

Easter Marketing 2023

Sources:

[Nielsen](#)

[Finance Buzz](#)

[National Retail Federation](#)



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.

Easter is the **7th** top selling week for US retail.

Egg prices increased **75%** in February 2023 compared to last year.

25% of Americans who celebrate Easter are not religious.

Easter is the #1 holiday for **milk chocolate sales**.

72% of people say **rising food costs** will impact their Easter plans.

\$2.6 billion worth of Easter candy is sold annually in the U.S. alone.

8 in 10 Americans celebrate Easter.

Americans spent **\$6.58 billion** on Easter food in 2022.

90% of U.S. consumers plan to include chocolate and candy in Easter baskets.

37% of those surveyed planned to attend Easter church services in person in 2022, up from 28% in 2021.

76% of Americans think the **ears** of a chocolate bunny should be eaten first

Peeeps are the best-selling non-chocolate Easter candy

More than 16 million **jelly beans** are eaten during Easter

Americans spent \$3.44 billion on **new clothes** for Easter

49% of Americans will spend time **coloring hard-boiled eggs** over Easter

Easter is the **fifth** largest card-sending holiday in the U.S.

The average adult consumer plans to spend **\$192.01** on Easter this year.

Total spending this year is expected to reach **\$24 billion**

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

54% of those not celebrating still plan to shop Easter sales.

Those celebrating say they are inspired to shop for Easter-related items because of **tradition (63%)**

Easter is the _____ top selling week for US retail.

Egg prices increased _____ in February 2023 compared to last year.

_____ of Americans who celebrate Easter are not religious.

Easter is the #1 holiday for _____

72% of people say _____ will impact their Easter plans.

_____ worth of Easter candy is sold annually in the U.S. alone.

_____ Americans celebrate Easter.

Americans spent _____ on Easter food in 2022.

_____ of U.S. consumers plan to include chocolate and candy in Easter baskets.

_____ of those surveyed planned to attend Easter church services in person in 2022, up from 28% in 2021.

76% of Americans think the _____ of a chocolate bunny should be eaten first

_____ are the best-selling non-chocolate Easter candy

More than 16 million _____ are eaten during Easter

Americans spent \$3.44 billion on _____ for Easter

49% of Americans will spend time _____ over Easter

Easter is the _____ largest card-sending holiday in the U.S.

The average adult consumer plans to spend _____ on Easter this year.

Total spending this year is expected to reach _____

The most popular way to celebrate is to _____

_____ of those not celebrating still plan to shop Easter sales.

Those celebrating say they are inspired to shop for Easter-related items because of _____ **(63%)**