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Nevada Spending to Reach \$335 Million for Easter Celebrations Overall Participation Rises as Spending Volumes Soften

With Easter quickly approaching, consumers in the Silver State are flocking to stores to buy sweets, decorations and eggs for the popular spring holiday. Nevadans are projected to spend \$335.5 million celebrating Easter this year, according to estimates from the Retail Association of Nevada (RAN). The spending estimates are based on a recent survey by the National Retail Federation (NRF), which found that 80.0 percent of consumers nationwide plan to celebrate the holiday this year. According to the NRF, celebrants will spend an average of \$169.79 on holiday items, down 5.5 percent from \$179.70 seen in 2021. Nationwide, total spending is expected to reach \$20.8 billion, down 3.7 percent on the year.

“Nevada retailers are excited to see consumers preparing to enjoy the Easter holiday despite reported inflation and occasional supply chain interruptions,” said Bryan Wachter, Senior Vice President of RAN. “Retailers are working with their suppliers to find ways to help keep prices affordable for Nevada families, and we are optimistic for a strong spring and summer season ahead, even if this year's celebrations don't reach some of the record high spending set during the pandemic.”

Candy is the most popular spending category this year, with 90.0 percent of survey respondents planning to spend a total of \$48.1 million statewide, according to the NRF. Food came in as the second most-popular choice with 88.0 percent of respondents spending a total of \$105.9 million. Other popular categories include gifts (63.0 percent), clothing (49.0 percent) and decorations (48.0 percent), with consumers statewide expected to spend \$55.4 million, \$55.2 million and \$22.7 million on these items, respectively. Greeting cards (46.0 percent), flowers (41.0 percent) and miscellaneous items (21.0 percent) make up the other top purchase categories.

The most popular Easter activity for 2022 is cooking a holiday meal, with 56.0 percent of celebrants planning to do so. The second most popular celebration plan is visiting with family or

friends, with 51.0 percent of respondents indicating plans to do so. Many celebrants will be making their return to in-person church services (37.0 percent), followed by other activities such as planning an Easter egg hunt (32.0 percent), opening gifts (16.0 percent), shopping in stores (13.0 percent) and shopping online (13.0 percent). Concerns over the COVID-19 pandemic have not fully diminished as some celebrants are opting for virtual plans in 2022. A total of 13.0 percent of respondents indicated that they would be visiting family or friends virtually, down from 24.0 percent last year, while 12.0 percent of celebrants will be attending church virtually, down from 22.0 percent in 2021.

Historical Average Easter Spending



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