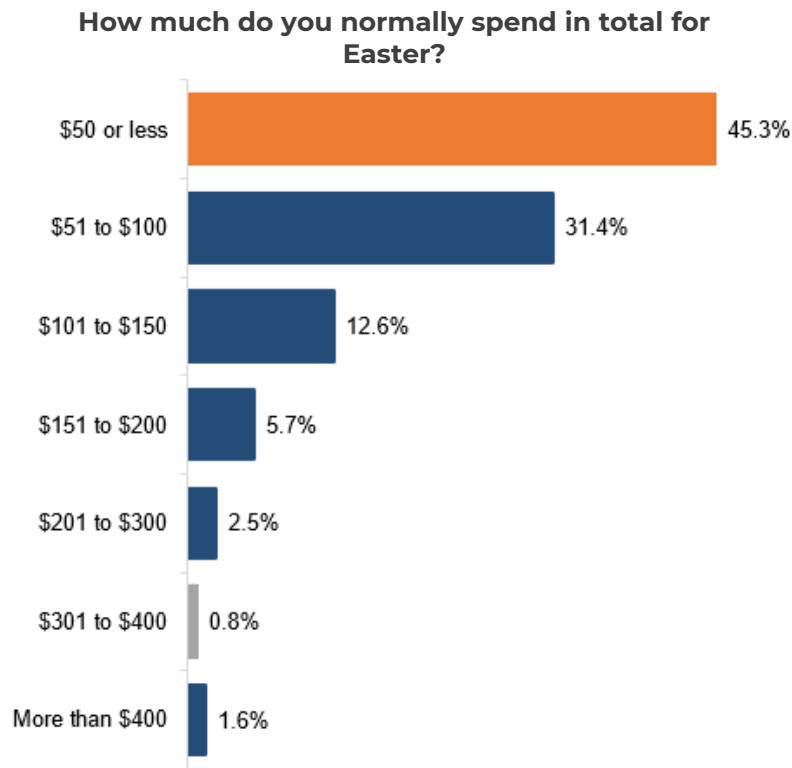
- The largest group (17.1%) makes purchases about 1 week before the holiday.
- The 2nd largest group (16.9%) makes purchases 2 weeks before the holiday.
- More than 54% of Canadians will plan at least a week before Easter to make purchases.
- The percentage of people planning two weeks or more has slightly decreased. People are being more watchful and planning their purchases closer to the holiday.

### How far in advance do you make purchases related to Easter?



## Over 54% of Canadians who celebrate Easter, spend more than \$50

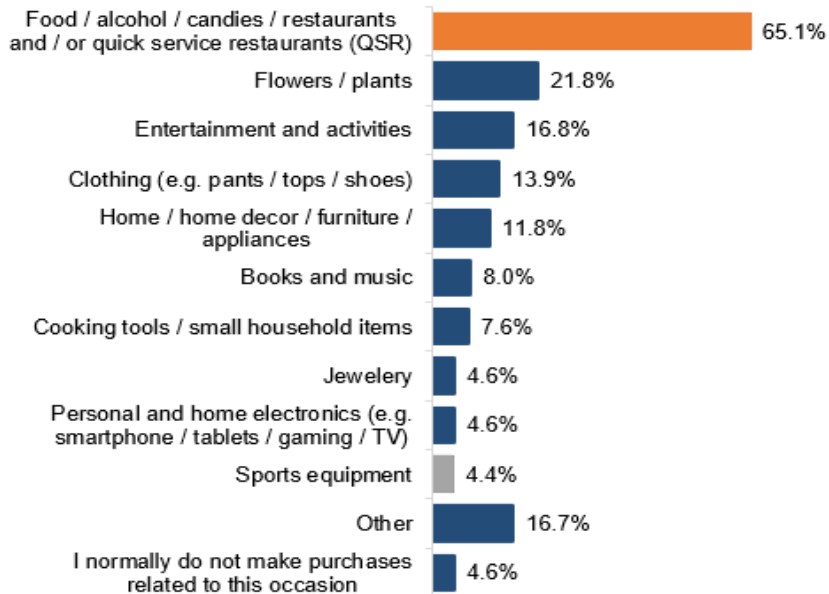
- 45.3 % of Canadians spend \$50 or less on Easter.
- This is followed by 31% of Canadians spending between \$51-\$100, and 12.6% spending between \$101-\$150 on Easter.
- These numbers are identical to the spending patterns observed in 2023.





# Food/ Alcohol/ Candies/ Restaurants etc., is the top spending category for Easter, as was in 2023

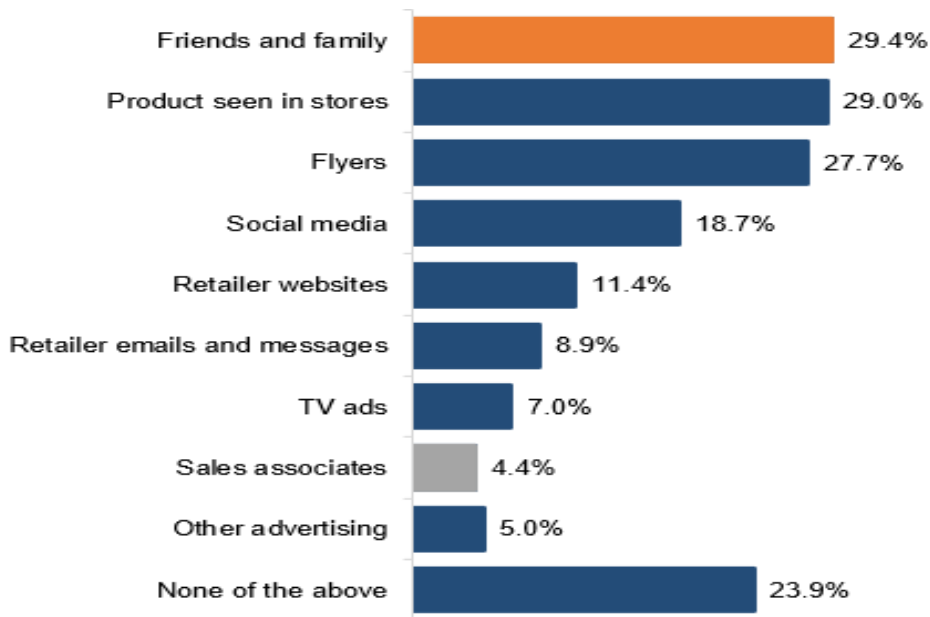
Which of the following do you spend money on as gifts or as items specifically associated with Easter?



For those celebrating Easter, top spending categories include Food/alcohol/candies/restaurants (65.1%), and next are Flowers, Plants (21.8%), followed by Entertainment and activities (16.8%) and Clothing (13.9%).

# 29.4% of Canadians take their inspiration from Friends and Family for Easter purchases

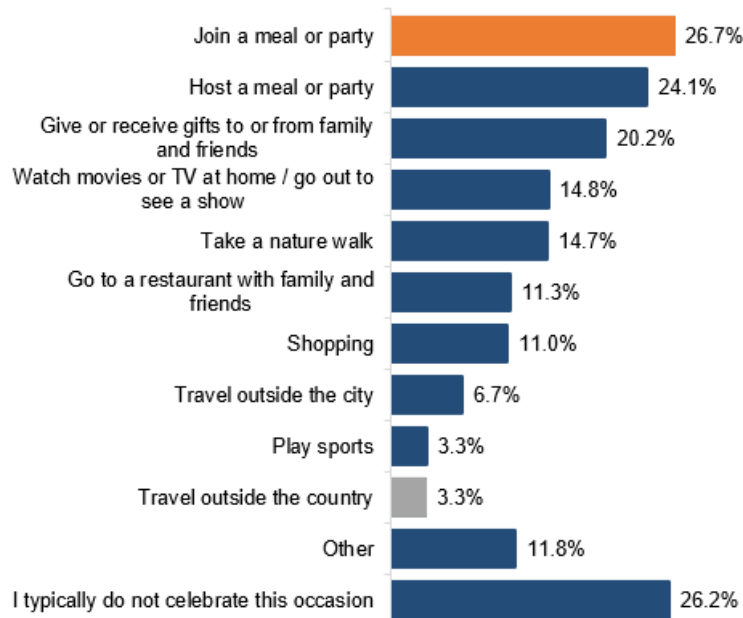
Where do you look for inspiration for your Easter Purchases?



For those celebrating Easter, the top three influences for purchases are from Family and Friends, (29.4%), closely followed by Products seen in stores (29%), and Flyers (27.7%).

# This year, around 51% of Canadians will be Hosting / Joining a meal or Party on Easter, while this number was 40% in 2023

Which of the following activities do you normally do during Easter?

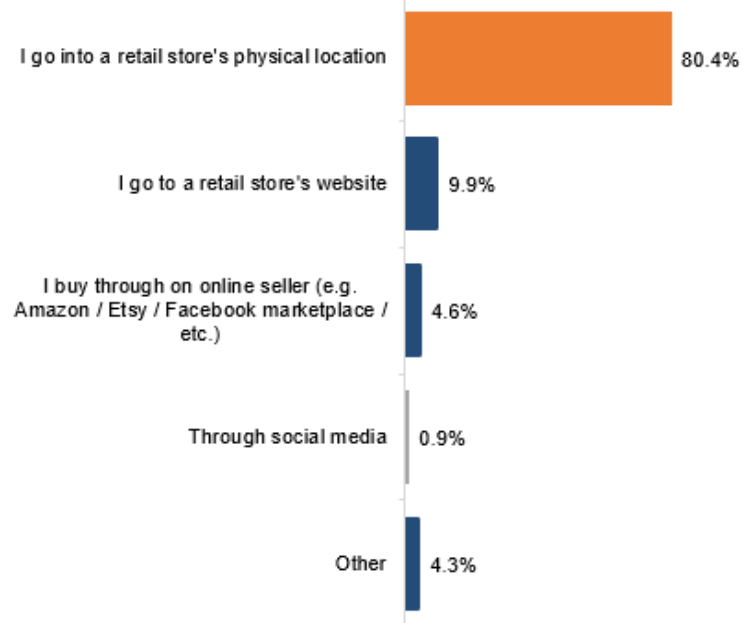


**The top three activities Canadians normally do during Easter include: Hosting / Joining a meal or Party (50.8%), Giving or Receiving Gifts (20.2%), and Watching movies or TV at home or go out to see a show (14.8%).**

## More than 80% of Canadians shop in-person at retail stores for Easter products

- Around 10% of Canadians go to a retail stores website.
- Around 5% buy through online sellers while this number in 2023 was 3.6%.
- 4.3% of Canadians purchase something for Easter using other means.

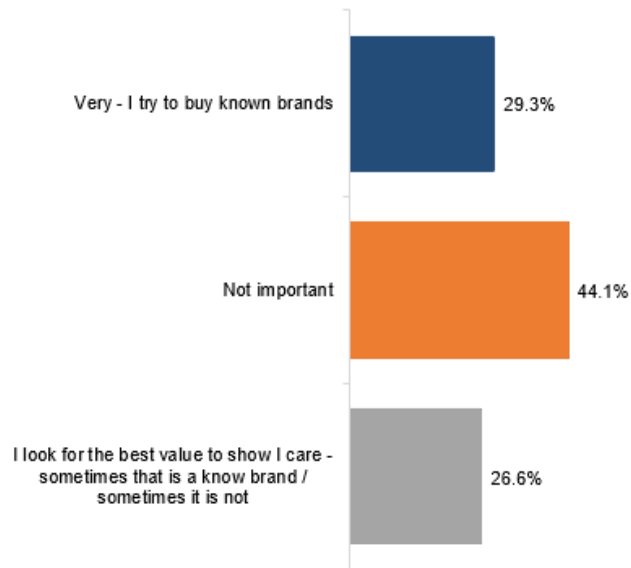
### How do you usually make Most of your purchases for Easter?



## More than one-fourth of Canadians look for value to show their care while giving Easter gifts

- 44.1% of Canadians don't consider it important to buy known brands for Easter celebrations.
- 26.6% of Canadians look for the best value purchase for Easter.

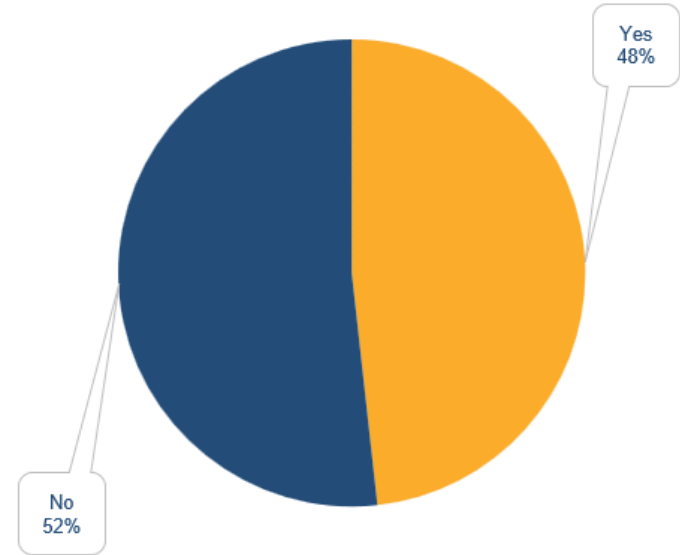
How important is it to buy a known brand to increase the significance/importance of Easter?



## 48% of Canadians make dedicated trips for Easter shopping

- 52% (vs 46% in 2023) of Canadians plan to shop for Easter items as an add-on to an existing shopping trip.
- This trend suggests that people are combining Easter gift shopping with other regular items to save time.

Do you normally make a dedicated trip to buy things for Easter?





# Let's talk insights.

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