



Spending Volumes for Easter to See a Rebound in 2021

Retail Association of Nevada Projects Spending to Approach \$348 Million

Consumers in the Silver State are kicking off spring by heading to stores and shopping online for the annual Easter celebration. According to estimates from the Retail Association of Nevada (RAN), Nevadans are projected to spend \$347.3 million celebrating Easter this year. The spending estimates are based on a recent survey by the National Retail Federation (NRF), which found that 79.0 percent of consumers nationwide plan to celebrate the holiday this year. According to the NRF, celebrants will spend an average of \$179.70 on holiday items, up 18.8 percent from \$151.25 in 2019.* New household stimulus checks included in the recently passed American Rescue Plan coupled with increased vaccinations and falling infection rates have increased consumer confidence, resulting in a positive outlook for spending on events like Easter. Total Easter spending nationwide is expected to reach \$21.6 billion.

“The ongoing vaccination effort has many more Nevadans feeling comfortable getting together with family and friends in person once again,” said Bryan Wachter, Senior Vice President of RAN. “Easter spending volumes are expected to reach new highs after many celebrants missed out on traditional celebrations last year.”

Food is the most popular spending category this year, with 88.0 percent of survey respondents planning to spend a total \$101.5 million in Nevada, according to the NRF. Candy came in a close second in popularity (86.0 percent), with over \$48.7 million expected to be spent. Other popular categories include gifts (64.0 percent), greeting cards (49.0 percent) and decorations (48.0 percent), with consumers statewide expected to spend \$60.0 million, \$17.0 million and \$23.0 million on these items, respectively. Clothing (47.0 percent), flowers (43.0 percent) and miscellaneous items (26.0 percent) make up the other major purchase categories.

The most popular Easter activity for 2021 is cooking a holiday meal, with 59.0 percent of celebrants planning to do so, while 43.0 percent of celebrants plan to visit family or friends in person. Many celebrants will also be planning an Easter egg hunt (31.0 percent), followed by other activities such as attending church in person (28.0 percent), browsing the web (25.0 percent), opening gifts (19.0 percent), shopping online (17.0 percent) and shopping in stores (13.0 percent). With the COVID-19 pandemic still ongoing, many celebrants are planning to celebrate Easter virtually, with 24.0 percent of respondents indicating they would visit family or friends virtually and 22.0 percent noting that they would attend an online church service.

* Easter spending estimates were released in 2020 prior to the onset of the COVID-19 pandemic and did not reflect subsequent impacts on consumer activity.

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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

Historical Average Easter Spending



impact to your business.
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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.



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