



EASTER

SHOPPERS SET TO SHELL OUT

WITH EASTER FALLING LATE THIS YEAR, THE WAIT FOR THE LONG WEEKEND IS SOFTENED BY EGG-CELLENT OFFERS IN THE RUN UP

16.04.17

£550m

UK SPEND ON EASTER 2016

This marks a 4% uplift on 2015

With Easter falling later this year and shoppers left with more time to shell out, this figure is likely to grow even more in 2017. Traditionally a family event, parents of children under 16 spend an average of £46, that's 31% more than the average adult.

TOP 3 EASTER CATEGORIES

- 1. CHOCOLATE (£374M)
- 2. GREETING CARDS (£16.5M)
- 3. FLOWERS (£16.5M)

Crackin' news for Easter eggs

EGG-SPLOIT EASTER OPPORTUNITIES

COMPETE ON A LEVEL BEYOND PRICE

90%

Of Easter shoppers flocked to supermarkets to pick up their Easter goodies last year as leading supermarket retailers cut prices and promoted heavily. To stand out, specialists need to think outside the box and compete on a level that goes beyond price.

APPEAL TO THE GROWN UPS

Brands are increasingly expanding Easter ranges to appeal to a wider range of consumers. Last year, chocolate brands Lily O'Brien, Elizabeth Shaw and Thorntons all launched luxury eggs aimed at adults. Constantly looking for new opportunities, this year could see brands launch more non-food items aimed at adults for Easter.

MAKE A DAY OF IT

Last year Cadbury's ran 250 Easter egg hunts across the country in partnership with the National Trust and, in a similar move, Lindt held Gold Bunny Hunts across the UK. With consumers placing more emphasis on experiences when it comes to both celebrating and gifting around seasonal events, tapping into this space could bring positives for brands.

4SALES: A GOOD EGG



Channel 4 has an egg-cellent Easter record and last year 7% more adults with kids tuned in over the week leading up to Easter than on an average week in 2016. The same uplift was not seen across our commercial competitors. Top rating programmes over the Easter weekend included Channel 4 stalwarts Gogglebox, The Island With bear Grylls, and The Last Leg, as well as family films Ice Age: The Great Egg-scapade (we like what they did there) and Hop.

This year's Easter line-up is yet to be confirmed but promises to be a real egg-stravaganza. We can reveal however that our UKTV partners are bringing in Easter with W showing family favourite Charlie and the Chocolate Factory, Drama dedicating a full weekend to Call the Midwife, and Alibi putting on a Death in Paradise marathon.