



# Easter 2022 Holiday Shopping in Canada Survey | National Consumer Research – Caddle & RCC

Almost 75% of Canadians make purchases specifically related to  
Easter

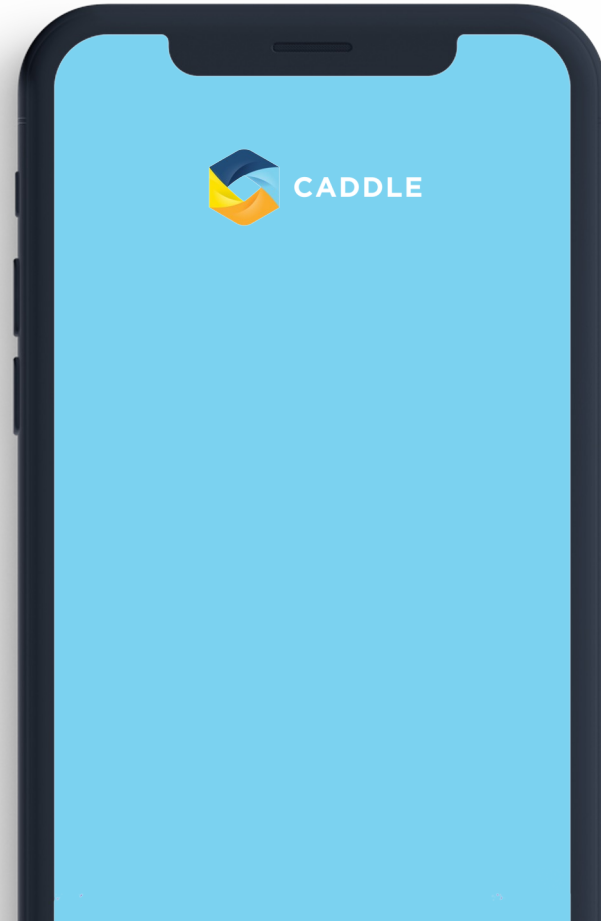


Make better decisions, faster, with access to rapid  
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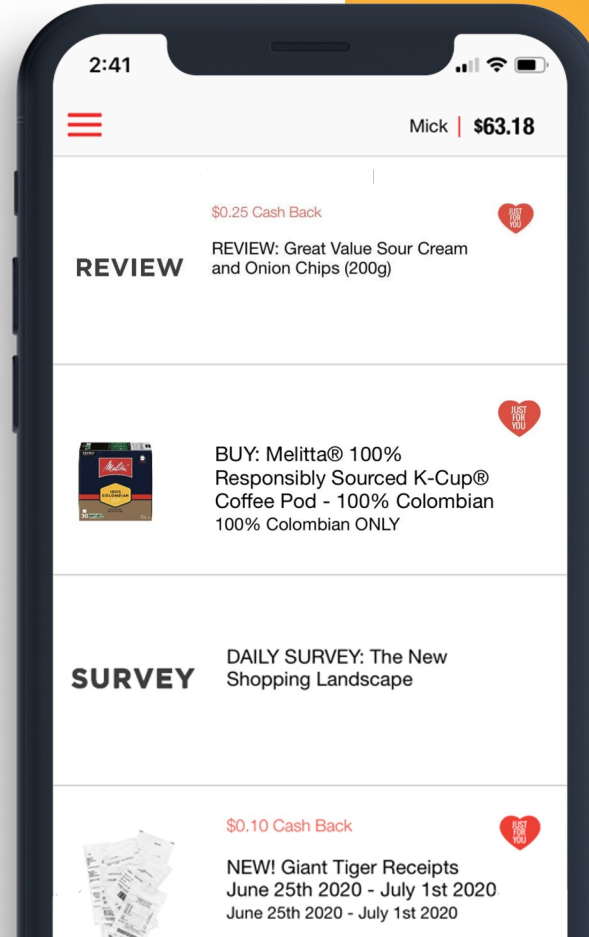
# Methodology

Caddle, in partnership with Retail Council of Canada (RCC) surveyed Canadians from coast to coast to better understand consumers' shopping intentions around the Easter holiday. Surveys were conducted in March, 2022 using Caddle's mobile platform and online panel amongst a representative randomized sample of n=9,802 and n=9,264 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®

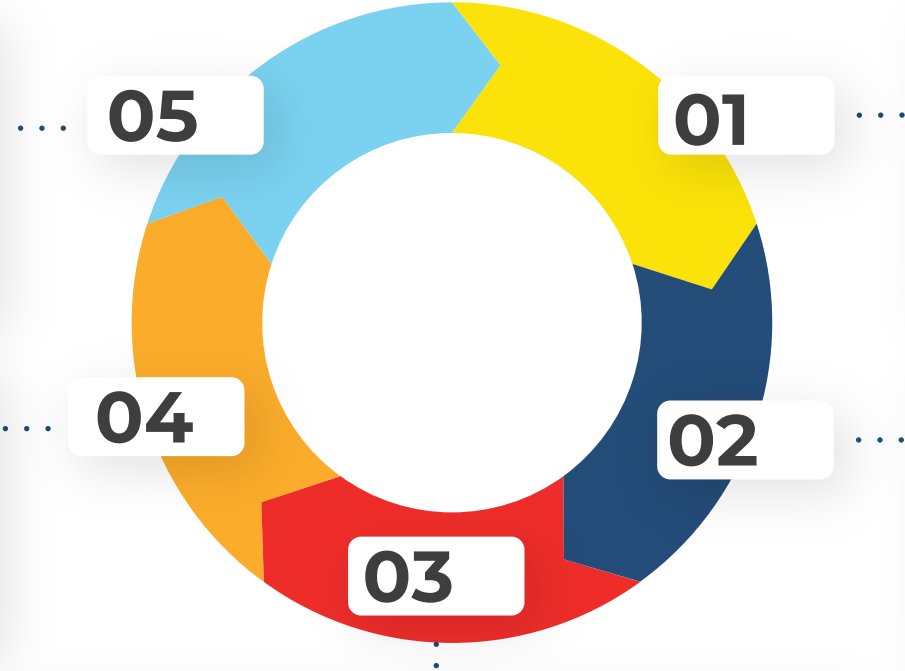
Caddle® is the largest daily and monthly active panel in the Canadian market. Our mobile-first insights platform rewards Canadians for sharing data and engaging with brands.



# Key Findings on Easter

**Where Are Canadians Shopping for Easter?** Food and Beverage retailers and big box retailers take biggest share of Canadian's wallets on Easter

**What Are Canadians Buying for Easter?** Food, Drinks, and Eating Out is the No.1 spending category for Easter



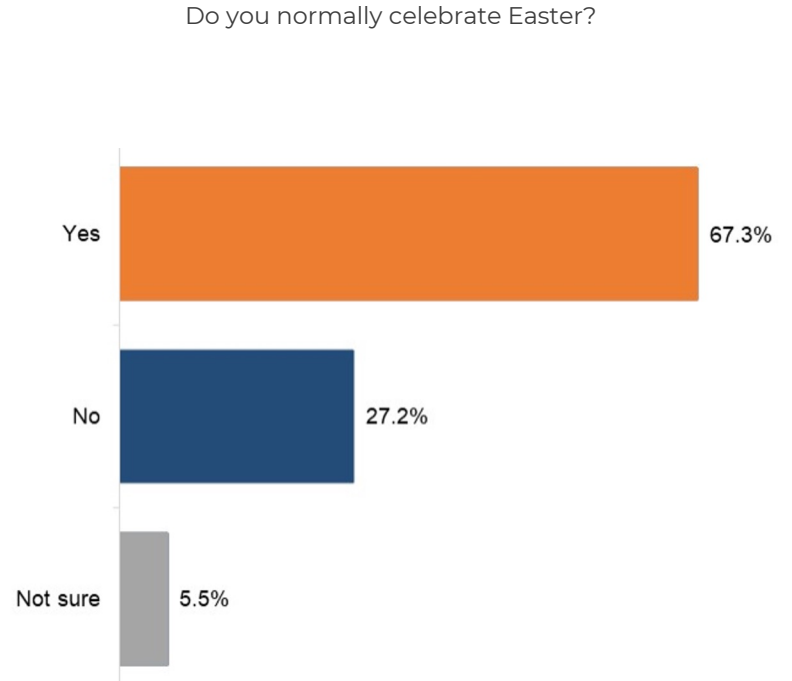
**Who Celebrates Easter?** About 2 in 3 Canadians celebrate Easter

**How Many Make Purchases for Easter?** Almost 75% of Canadians make Easter purchases

**How Much are Canadians Spending on Easter?** Compared to 2021, there is an increased expectation to spend by 2.8%, with over 1 in 2 Canadians who celebrate Easter spending \$50 or less

# About 2 in 3 Canadians celebrate Easter

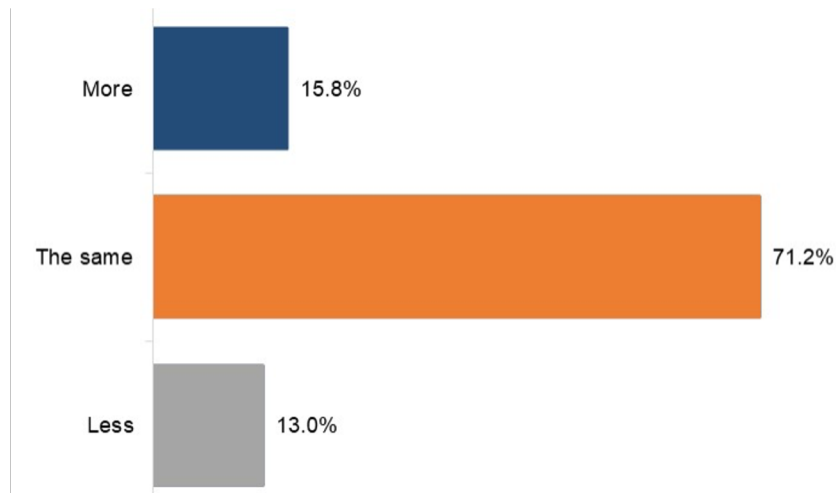
- 67.3% of Canadians celebrate Easter



# For those who celebrate, majority of Canadians' spending habits on Easter remain unchanged

- 71.2% of Canadians expect to spend the same amount of money on celebrating Easter as they did last year
- Compared to last year, there is an increased expectation to spend by 2.8%

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



# Almost 75% of Canadians make purchases specifically related to Easter

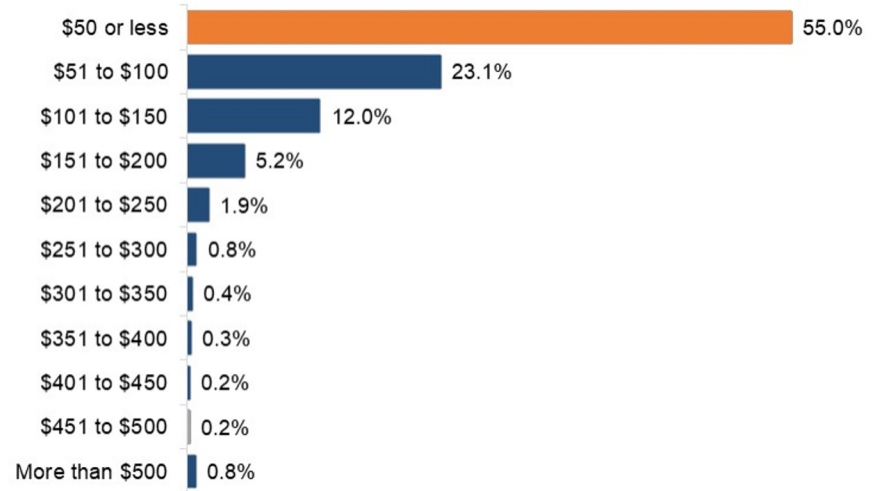
- The largest group (20.4%) make purchases about 1 week prior to the holiday
- The 2nd largest group (14.8%) make purchases about 2 weeks prior to the holiday
- 71.8% of Canadians will plan ahead at least a few days before the holiday to make purchases



# Over 1 in 2 Canadians who celebrate Easter spend \$50 or less on Easter

- 55% of Canadians spend \$50 or less on Easter
- This is followed by 23.1% of Canadians spending between \$51-\$100, and 12% spending between \$101-\$200

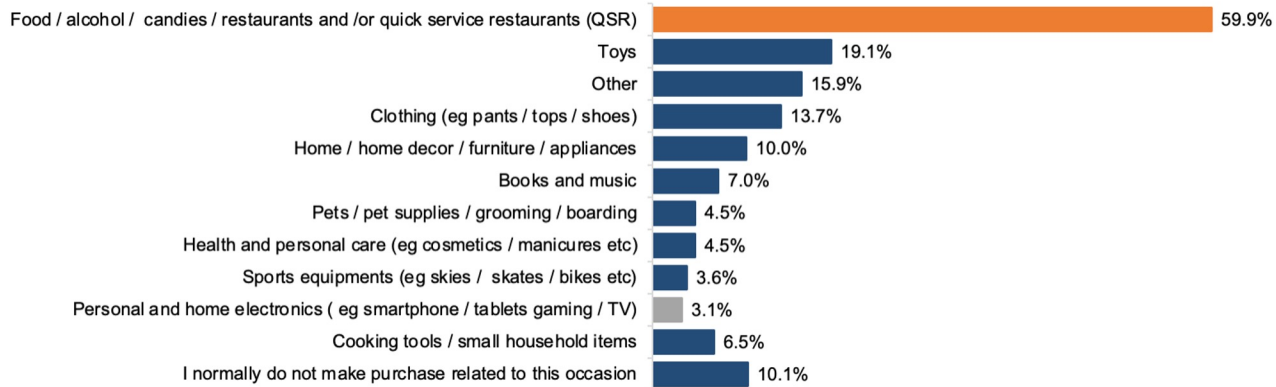
How much do you normally spend in total for Easter?





# Food, Drinks, and Eating Out is the No.1 spending category for Easter

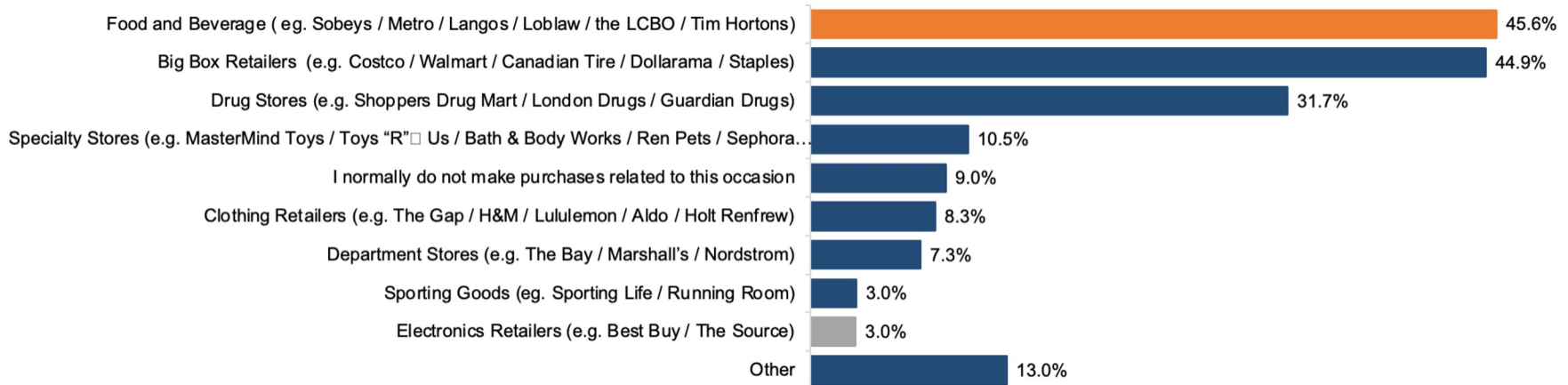
Which of the following do you spend money on as gifts or as items specifically associated with Easter? (Select all that apply)



For those celebrating Easter, top spending categories include Food/alcohol/candies/restaurants (59.9%), Toys (19.1%), and Other (15.9%)

# Food and Bev retailers and big box retailers take biggest share of Canadian's wallets on Easter

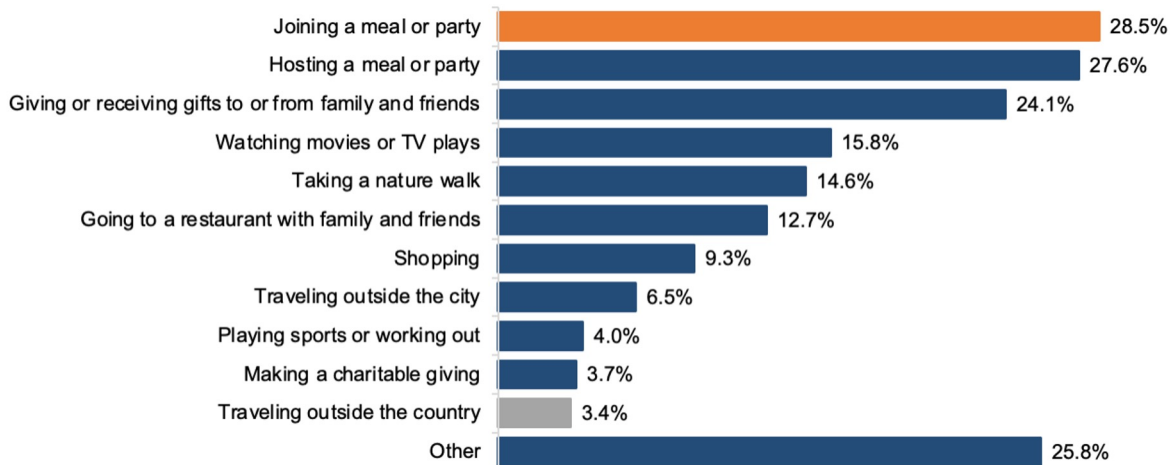
Which of the following stores do you normally make purchase related to Easter? (Select all that apply)



For those celebrating Easter, top three retail categories shopped are Food and beverage (45.6%), Big box retailers (44.9%), and Drug stores (31.7%)

# This year, about 1 in 4 Canadians will be attending an Easter gathering and exchanging gifts

Which of the following do you normally do during Easter? (Select all that apply)

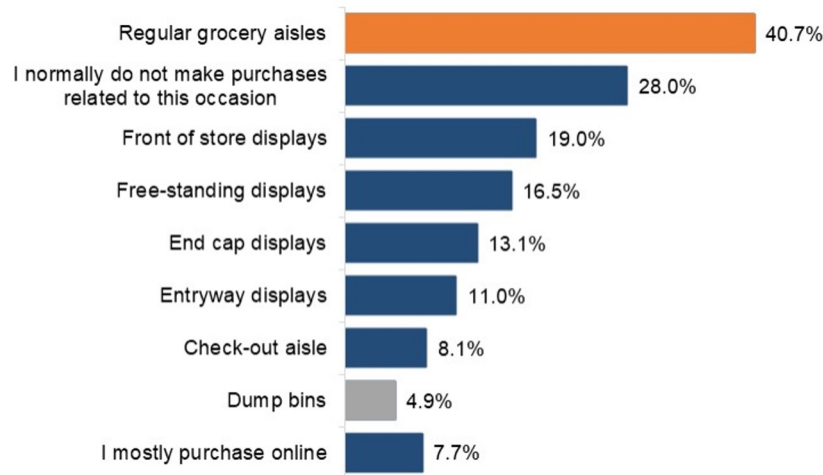


The top three activities Canadians normally do during the Easter holiday include joining and/or hosting a meal or party, and giving or receiving gifts with family and friends

# Majority of Canadians search for Easter products in the grocery aisles

- 40.7% of Canadians purchase Easter products in the regular grocery aisles
- This is followed by front of store displays (19%), and free-standing displays (16.5%)
- 7.7% of Canadians purchase something for Easter online

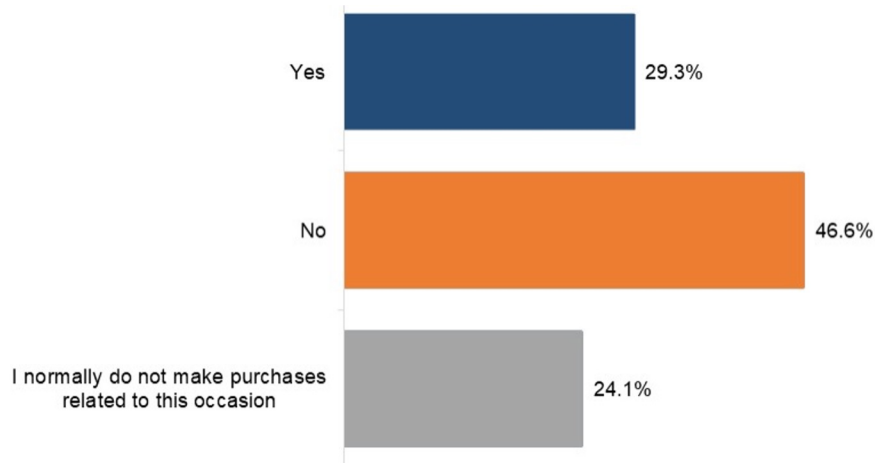
Where in the store do you normally purchase the items for Easter? (Select all that apply)



# Almost half of Canadians tack on Easter items to an existing shopping trip

- 46.6% of Canadians do not make a dedicated trip for Easter holiday shopping
- About 3 in 10 Canadians make a dedicated trip specific for purchasing Easter items

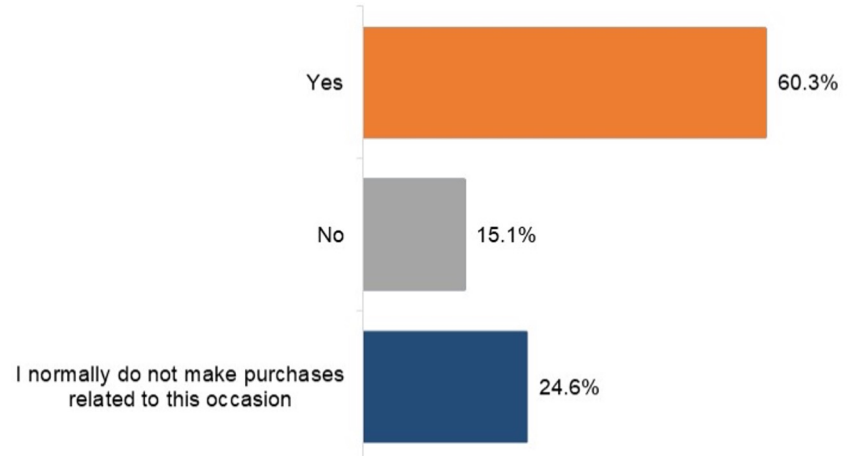
Do you normally make a dedicated trip to buy things for Easter?



# Strong sentiment to support local / brick and mortar this Easter

- Majority (60.3%) of Canadians prefer shopping local / brick and mortar businesses instead of online for their Easter purchases this year

Would you prefer shopping locally in-person instead of online this year for Easter to support local businesses impacted by the COVID-19 pandemic?





# Let's talk insights.

Anuj Punni

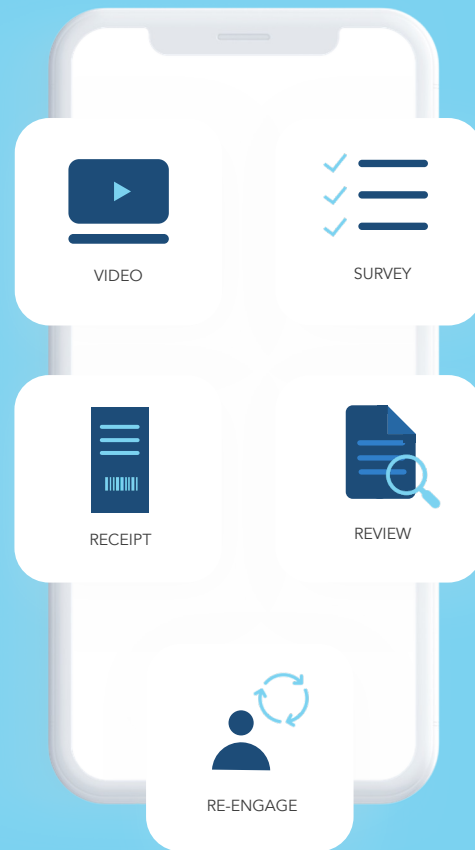
Manager Insights Solutions, Sales

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# How It Works

Capture relevant insights for any challenge or opportunity. Engage seamlessly with shoppers at every stage of the consumer journey by leveraging the **Caddle suite of tools**.

Caddle rewards panel members for actions ranging from video, survey, receipt capture, reviews, and more.







**100% Owned & Operated Panel**



**Largest Daily Active Panel in Canada**



**Unmatched Panel Diversity**



**Large Canadian Representative  
Samples**



**Micro-Niche Audience Access**



**Purchase & Declared Panel Data**