

Shopper Study Easter

Prepared: February 2021



Key Findings

6 in 10 shoppers intend to celebrate Easter this year with almost a third are planning to participate in Easter activities. However, many consumers have other activities planned such as travel and home renovations.

Easter is a time to host family and friends and most intend to stock up and celebrate.

- 6 in 10 usually stock up on treats for Easter celebrations (e.g., hot cross buns, dips, cheese and crackers)
- More than half plan to stock up on alcohol in the lead up to Easter

More importantly, brands can increase product consideration amongst customers who are likely to pop into centre on multiple occasions over the Easter period. Almost 2 in 5 shoppers say they typically visit shopping centres **MORE OFTEN** than usual during the Easter period (38%)



Shopper Media Group's Shopper Study

Research Objective

To gain insight into consumer behaviour around the Easter period, including purchase intentions.

About this Study

This study is based on an online survey of 7,597 Australian consumers nationally.

Fieldwork was conducted between 1st Feb – 7th Feb 2020.

The Shopper Study Tool

Our proprietary survey tool connects with an average of 156,000 shoppers per month, prompting them with a question as they join the complimentary Wi-Fi network in centre.

Through this tool, Shopper Media can quickly and effortlessly tap into the hearts and minds of shoppers on any topic on any given day offering our partners a chance to better understand their audiences in real time.

Contact us for more information about this study or any previous studies.

<https://www.shoppermedia.com.au/shopper-study>



6 in 10 shoppers are planning Easter celebrations this year

Of those;

- Almost 1 in 2 (49%) will be entertaining e.g., cooking or hosting lunch;
- Nearly 1 in 3 (32%) are planning Easter activities e.g., Easter egg hunt
- Nearly 2 in 5 are planning to travel where possible e.g. road trip of interstate
- Nearly 1 in 4 will be planning outdoor adventures e.g., beach, picnic, camping
- **73% of shoppers are intending to visit their local/neighborhood shopping centre to purchase all their Easter needs - Advertising with Shopper Media can help increase brand consideration in the lead up to Easter!**





Shoppers plan for the unforeseeable celebrations

- Almost 7 in 10 **enjoy hosting Easter celebrations** with family/ relatives and friends (68%)
- 6 in 10 usually **stock up on treats for Easter celebrations** (e.g., hot cross buns, dips, cheese and crackers)
- More than half plan to **stock up on alcohol in the lead up to Easter** (54%)

Almost 2 in 5 shoppers say they typically visit **shopping centres MORE OFTEN** than usual during the Easter period (38%).

Therefore, there is an opportunity to be seen more frequently over Easter compared to the usual shopper missions.



Apart from Easter traditions, consumers intend to take advantage of the break

65%



I plan the Easter break well ahead of time as I/household gets involved in a range of Easter activities e.g., visiting relatives/ friends, Easter eggs hunt.

37%



I plan to take advantage of the break and travel where possible e.g. road trip of interstate

36%

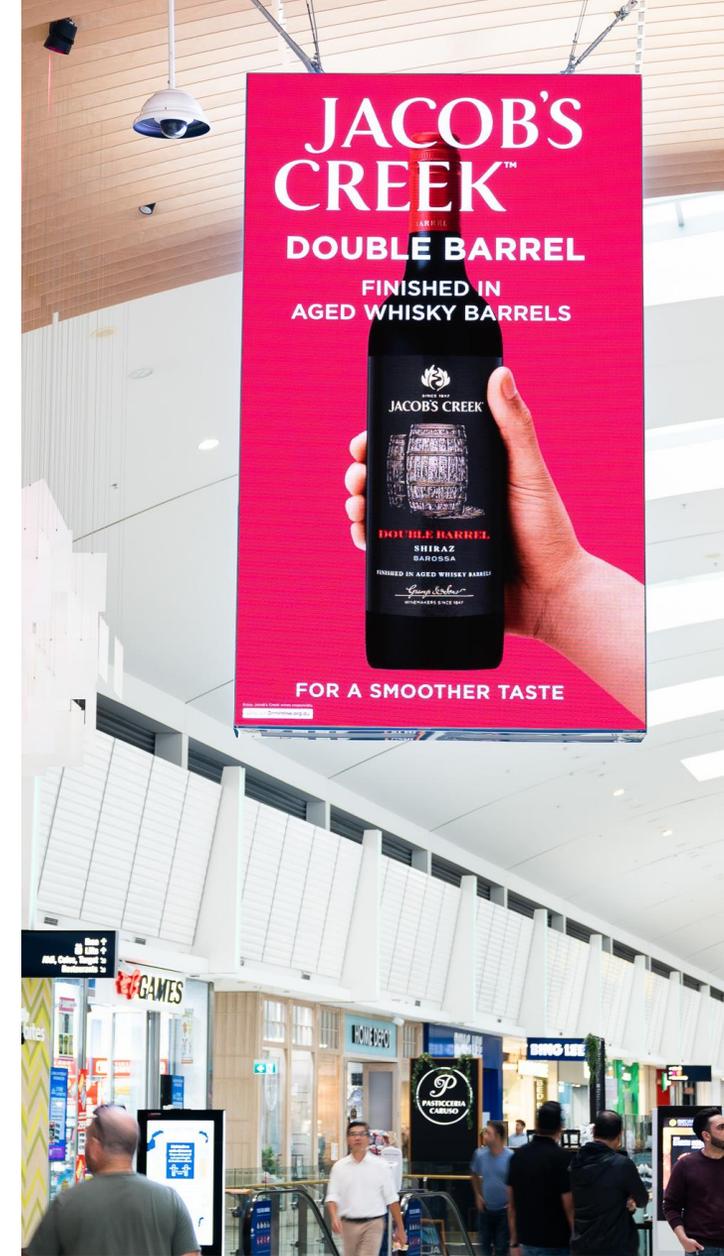
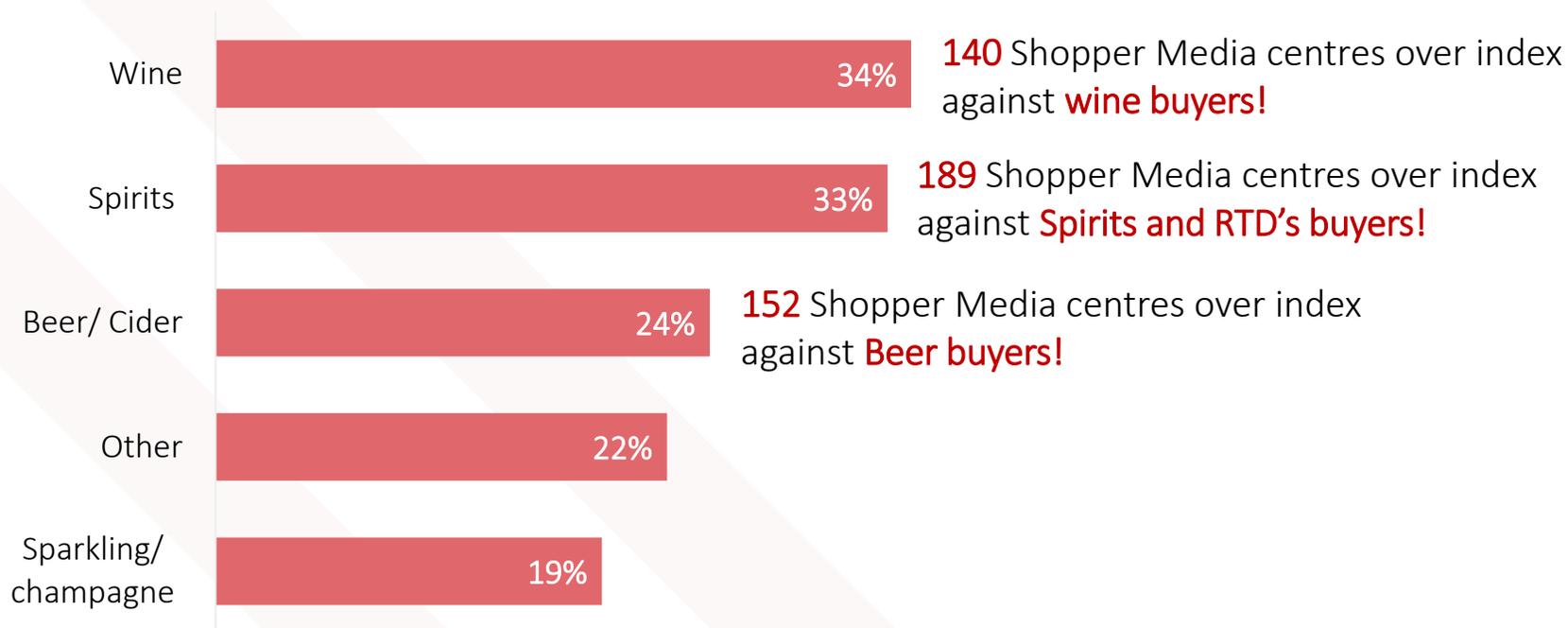


I plan to do DIY activities/ home improvements around the home e.g. gardening, redecorating



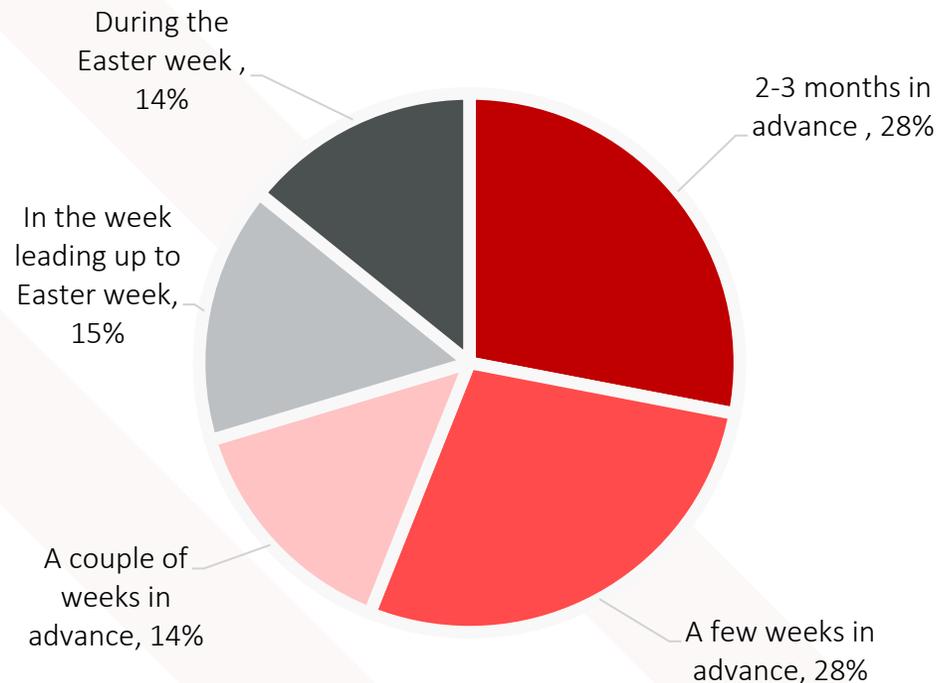
More than half plan to stock up on alcohol in the lead up to Easter (54%)*

- We asked shoppers which alcoholic beverages they're planning to buy over the Easter period - most popular type of alcoholic beverages consumers are planning to buy are **Wine, Spirits and Beer/ Cider**.
- Did you know that **87%** of Shopper Media's network includes a liquor store!



Nearly 8 in 10 are planning to buy chocolate this year. Of those, more than half will purchase chocolate treats ahead of time, and nearly a third are likely to be last-minute buyers!

Lead time purchasing chocolate for Easter



7 in 10

shoppers consider purchasing **PREMIUM** chocolate for Easter (more so than any other time of the year).

Shopper Media can help increase brand preference amongst the category - 1 in 4 shoppers say retail screens inform them of offers available in-store*



The Power of Digital ROOH

Promotional stands/ activity within the supermarket increases substantially in the lead up to seasonal events such as Easter.

Shopper Media can help brands cut-through a cluttered category - **1 in 3** shoppers agree the volume of offers promoted in supermarkets can be overwhelming.

Retail panels offers a unique opportunity to **prompt and convert consumers at the point of purchase**, in an **uncluttered environment**.

In addition, contextual relevant advertising can heighten brand consideration - **2 in 5** have purchased something after seeing it advertised on retail screens.

1 in 4 shoppers agree digital panels inform them of new offers available, which can be beneficial for brands who plan to inspire consumers what to do over the Easter break – e.g travel destinations.



Thank you.

For further information please contact your Shopper Media representative
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