

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