

# Easter Marketing 2022

Sources: [NRF](#)

<https://expandedramblings.com/index.php/easter-statistics/>

<https://www.clothingric.com/blog/easter-spending-statistics.html>



*Directions for use: Page 1-2 are the answer key. Use the answer key to write the bold words/numbers on or inside of plastic Easter eggs. Hide the eggs.*

*Print page 3-4. Cut into strips and give each student a statistic. Students should hunt for the egg that correctly completes their sentence.*

**80%** of consumers will celebrate Easter this year.

Consumers are planning to spend **\$169.79** on Easter gifts this year.

Total spending is expected to reach **\$20.8 billion**

The most popular way to celebrate is to **cook a holiday meal**

**52%** of those not celebrating still plan to shop Easter sales.

The most amount of money is spent on this category **candy**

The second most amount of money is spent on this category **food**

Average expected spending is **down** slightly from 2021

**40%** of Americans plan to do their Easter shopping online

Most Easter holiday orders were made on **Good Friday**

The most popular traditional Easter treat is a **chocolate bunny**

The number one non chocolate Easter candy is **Peeps**

**\$11 million** Easter lilies sold in North America annually

**16%** of Americans go to a restaurant to celebrate Easter

**180 million** eggs are purchased on Easter every year

**\$2.24** the average price of a dozen large white eggs

**57 million** greeting cards sold

**74%** of Americans put money in their Easter eggs

**63%** buy Easter baskets and egg hunt items at **Walmart**

**25-34** spends more than any other age group on Easter

\_\_\_\_\_ of consumers will celebrate Easter this year.

Consumers are planning to spend \_\_\_\_\_ on Easter gifts this year.

Total spending is expected to reach \_\_\_\_\_

The most popular way to celebrate is to \_\_\_\_\_

\_\_\_\_\_ of those not celebrating still plan to shop Easter sales.

The most amount of money is spent on this category \_\_\_\_\_

The second most amount of money is spent on this category \_\_\_\_\_

Average expected spending is \_\_\_\_\_ slightly from 2021

\_\_\_\_\_ of Americans plan to do their Easter shopping online

Most Easter holiday orders were made on \_\_\_\_\_

The most popular traditional Easter treat is a \_\_\_\_\_

The number one non chocolate Easter candy is \_\_\_\_\_

\_\_\_\_\_ Easter lilies sold in North America annually

\_\_\_\_\_ of Americans go to a restaurant to celebrate Easter

\_\_\_\_\_ eggs are purchased on Easter every year

\_\_\_\_\_ the average price of a dozen large white eggs

\_\_\_\_\_ greeting cards sold

\_\_\_\_\_ of Americans put money in their Easter eggs

63% buy Easter baskets and egg hunt items at \_\_\_\_\_

\_\_\_\_\_ spends more than any other age group on Easter