



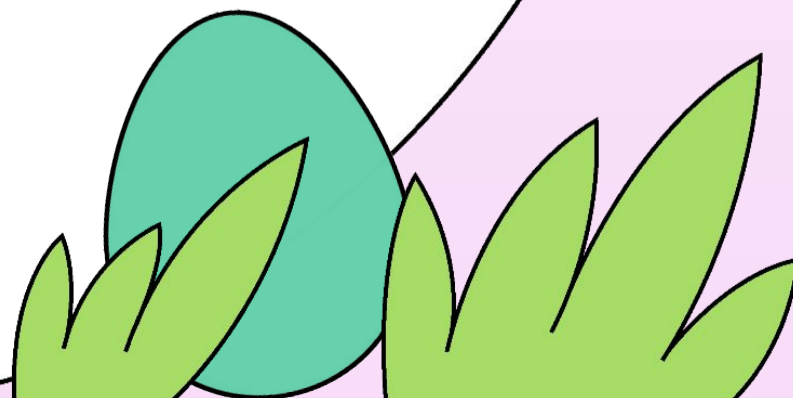
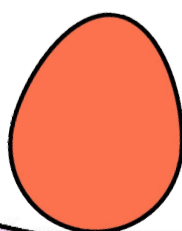
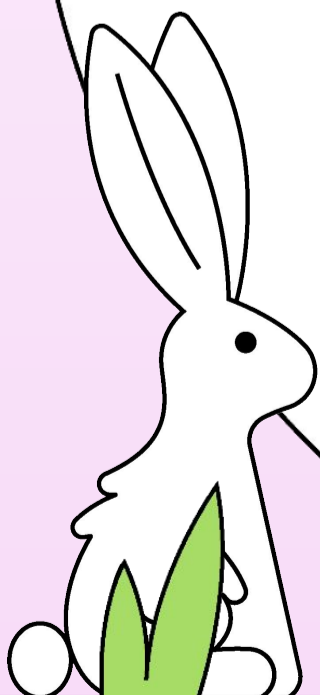
EASTER 2025 INSIGHTS

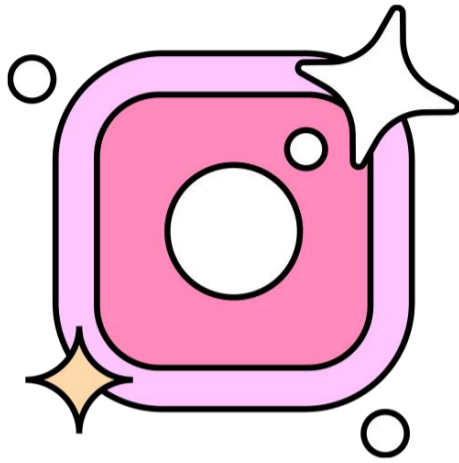


Easter Isn't Just for Kids

54% of Americans celebrate Easter — and it's not all egg hunts and candy for kids.

The biggest celebrating age group? People 55+, followed closely by Gen Z (18–24) who over-index by 24% for celebrating the holiday.

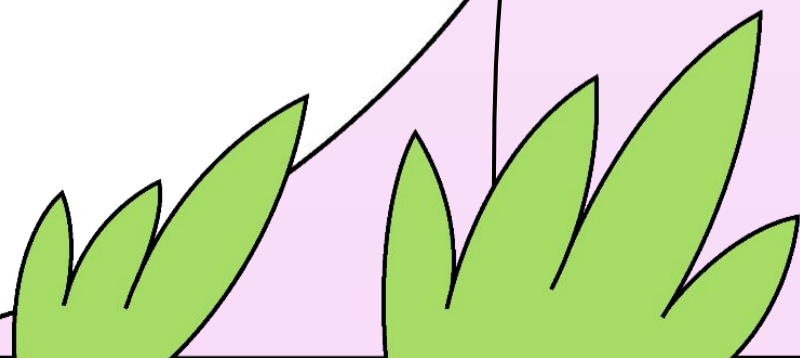
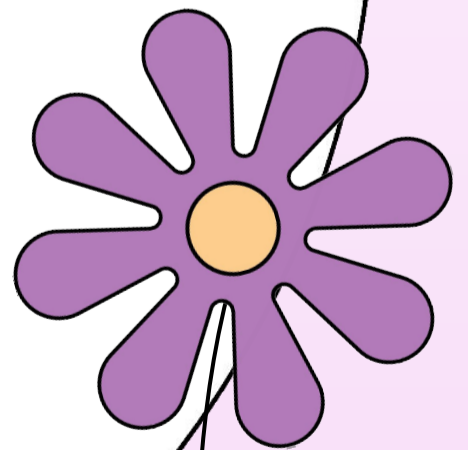




TikTok & Insta Go Pastel

The Easter vibe hits social early. Starting ~1 month before Easter, content spikes with #Easter racking up 25B views on TikTok and nearly 38M posts on Instagram.

DIY egg hacks, family content, and holiday recipes dominate.

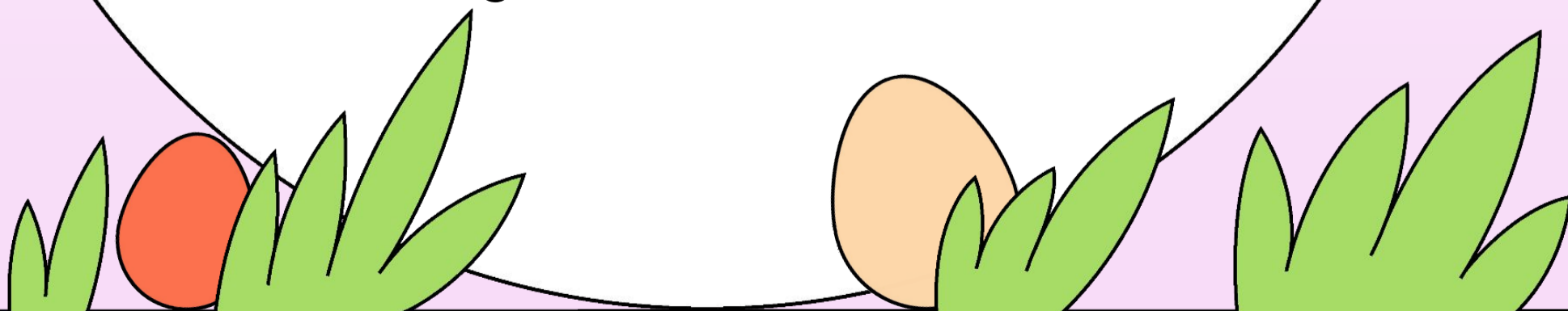




What Easter Celebrants Actually Do

Old-school traditions are alive and thriving. Those who celebrate Easter over-index for decorating eggs (+43%), doing basket scavenger hunts (+45%), and buying gifts (+43%).

Also big? Visiting family (+40%) and sending Easter cards (+40%).





Shoppers Are Still Split

While online Easter shopping is rising, most people still shop in-store (31%) or both online and in-store (32%).

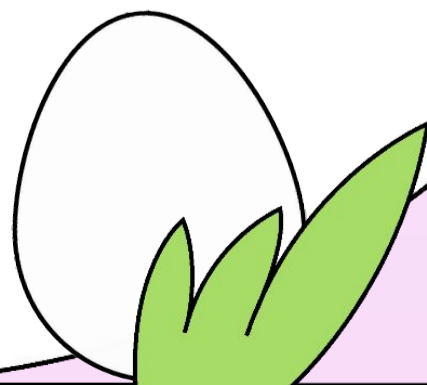
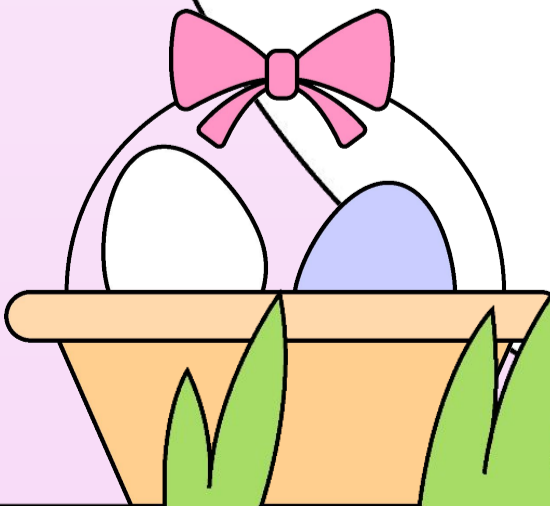
Only 8% shop exclusively online. Physical retail still wins Easter... for now.



Candy Is Queen (But Not Alone)

Top Easter gifts? Chocolate & candy (52%) – Toys & games (27%) – Flowers (23%) – Gift cards (15%).

Even apparel, alcohol & home décor crack the list – because Easter fits many vibes.

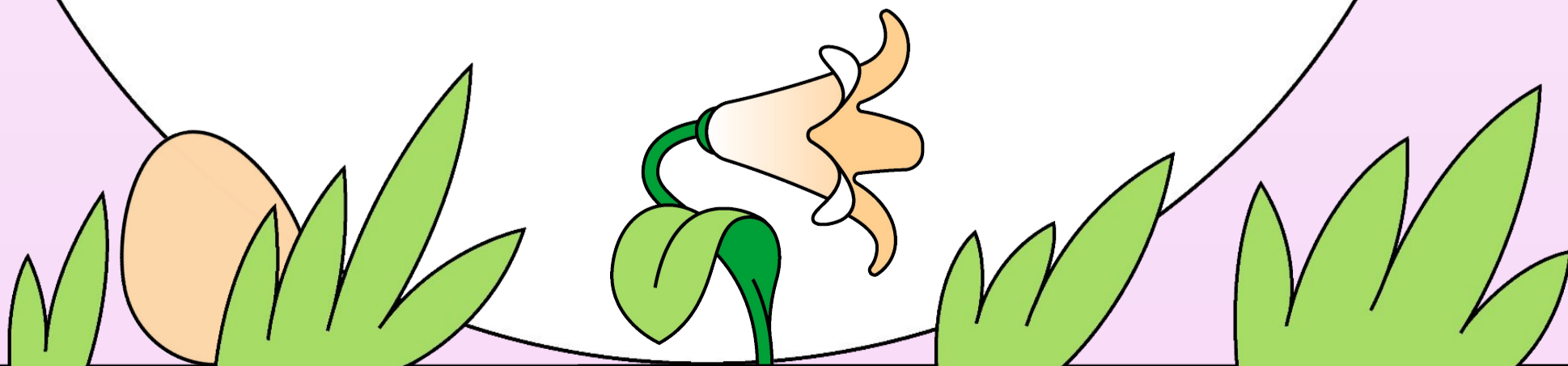


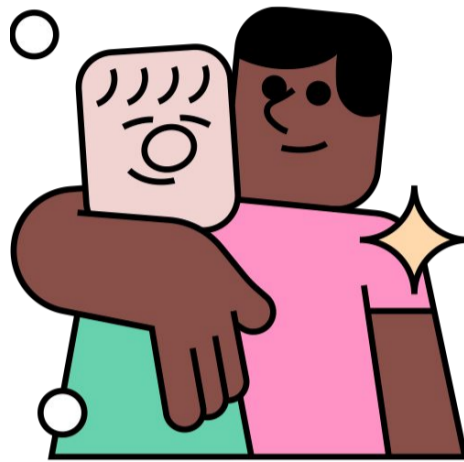


Most People Spend Under \$100

58% of Easter celebrants spend under \$100, with 35% capping their budget at \$49.99. Just 2% spend over \$500.

That's big opportunity for budget-friendly brands to shine.

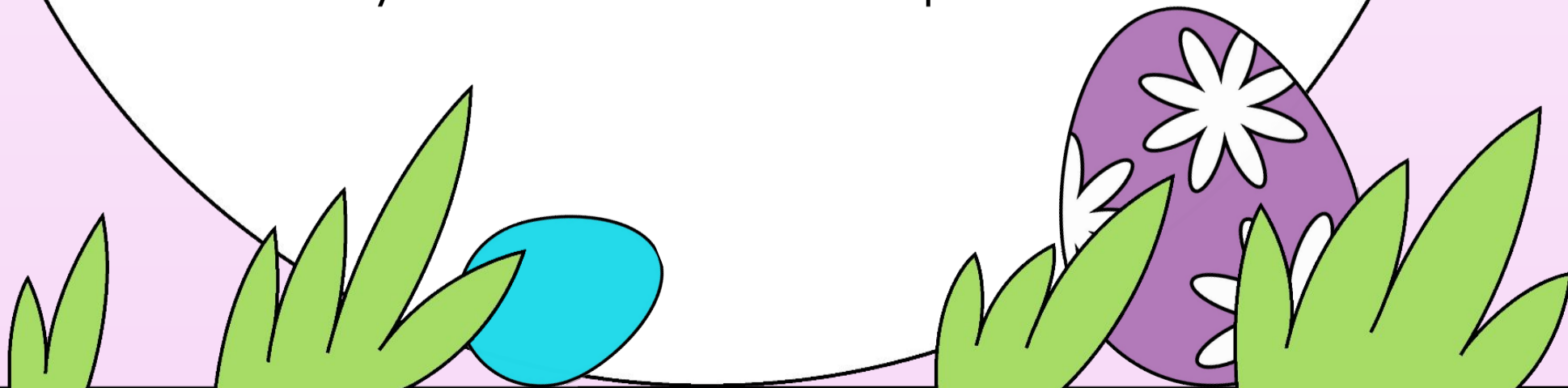


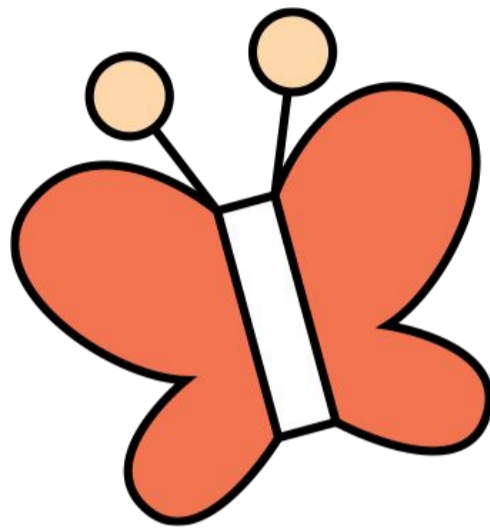


So, Who's Your Easter Audience?

It's a near 50/50 gender split, with a notable over-index among Hispanic Americans (+20%).

Target wisely: Gen Z, Hispanics, and traditionalists are your Easter sweet spot.





Easter's Wrapped — Now What?

If this guide sparked ideas, good.
Spring's just getting started.
Use these insights to sharpen your next
move — from Mother's Day to Spring
Cleaning, Graduation, and beyond.

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