



Easter 2025 Shopping in Canada Survey | National Consumer Research – Caddle & RCC

50% of shoppers are gearing up for “Easter” and **85.7%** plan to maintain or increase their spending.



Understand and amplify the voice of your consumer

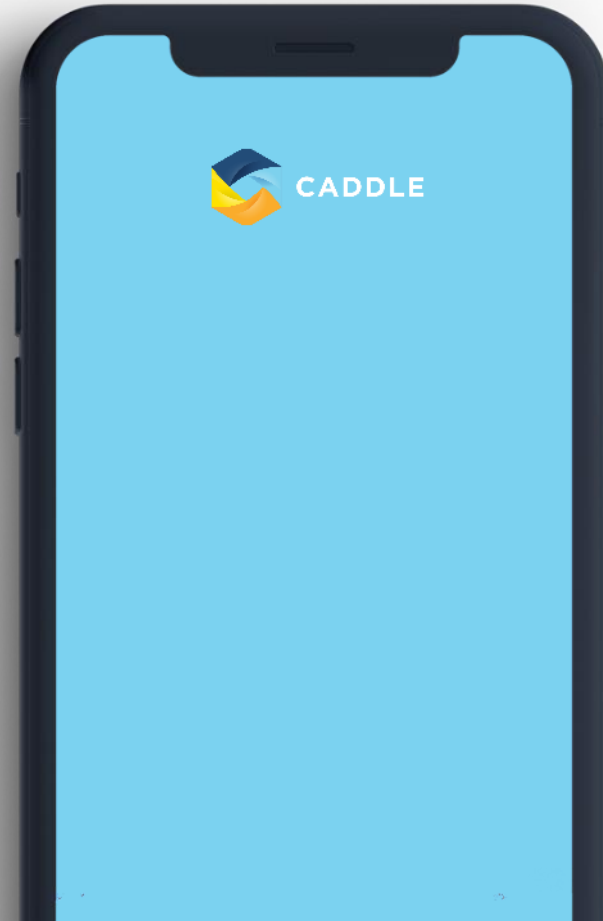


Methodology

Caddle, in partnership with the Retail Council of Canada (RCC), surveyed Canadians from coast to coast to better understand consumers' shopping intentions around Easter 2025 purchases.

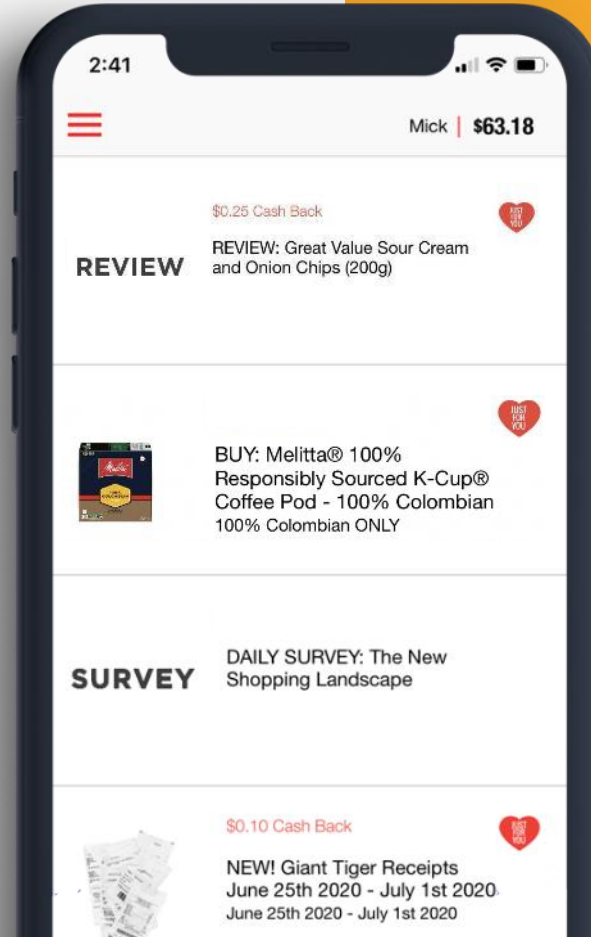
Surveys were conducted in February/March 2025 using Caddle's mobile platform and online panel among a representative randomized sample of n= 9,392 and n= 9,274 Canadian adults. Statistically significant changes are highlighted: **green for increases, red for decreases, and yellow for no change.**

All data presented is owned by Caddle and has a Margin of Error of 1% or lower. The survey was self-commissioned and paid for by Caddle, Inc.



Caddle®

Caddle® is the largest daily and monthly active panel in the Canadian market. Our mobile-first insights platform rewards Canadians for sharing data and engaging with brands.



Report Highlights

Slight decreases in participation and spending for Easter 2025

- **50%** of Canadians plan to spend on activities for Easter, with **85.7%** spending the same or more amount as compared to 2024.
- **47.9%** will spend between \$0-\$50, whereas **28.3%** will allocate \$51-\$100.
- Shoppers are delaying their purchases, with **35.0%** purchasing 2-4 weeks in advance (down from **37.5%** in 2024) and **14.0%** shopping a week before Easter.
- **46%** of shoppers will make a dedicated shopping trip for Easter purchases, a marginal decrease from **48%** in 2024.

A new breed of shoppers rising

Younger shoppers drive change by prioritizing eco-friendly products & supporting local retailers this Easter

26% are looking for eco-friendly packaging or sustainable products.

48% prefer to shop at a local or independent retailer.

In-store shopping dominates



82.5% of purchases will likely be made in physical stores.



9.3% of purchases are expected to be made solely online.

Food and alcohol drive Easter spending, products seen in store top inspiration

- Spending is highest on **Food, alcohol and candies (55.0%)** followed by **joining or hosting a party (33.8%)**, and **flowers (16.9%)**.
- Products seen in **stores** dominate inspiration with **38.8%**, closely followed by **flyers (37.4%)** and **friends and family (31.4%)**.

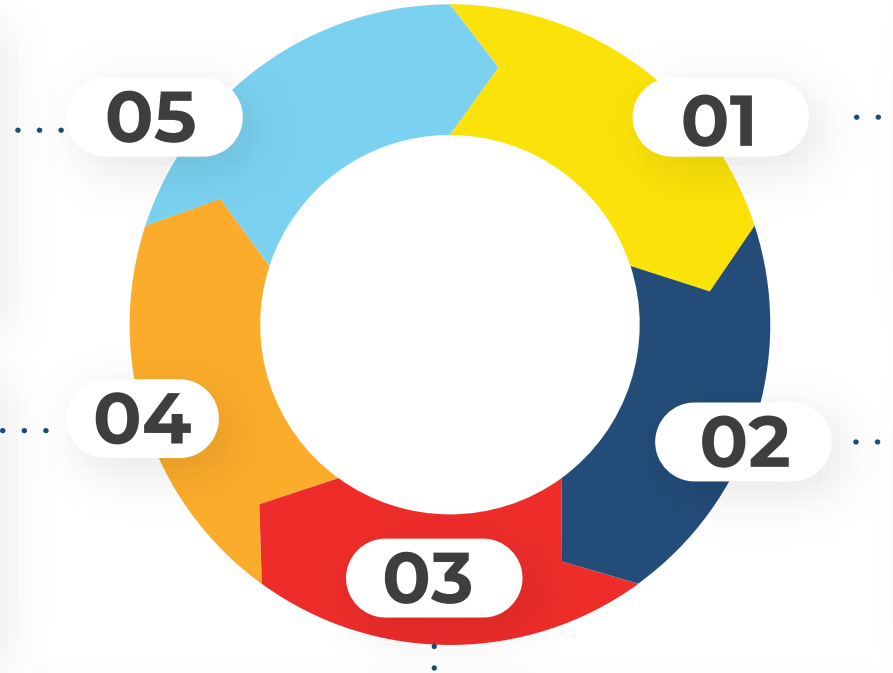
Key Findings on “Easter”

Where are shoppers looking for inspiration for shopping for “Easter”?

Products seen in Stores, (38.8%) Flyers (37.4%) and Family and Friends (31.4%) are the top inspirations for “Easter” shopping.

What are shoppers buying for “Easter”?

Food, Alcohol, and Candies (55%) Hosting a party, and Joining a meal (33.8%) are the top spending categories for “Easter”.



Who buys for “Easter”?

50% of Canadians Celebrate “Easter”.

What are the spending intentions this year?

This year, more than 85.7% of Canadians who celebrate “Easter” plan to spend the same or more than last year.

How Much Are Canadians Spending on “Easter”?

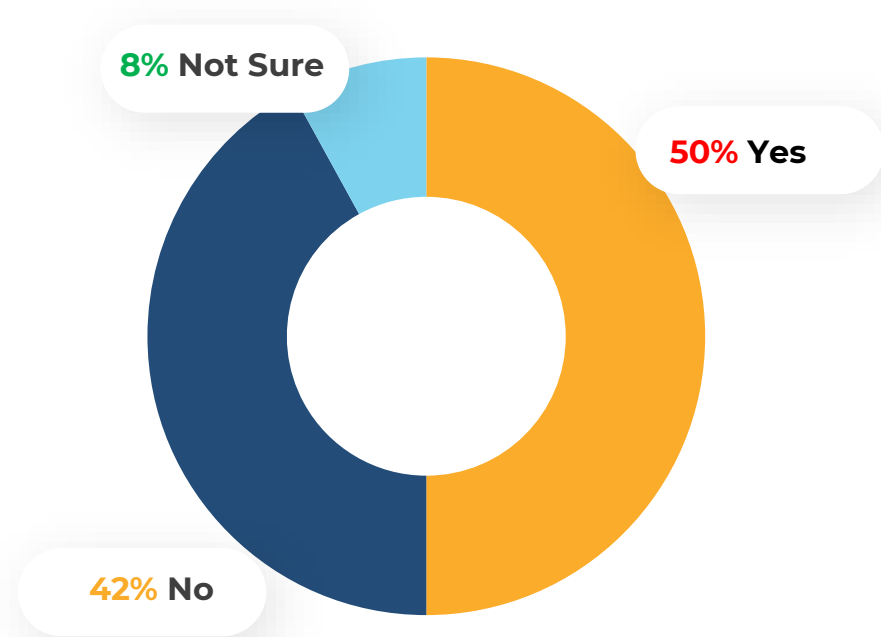
About 47.9% of Canadians who make “Easter” purchases plan to spend more than \$50. In 2024 this number was 54.7%.

Easter purchases decline: **50%** of Canadians plan to buy, down 2 Points from last year

In 2025 there is a 2% decrease in the Canadians who will shop for “Easter” compared to 2024.

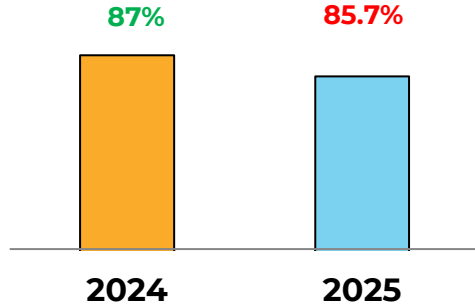
- Females (**55%**) are a bit more likely to participate in “Easter” shopping vs males (**46%**).
- Easter celebrations in Canada have been declining since 2023, when **66%** of Canadians marked the occasion. However, the rate of decline has slowed significantly this year.

Do you typically make purchases related to “Easter”?

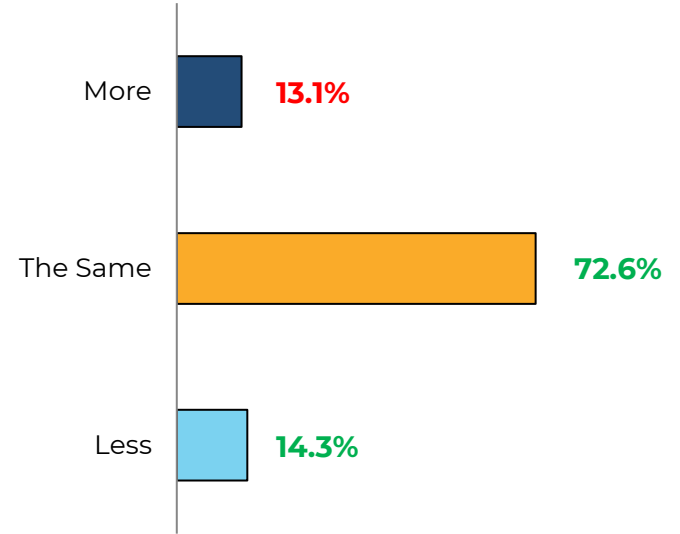


“Easter” spending in 2025 (85.7%) is slightly less compared to 2024 (87%)

- This year the % of people spending the same more on “Easter” activities is on a declining trend in the last 3 years.
- The percentage of people who are expected to increase their spending in 2025 as compared to last year declined by almost three percentage points (13.1% in 2025 vs 16.0% in 2024).



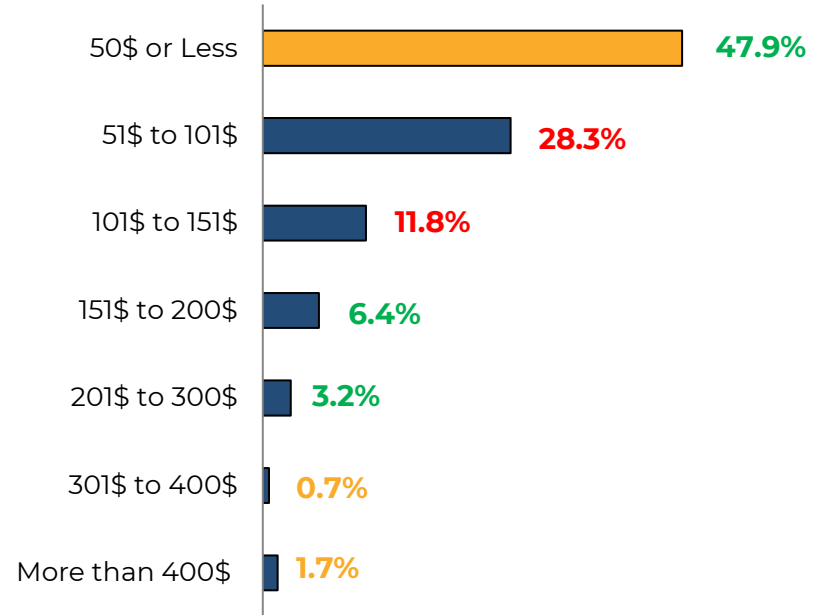
Would you expect to spend more or less for “Easter” this year compared to last year?



Consumers continue to be more cautious with discretionary spending for “Easter” activities in 2025

- **52.1%** of shoppers in Canada plan to spend over \$50. While the same number in 2024 was **54.7%**.
- **47.9%** intend to **spend \$50 or less**, an increase of **2.6** percentage points compared to last year’s **45.3%**.
- The number of people spending **more than \$150** has increased to **12%** compared to **10.6%** in 2024.

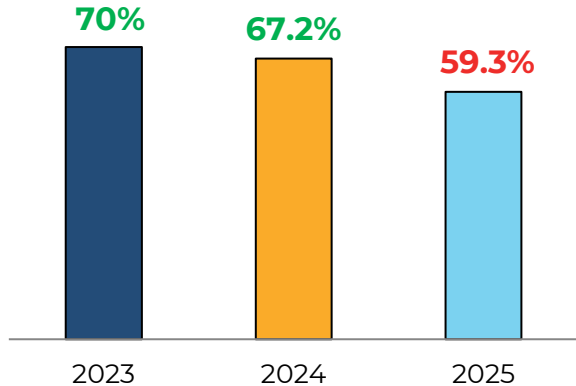
How much do you normally spend in total for “Easter”?



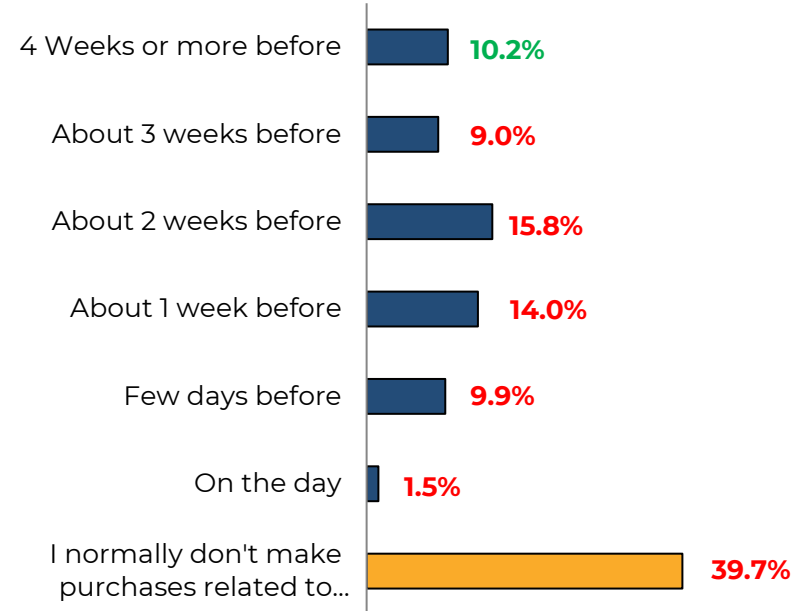
Advance planning has gone down significantly compared to last year, with **58.8%** shoppers buying early

- **35%**, plan to make their purchases 2-4 weeks before “Easter”, down from **37.5%** in 2024.
- **39.7%**, do not make any purchases for “Easter”, significantly up from **32.8%** in 2024.

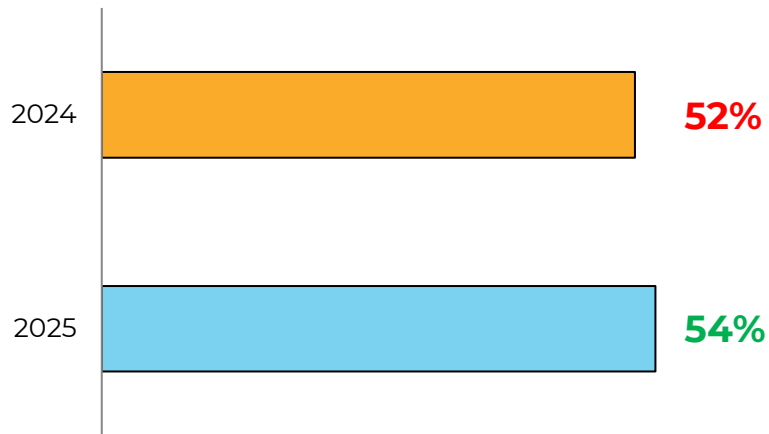
% of Canadians who make “Easter” purchases :



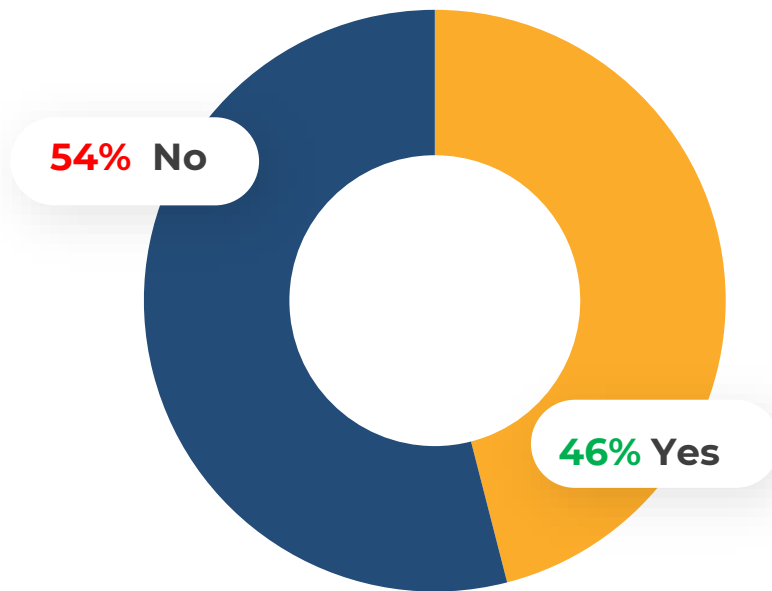
How far in advance do you make purchases related to “Easter”?



Consumers are split almost equally on routine and dedicated trips when buying for “Easter”



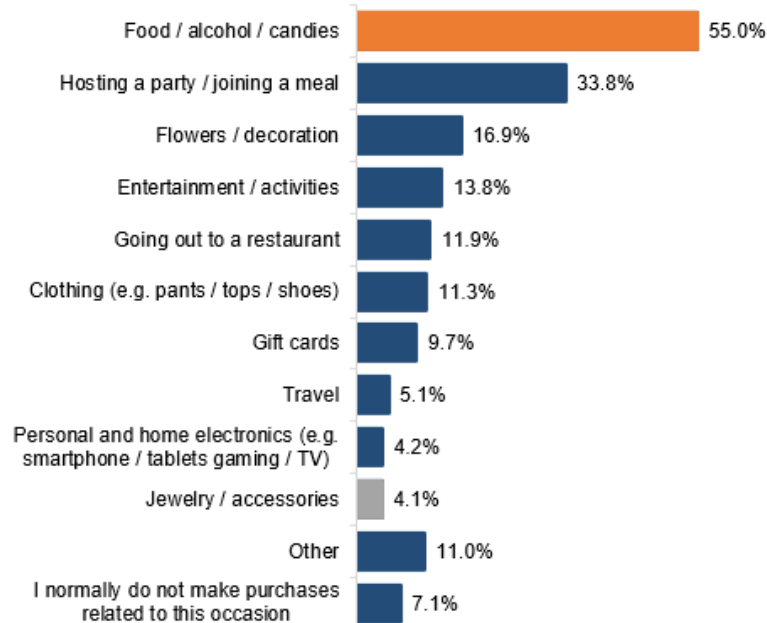
Do you normally make a dedicated trip to buy things for “Easter”?



In 2025, **46%** of shoppers in Canada will make a dedicated trip for “Easter” purchases, down from **48%** in 2024

Food / Alcohol /Candies is the top spending category for “Easter”

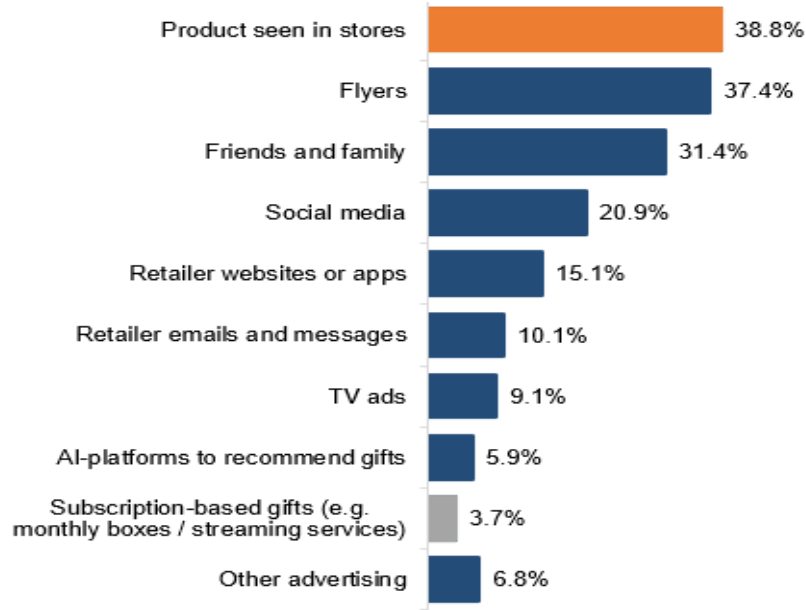
Which of the following do you spend money on as gifts or as items specifically associated with “Easter”?



During “Easter” this year, Food / Alcohol / Candies (55.0%) are the top spending category similar to 2024. Other spending on Hosting a party/ Joining a meal (33.8%), Flowers/ Decoration (16.9%)

In-store influence surges: **38.8%** of Canadians seek Easter shopping inspiration from products seen in stores, up sharply from **29%** in 2024

Where do you look for inspiration for your “Easter” Purchases?

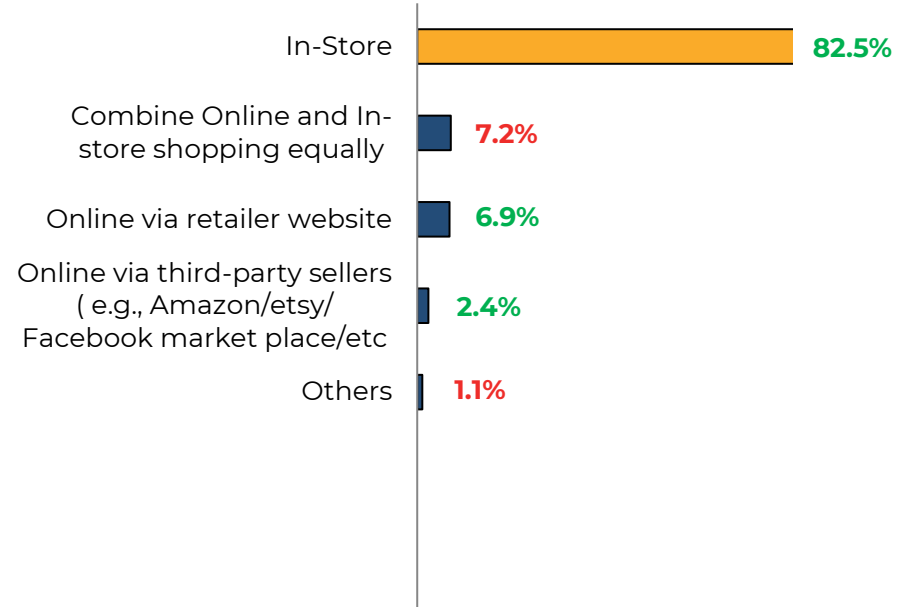


During “Easter”, the top three influences for purchases are Products seen in stores (**38.8%**) Flyers (**37.4%**), and Friends and family (**31.4%**).

A clear majority (82.5%) of consumers prefer to shop in-Stores for “Easter” purchases

- The number of shoppers in store has gone up by 2.1 percentage points compared to **80.4%** in 2024.
- Around **7.2%** combine online and in-store shopping equally for their “Easter” essentials. In 2024 this number was **9.9%**
- Around **6.9%** visit a retail store’s website for “Easter” shopping. In 2024 this number was **4.6%**
- Around **2.4%** opt for online sellers (e.g., Amazon, Etsy, Facebook Marketplace/ etc), compared to **0.9%** in 2024.

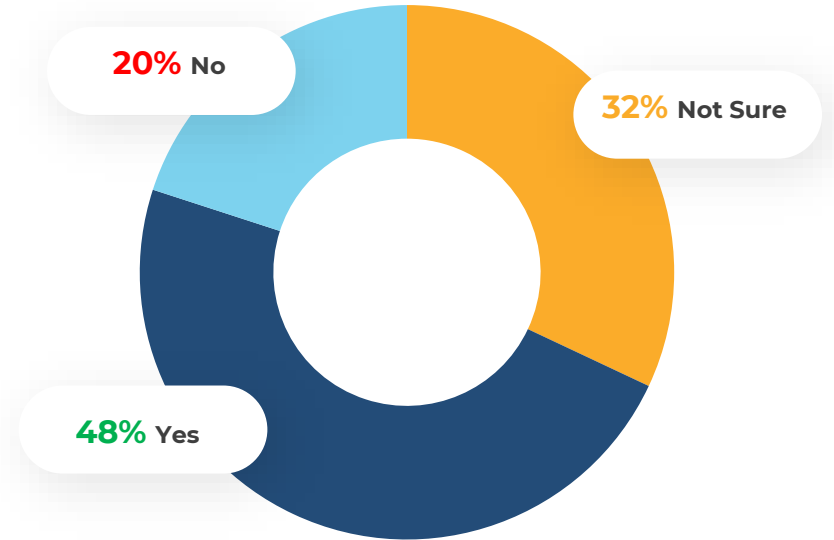
How do you usually make most of your purchases for “Easter”?



48% of shoppers in Canada prefer to shop at local retailers for their “Easter” Shopping

- **20.0%** of shoppers in Canada do not typically choose independent retailers for their “Easter” shopping.
- **32%** of shoppers are not yet sure of their shopping destination.

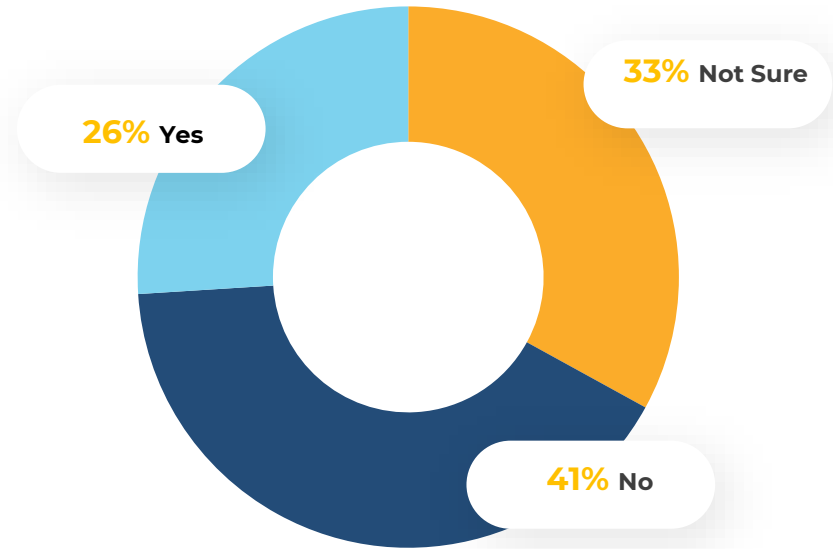
Do you shop at local or independent retailers more for your “Easter” Shopping?



Sustainability is not yet a major driver, younger consumers are slightly more cognizant

- **Only 26%** of shoppers are looking for eco-friendly packaging or sustainable products during “Easter” shopping.
- Gen Z leads the shift with 33% prioritizing sustainable choices—more than any other demographic.
- **Four in ten** shoppers (**41%**) do not prioritize sustainability in their purchasing decisions.

Will you specifically look for Eco-friendly packaging or sustainable product options during your “Easter” Shopping?





Let's talk insights.



Anuj Punni

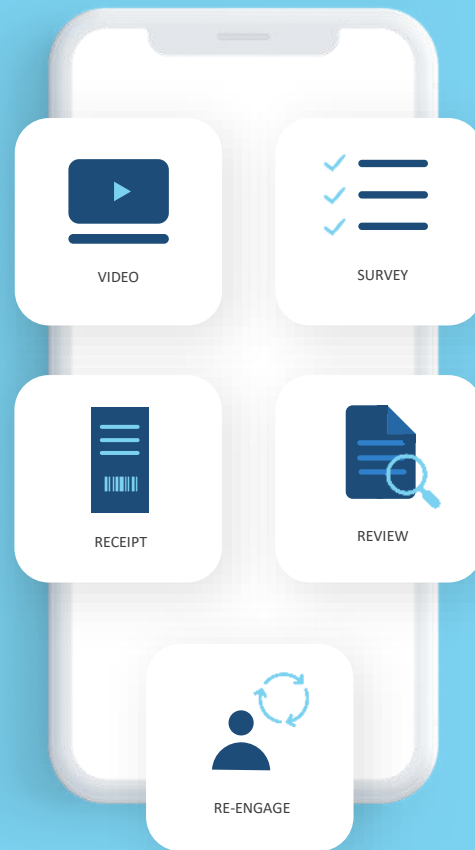
Senior Manager, Brand Partnerships

anuj.punni@caddle.ca

How It Works

Capture relevant insights for any challenge or opportunity. Engage seamlessly with shoppers at every stage of the consumer journey by leveraging the **Caddle suite of tools**.

Caddle rewards panel members for actions ranging from video, survey, receipt capture, reviews, and more.





100% Owned & Operated Panel



Largest Daily Active Panel in Canada



Unmatched Panel Diversity



Large Canadian Representative Samples



Micro-Niche Audience Access



Purchase & Declared Panel Data