



Super Bowl Spending to Reach \$133 Million in Nevada

Retail Association of Nevada projects consumer spending to decline from last year's figures amid pandemic and current pause order limiting the size of gatherings

Super Bowl LV will pit the reigning champion Kansas City Chiefs against the surging Tampa Bay Buccaneers. When the two teams meet on February 7 in Tampa, Florida, 1.8 million Nevadans are expected to watch the big game to see if Tom Brady can return to the mountain top in the first year with his new team, according to the Retail Association of Nevada (RAN).

In preparation for the Super Bowl, Nevadans are projected to spend over \$133 million on televisions, furniture, team apparel and food, RAN estimates.

“Despite the ongoing pandemic that will limit the usual Super Bowl gatherings, Nevadans remain eager to watch the game, celebrating at home with their families, and air friers will be going into overtime to keep up with the chicken wing demand,” said Bryan Wachter, Senior Vice President of RAN. “While overall spending is expected to decline this year, retailers across the Silver State will still be busy equipping shoppers with the televisions, apparel and chicken wings needed to enjoy the big game from a distance.”

The latest estimates are based on a recent survey by the National Retail Federation (NRF), which found that 186.6 million Americans plan to watch the Super Bowl this year. Additionally, viewers are planning to spend an average of \$74.55 on items to enhance the celebration, which represents a decline of 15.9 percent from the record of \$88.65 reported last year.

According to the NRF, 25 percent of viewers plan to throw or attend a party, while another 3 percent will be watching at a bar or restaurant, down from last year's 46 percent and 5 percent, respectively, due to ongoing COVID restrictions. Once again, food and beverages top viewers' shopping lists as 77 percent plan to stock up on their favorite snacks and drinks. Viewers will also purchase team apparel or accessories (11 percent), decorations (7 percent), and televisions (9 percent).

The big game in Nevada by the numbers:

- **161,000 Televisions** – According to the NRF, 9 percent of viewers plan to purchase a television this year, the same as the previous year. In Nevada, that equates to about 161,000 television purchases.
- **196,000 Team Apparel Purchases** – According to the NRF, the share of viewers planning to purchase team apparel remained unchanged from 2020

For more information, contact:

Bryan Wachter
(775) 771-8969



[View Current RAN Newsletter](#)

Mission Statement:

Our Mission is to strengthen the business environment for Nevada Retailers and Associates by providing a government relationship program which supports retail industry needs through effective lobbying at federal, state and local levels.

Looking out for Business

At RAN we make it our business to support and protect your business. From monitoring local, county, state and some federal issues, RAN is there to inform you on the events that can have a real

at 11 percent. Using these figures, RAN estimates 196,000 viewers will purchase new team apparel this year.

- **125,000 Decorating Fans** – Roughly 7 percent of viewers plan to purchase decorations compared to 8 percent last year, according to the NRF survey. RAN estimates that 125,000 viewers in Nevada have plans to purchase decorations for their Super Bowl parties this year.
- **13.5 Million Chicken Wings** – The National Chicken Council estimates 1.42 billion wings will be consumed nationwide during the big game, up 2.0 percent from 2020. RAN projects that 13.5 million chicken wings will be eaten in Nevada during the game this year.
- **\$159 Million Wagered** – According to the Nevada Gaming Control Board, gross wagering on the Super Bowl totaled \$154.7 million in 2020. In addition to traditional retail spending forecasts, RAN projects gross wagering at Nevada sportsbooks to be over \$159.4 million this year.

Average Spending on "The Big Game"



impact to your business.
[Read More »](#)

About The Author
Applied Analysis, founded in 1997, is a Nevada-based advisory services firm providing information and analyses for both the public and private sectors.



www.AppliedAnalysis.com

RETAIL ASSOCIATION OF NEVADA

[Visit Our Web Site](#)
[Contact Us](#)



Phone: (775) 882-1700
Toll Free: (800) 690-5959
Fax: (775) 882-1713
410 South Minnesota Street,
Carson City, Nevada 89703