



STRATEGY GUIDE

Easter Consumer & Shopping Trends

The Opportunity

Total spending allocated to Easter-related items, from candy and food to greeting cards and decorations, was estimated to reach \$21.6B in 2021 according to the National Retail Federation. Looking at spend levels coupled with visitation patterns in 2021, GroundTruth predicts that Easter celebrations may look closer to those of 2019 as celebrants continue to adjust to the new normal.

\$21.6B

Total Spending on Easter goods in 2021¹

\$179.90

Average Spending in 2021¹

31.7%

Digital Ad Spend Growth within CPG in 2021²

Considerations

Despite hopeful signs, there are still variables that brand marketers must factor into the marketing equation.

- **Next Phase of the Pandemic:** While social distancing, vaccinations, and warmer spring weather will allow room for gatherings and celebrations, options like curbside-pickup, ordering in advance, dining outdoors, etc. will continue to be a draw for consumers.
- **Persistent Supply Chain Issues:** In Q4 2021, **35.1%** of shoppers stated that the biggest challenge they faced during the holiday purchasing season was supply chain issues³. These issues have continued into early 2022.
- **In-Person Shopping Still a Primary Channel:** Despite digital innovations and more purchase channels, about **47%** of shoppers did more than half of their shopping at a physical location as of July 2021⁴.



Cracking Easter Trends

Looking at Easter weekend in 2021 compared to weekends in January through March 2021⁵, in-person visitation was up across several key categories.

Foot traffic to
Airports was up

+41%



Foot traffic to Dollar
Stores was up

+20%



Foot traffic to Fine Dining
Restaurants was up

+14%



Recommended Strategies

Highlight limited-time offers, specials, and promotions to drive urgency and action from your customers during this holiday. Don't forget that the path to purchase is no longer a straight line. Connect with relevant audiences at multiple touchpoints along the customer journey. GroundTruth's precise data can power your ads across mobile, app, desktop, tablet, social networks, CTV and OTT, eliminating wasted dollars and impressions by focusing in on your key audiences.

AUDIENCE TARGETING

Location Audiences: Connect with shoppers based on past visitation patterns to specific locations.

Loyalists: Target your best customers with unique Easter offers or exclusive benefits.

LOCATION TARGETING

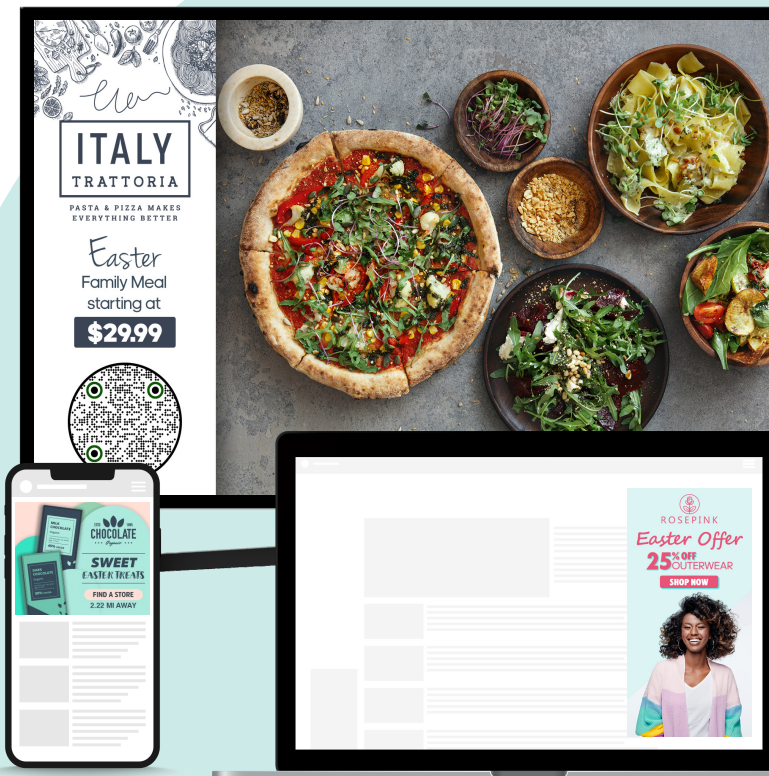
Proximity: Reach shoppers in real-time when they are near your location to drive them in-store.

Neighborhoods: Target geographical areas with high visitation frequency to your location.

CUSTOM SOLUTIONS

In-Stock Targeting: Dynamically run your media to drive shoppers only to stores with product availability.

Custom Audiences: Curate an audience based on specific attributes to ensure a timely connection.



Sources: 1) [NRE](#), 2) [eMarketer](#), 3) [eMarketer](#), 4) [Raydiant](#), 5) GroundTruth Visitation Data

