



Nevadans to Celebrate St. Patrick's Day Differently this Year

Nevada Spending Estimates to Approach \$49 Million

Nevadans will celebrate St. Patrick's Day with traditional Irish fare like corned beef and cabbage or green beer but likely within their own homes or in small groups rather than at restaurants and bars. The Retail Association of Nevada (RAN) projects statewide spending to reach \$48.9 million, based on survey results from the National Retail Federation (NRF). Nationwide, estimated spending will reach \$5.1 billion as average spending by celebrants fell to \$40.77 after a record-setting figure last year. Overall spending in Nevada was projected to dip from \$59.0 million in 2020, with overall participation and per-person spending volumes both declining as the COVID-19 pandemic influences holiday celebration plans.

"Nevadans are still eager to celebrate St. Patrick's Day this year but with a slightly different feel. Over the past year, consumers have adjusted many behaviors and traditions due to the COVID-19 pandemic, and the change in celebration plans for the holiday reflects that," said Bryan Wachter, Senior Vice President of RAN. "Consumers this year will still be looking to eat and drink their favorite Irish food and beverages but away from the typical bar scene."

Wearing green is the most popular way to people will be celebrating St. Patrick's Day, with 79 percent of participants planning to wear it. Making a special dinner and decorating a home or office are also popular celebration options at 42 percent and 32 percent, respectively. Due to ongoing social distancing measures, the percentage of respondents that indicated they would be going to a party is down from traditional volumes, with 13 percent of respondents indicating they would be attending a private party, 12 percent hosting a party and 10 percent attending a party at a bar or restaurant.

Food was once again the most popular spending category, with 60 percent of celebrants expected to spend on eating during the holiday. Beverage sales follow closely behind as 44 percent of respondents planned to buy refreshments for the festivities. Other popular spending categories include decorations with 32 percent of respondents indicating they would be purchasing followed by apparel (30 percent), candy (20 percent), greeting cards (10 percent) and gifts (7 percent).

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

Average St. Patrick's Day Spending



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