



IN MARKET

# 2025 Easter & Passover InSights

MARCH 2025

# Introduction

As spring nears, so do the Easter and Passover holidays. Soon, Americans will gather to celebrate with friends, family, and loved ones. In 2024, the NRF projected that consumers would spend upwards of [\\$22.4 billion](#) ahead of the Easter holiday. As consumers shop for the upcoming holidays, marketers have an incredible opportunity to connect with consumers and build loyalty that lasts into the months ahead.

InMarket's **2025 Easter & Passover InSights** report provides a comprehensive view of consumer behavior around the spring holidays. Marketers can utilize these insights to better comprehend and communicate with customers.

## Key 2025 Dates:

**Easter:** Sunday, April 20

**Passover:** Saturday, April 12 to Sunday, April 20

# 66%

**of respondents plan to celebrate the Easter and/or Passover holidays this year.**

Base: 5,367 US adults.  
Source: InMarket's 2025 Easter & Passover survey.

## Methodology

InMarket has analyzed consumer survey data and historical commerce data to understand how consumers will behave in regard to Easter and Passover this year.

### 2025 Easter & Passover Survey

InMarket fielded the 2025 Easter & Passover survey between February 19, 2025 and February 24, 2025 to 5,367 US adults (18+). Results have been weighted to the US Census by age and gender.

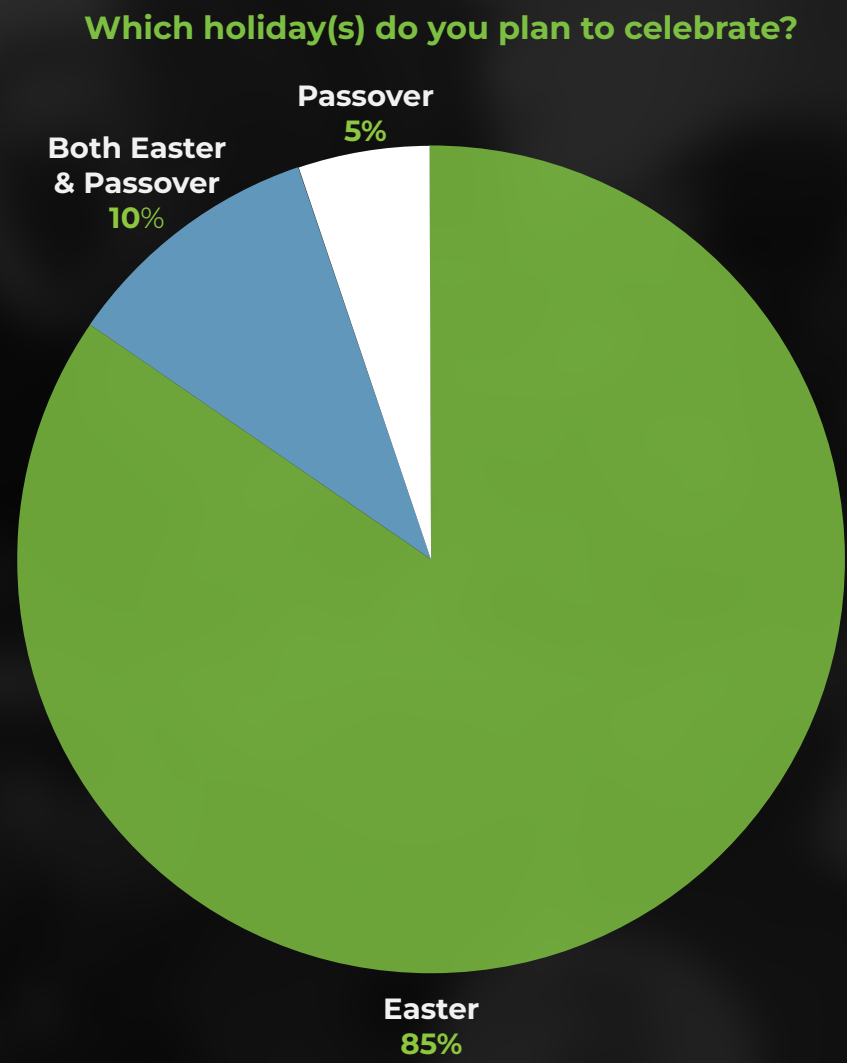
### 2024 Purchase Data

Sourced from InMarket's third-party commerce data.

### 2024 Foot Traffic Data

Sourced from InMarket's first- and third-party visitation data.

**85%** of respondents plan to celebrate only Easter, **5%** intend to celebrate only Passover, and **10%** will celebrate both holidays



Base: 5,367 US adults.  
Source: InMarket's 2025 Easter & Passover survey.



# 45% indicate that the current economy/inflation has affected their holiday plans

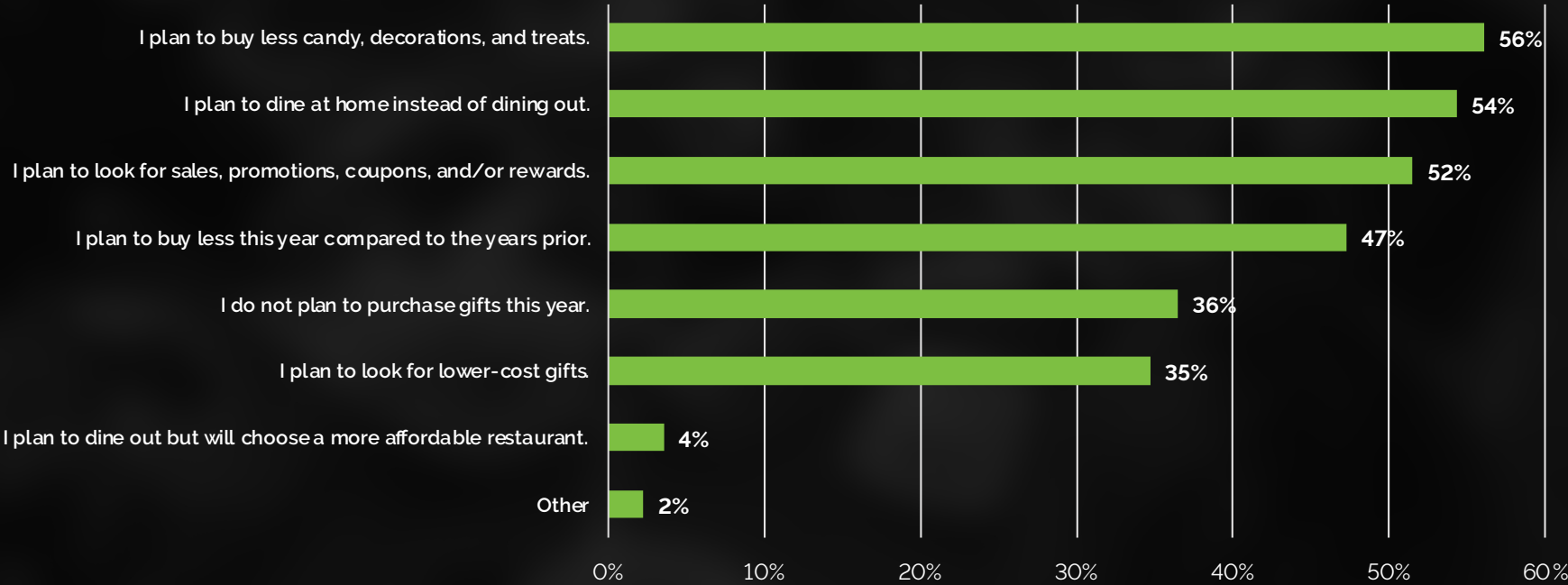
While more than half of respondents said that economic conditions did not have an effect on their Easter/Passover plans, a large percentage (45%) indicated that it will impact on their plans. Rising costs have been a pressing problem for many in recent years, with new tariffs causing concern among consumers who fear further price increases. When asked how it would affect their plans, 56% of respondents said that they plan to buy less for the holiday, 54% plan to dine at home instead of out, and 52% plan to look for savings opportunities.

45%

of Easter/Passover celebrators said that the current economy/inflation impacted their plans for the holidays.

Base: 5,367 US adults.  
Source: InMarket's 2025 Easter & Passover

How has the current economy/inflation affected your plans for Easter and/or Passover?



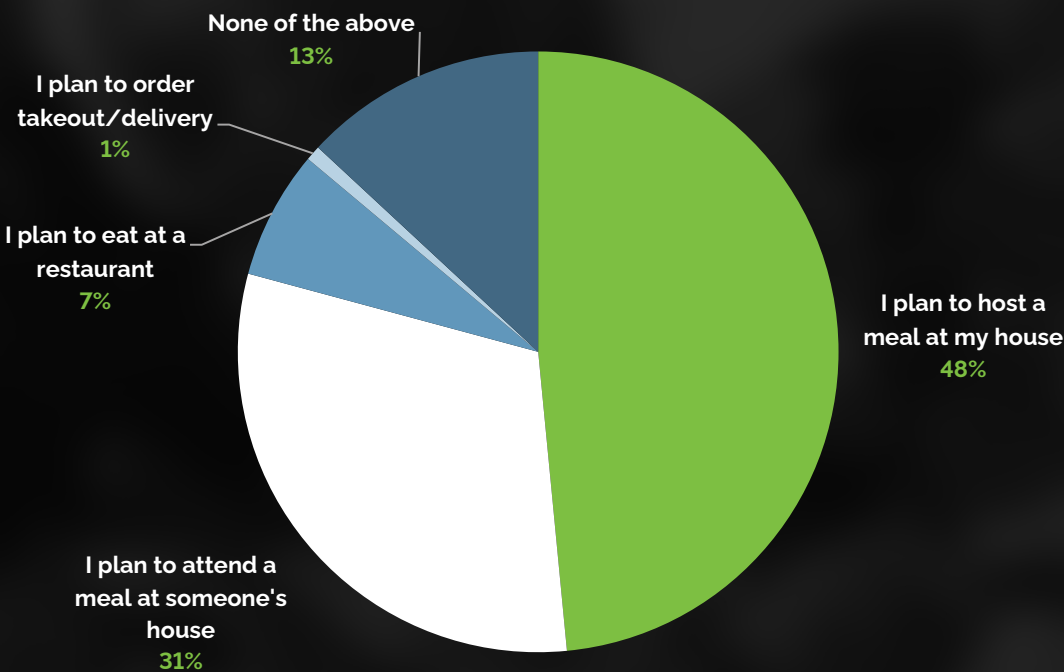
Base: 5,367 US adults.  
Source: InMarket's 2025 Easter & Passover survey.



# 79% of celebrators plan to host or attend an Easter and/or Passover meal

Nearly 8 in 10 respondents (79%) indicated that they primarily plan to celebrate by hosting (48%) and/or attending a meal at someone’s house (31%). Just 8% said they would dine out or order in.

How do you plan to celebrate Easter and/or Passover this year?



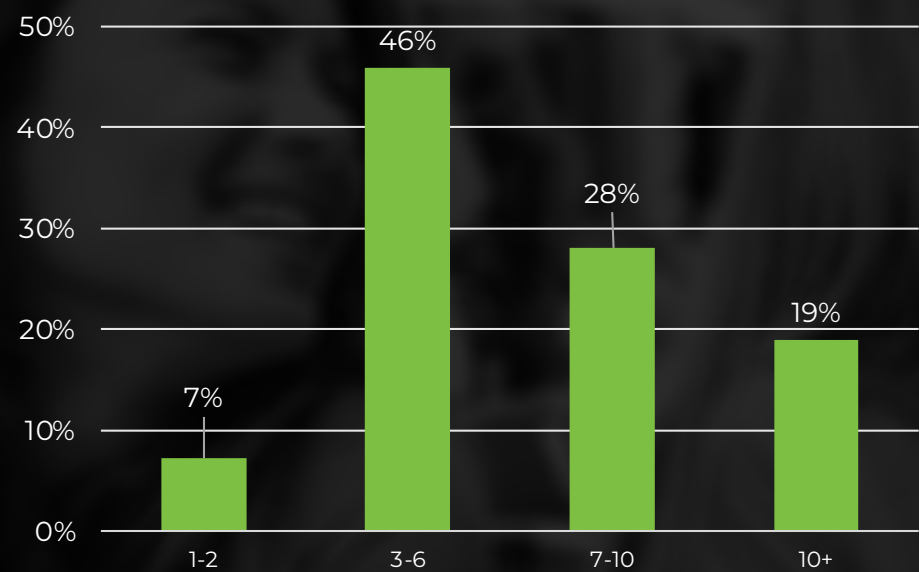
Base: 5,367 US adults.  
Source: InMarket’s 2025 Easter & Passover survey.

## InMarket InSight

Brands should prepare themselves for impending demand by ensuring adequate stock of Easter and Passover essentials, and feature these items prominently in promotions and in-store displays in the weeks ahead of the holidays. With the majority of celebrators planning to host or attend a meal at home, retailers should amplify convenient meal options like pre-made appetizers, entrees, desserts, and more. Restaurants also have an opportunity to attract celebrators—in the weeks leading up to the holidays, dining brands should emphasize the convenience of eating at a restaurant versus preparing a meal at home.

**74% of Easter/Passover celebrations will include 3-10 guests**

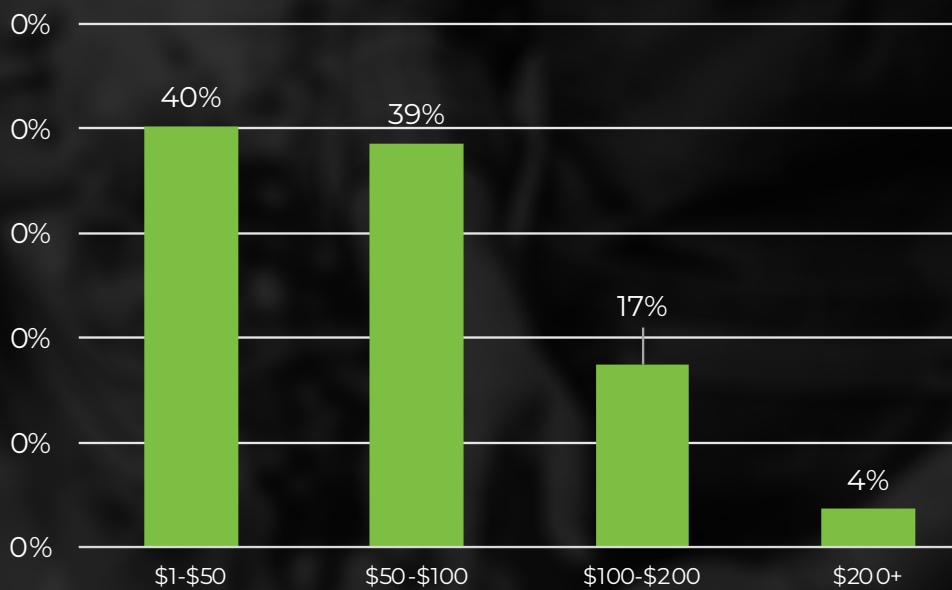
How many people will be at your Easter and/or Passover meal (including yourself)?



Base: 5,367 US adults.  
Source: InMarket's 2025 Easter & Passover survey.

**56% of Easter/Passover hosts and guests plan to spend between \$50 and \$200 on their meal**

How much are you planning on spending for your Easter and/or Passover meal?



Base: 5,367 US adults.  
Source: InMarket's 2025 Easter & Passover survey.

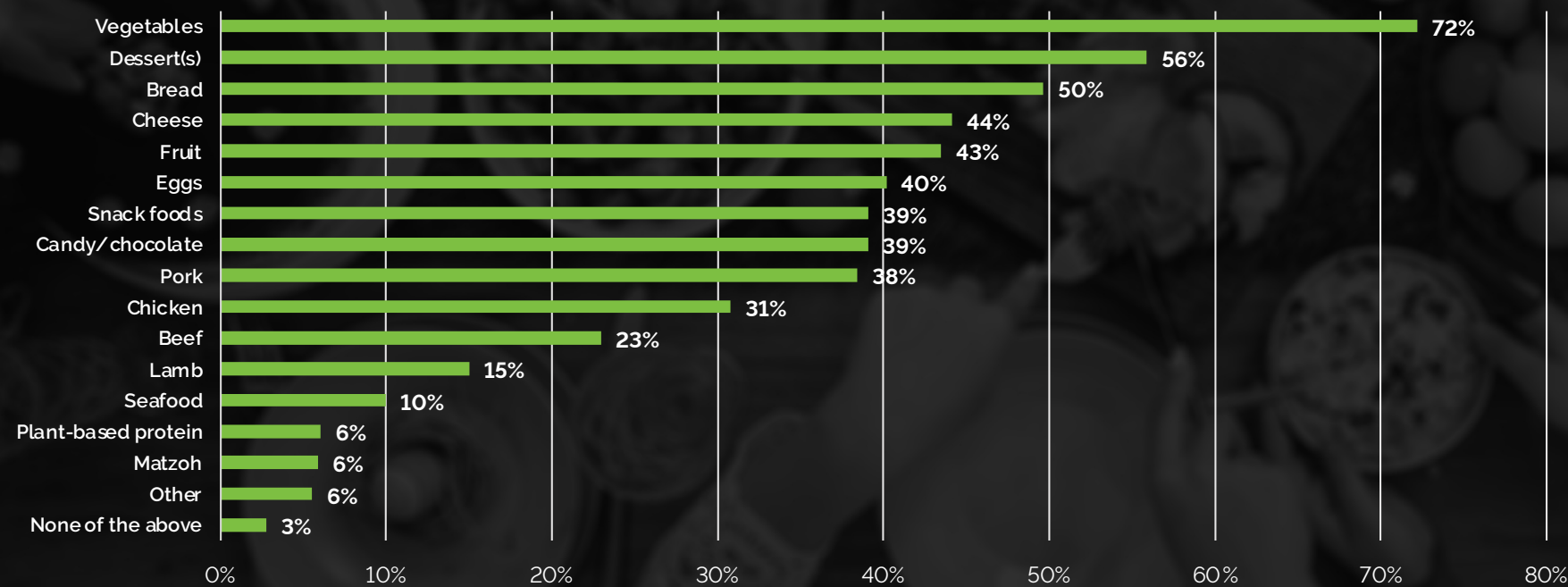
**InMarket InSight**

The majority of celebrators intend to spend between \$50 and \$200 on their Easter/Passover meals consisting of several people. Because celebrations are likely to have multiple guests, retailers should drive awareness of any promotions on purchases of bulk quantities or party-sized items fit for larger groups.

# Vegetables (72%) and desserts (56%) are the top food choices for Easter & Passover celebrations

Holiday staples, such as vegetables and desserts, were most popular among survey respondents, followed by bread (50%), cheese (44%), fruit (43%), and eggs (40%). In terms of meats, pork (38%) and chicken (31%) are favored by Easter/Passover celebrators.

What food do you plan on purchasing for your Easter and/or Passover 2025 meal?



**Eggs** have experienced supply chain issues so far this year, causing prices to skyrocket to over \$8 dollars a dozen, on average. Despite this, **40%** of celebrators still plan to purchase them for the holiday. In fact, the percentage of people who plan to buy eggs for Easter & Passover this year is higher than in 2024, when just **35%** of celebrators planned to purchase eggs.

Source: Trading Economics.

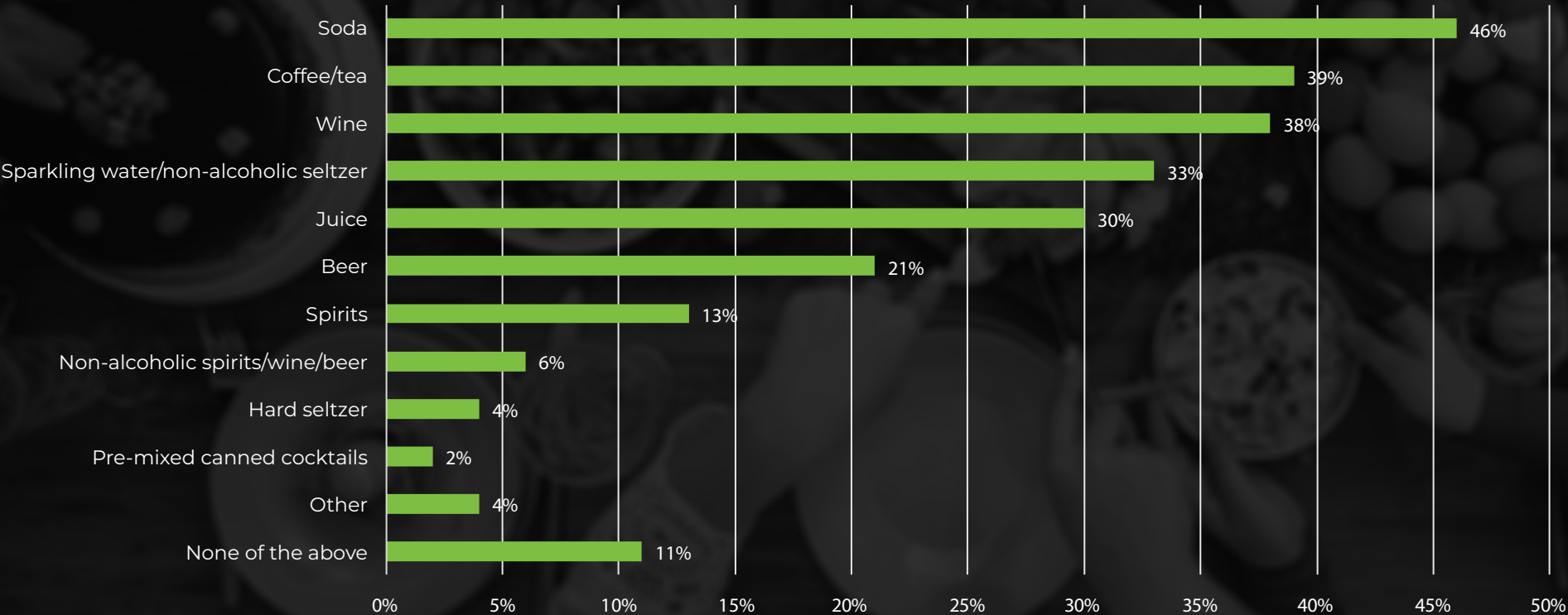
Base: 5,367 US adults.  
Source: InMarket's 2025 Easter & Passover survey.



# Soda (46%), coffee/tea (39%), and wine (38%) are the most popular beverages for Easter and Passover this year

Almost half of all holiday celebrators plan to purchase soda (46%) for their Easter/Passover celebrations, followed by coffee/tea, and wine. Interestingly, 6% of celebrators plan to purchase non-alcoholic spirits, wine, or beer. The non-alcoholic beverage market has seen rapid growth in the past few years, growing annually by 8% from 2019 to 2023, and has experienced some notable entries by celebrities attempting to capitalize on increased demand.

What beverages do you plan on purchasing for your Easter and/or Passover 2025 meal?



Base: 5,367 US adults.  
Source: InMarket's 2025 Easter & Passover survey.





# Price (50%) is the top factor for consumers when shopping for Easter/Passover meals

Half of all respondents indicated that price was the most important factor for consumers when purchasing products for Easter and/or Passover meals. Quantity/size (29%) was secondarily important, followed by sales & promotions (22%).



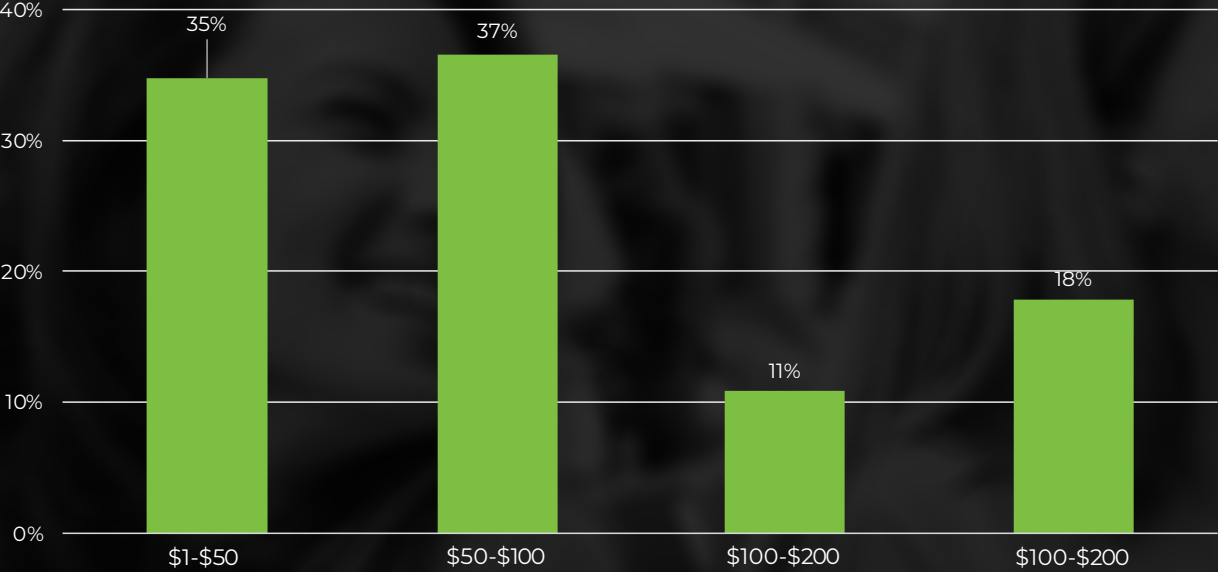
Base: 5,367 US adults.  
Source: InMarket's 2025 Easter & Passover survey.

## InMarket InSight

Value has been a consistent priority for consumers in recent years, as indicated by survey respondents repeatedly in InMarket's research. Price and quantity/size were the top two factors when making purchase decisions for Easter & Passover meals, underscoring consumers' desires to get the best bang for their buck. In addition to highlighting sales opportunities and coupons, retailers and brands should emphasize product value across all messaging. Calling out key attributes like a larger product size or improved product lifespan can remind shoppers that they get more for their dollar.

Of those choosing to dine out for the holiday, **72%** intend to spend up to \$100

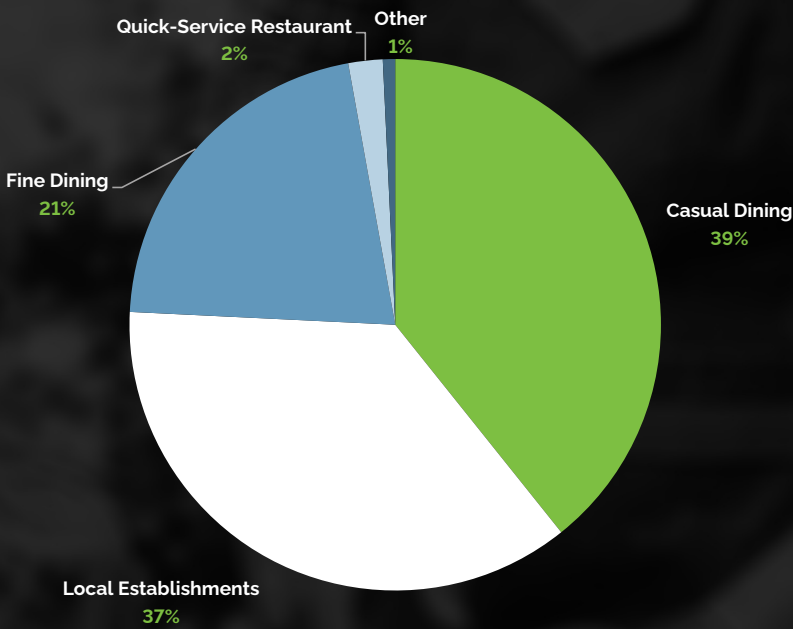
How much do you plan on spending on dining out/takeout at a restaurant for your Easter and/or Passover meal?



Base: 5,367 US adults.  
Source: InMarket's 2025 Easter & Passover survey.

Casual dining (**39%**) and local establishments (**37%**) were the most popular type of restaurants for Easter/Passover celebrators

What type of restaurant do you plan on dining out at/ ordering takeout from on Easter and/or Passover?

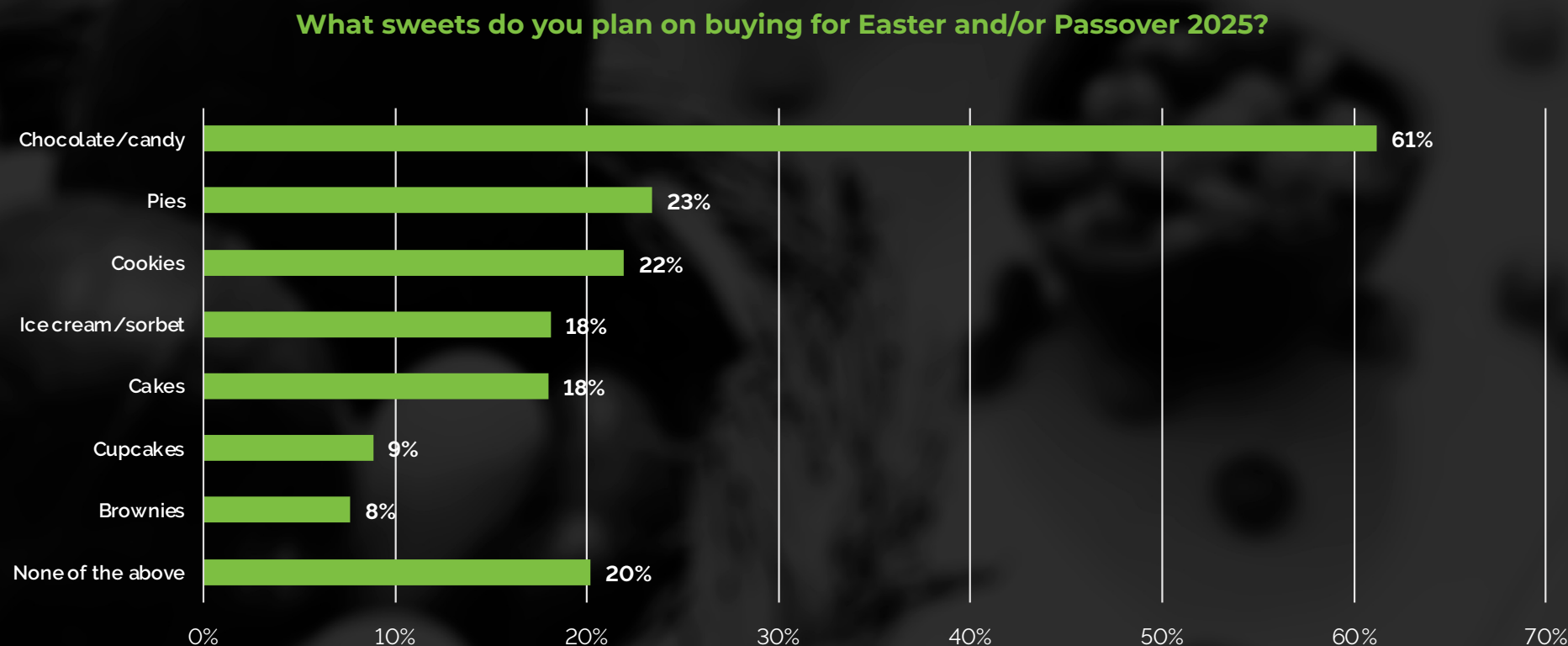


Base: 5,367 US adults.  
Source: InMarket's 2025 Easter & Passover survey.

**InMarket InSight**

Interestingly, casual dining establishments are favored by celebrators planning to eat outside the home for the Easter/Passover holidays. Casual dining restaurants have been recently affected by diners **trading down** to quick-service and fast-casual restaurants, likely as they prioritize savings opportunities. All restaurants, but especially casual dining restaurants, should look to capitalize on their Easter/Passover popularity. Marketers should emphasize value, including value meals and discounts, but also call attention to quality and convenience.

# Perhaps unsurprisingly, chocolate and candy (61%) were the most popular sweets among Easter/Passover celebrators



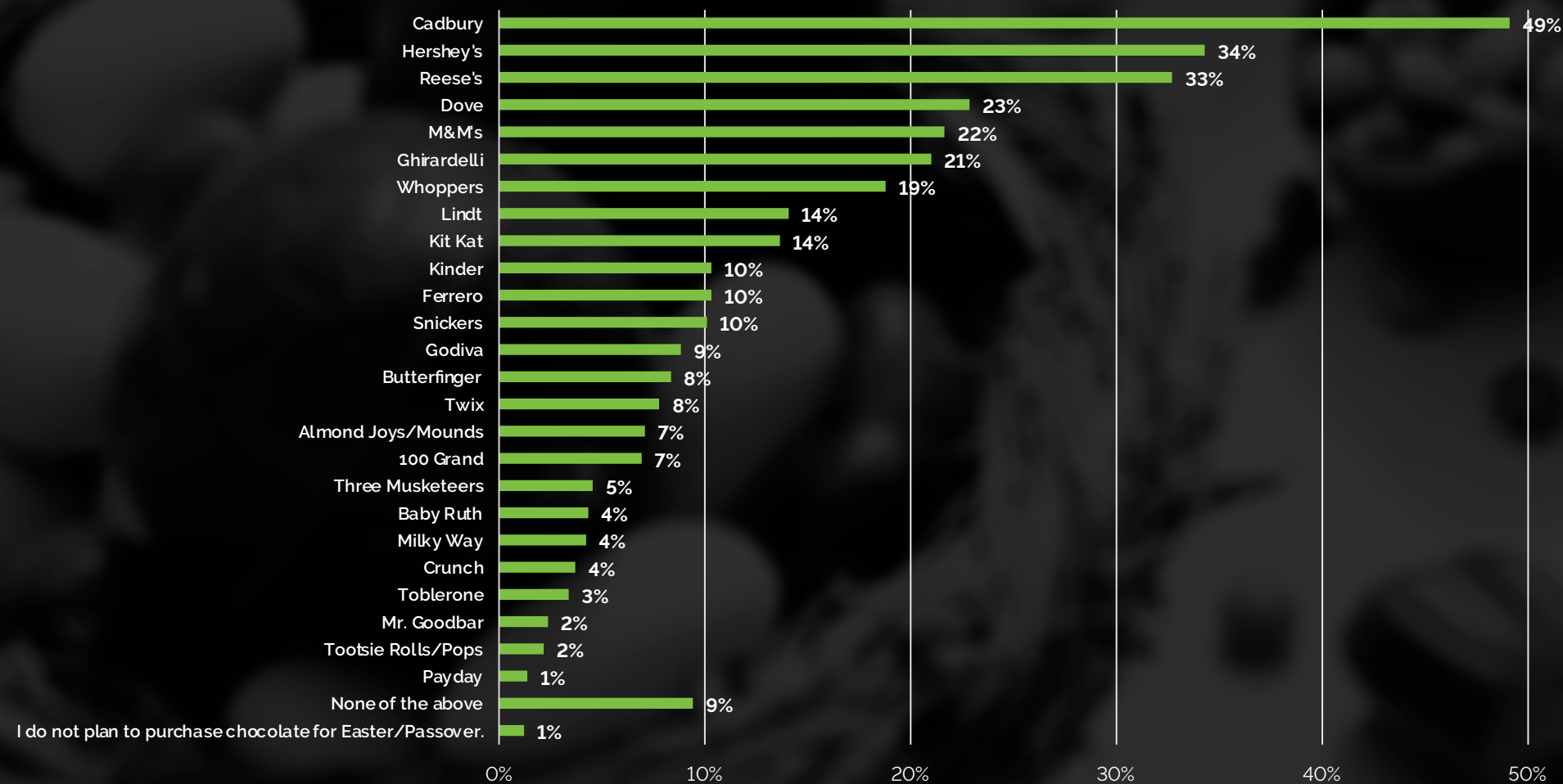
Base: 5,367 US adults.  
Source: InMarket's 2025 Easter & Passover survey.

## InMarket InSight

From chocolate bunnies to jelly beans, sweets are incredibly popular among Easter celebrators. In the weeks leading up to the holiday, retailers and brands should ensure prominent placement of festive holiday treats, both online and in stores. With cocoa prices up [143% YoY](#) in January 2025, emphasizing deals and savings opportunities will attract price-conscious consumers.

Cadbury (49%) is the top chocolate brand among Easter and Passover celebrators, followed by Hershey's (34%) and Reese's (33%)

What chocolate brands do you plan on buying for Easter and/or Passover 2025?



Base: 5,367 US adults.  
Source: InMarket's 2025 Easter & Passover survey.

*Reese's Cadbury*

In 2024, purchases of **Reese's** and **Cadbury** brand chocolates increased by **+19%** and **+12%** respectively in the 3 weeks leading up to Easter.

Source: InMarket third-party commerce data.

Looking at chocolate purchases ahead of the Easter holiday, spend increased **+15%** in 2024 and **+21%** in 2023 during the week of Easter, when compared with the previous three weeks.

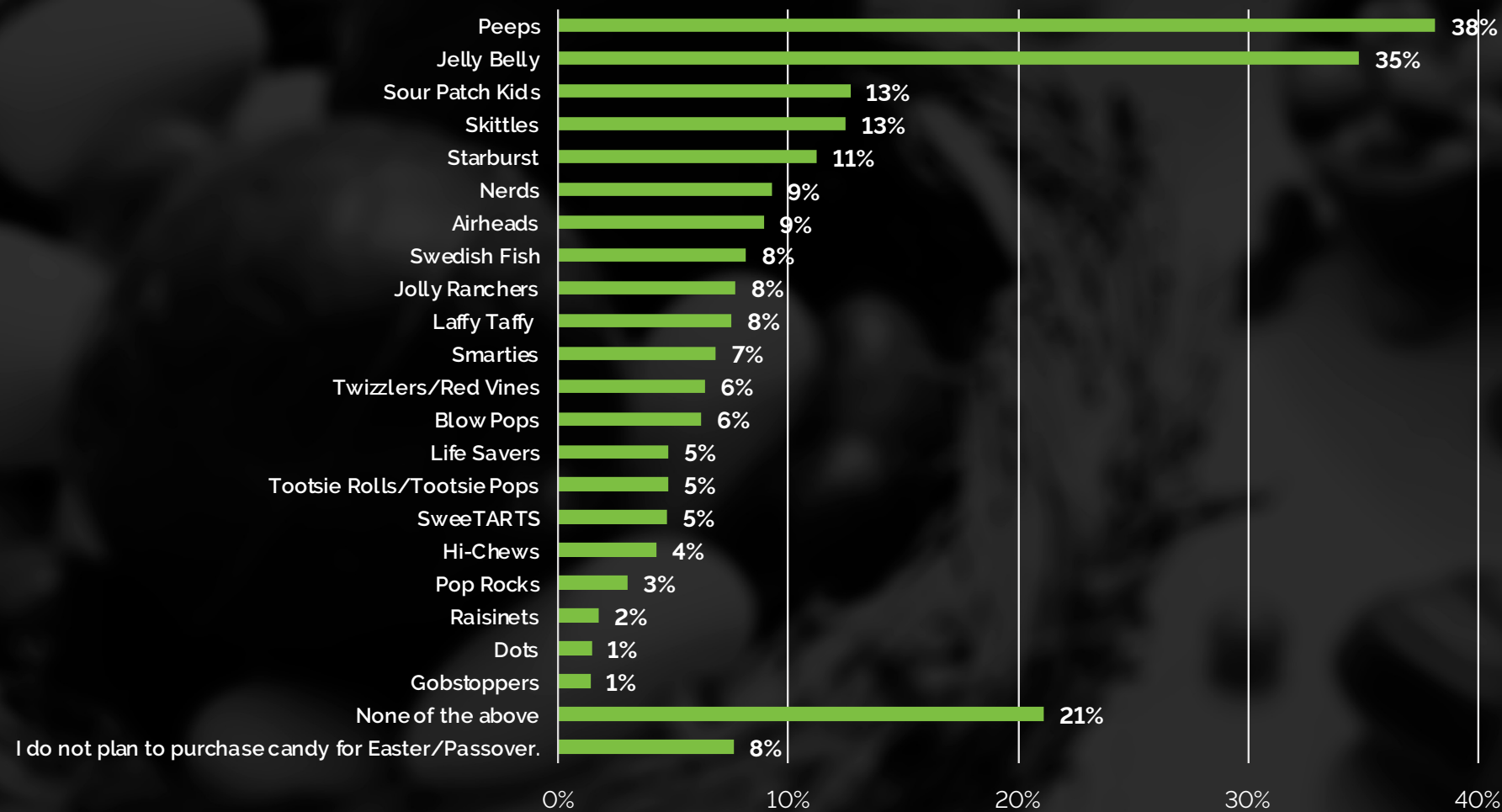
Source: InMarket third-party commerce data.






**Peeps (38%) and Jelly Belly (35%) are the top non-chocolate candy brands for Easter/Passover this year**

Which non-chocolate brands do you plan on buying?



Base: 5,367 US adults.  
Source: InMarket's 2025 Easter & Passover survey.



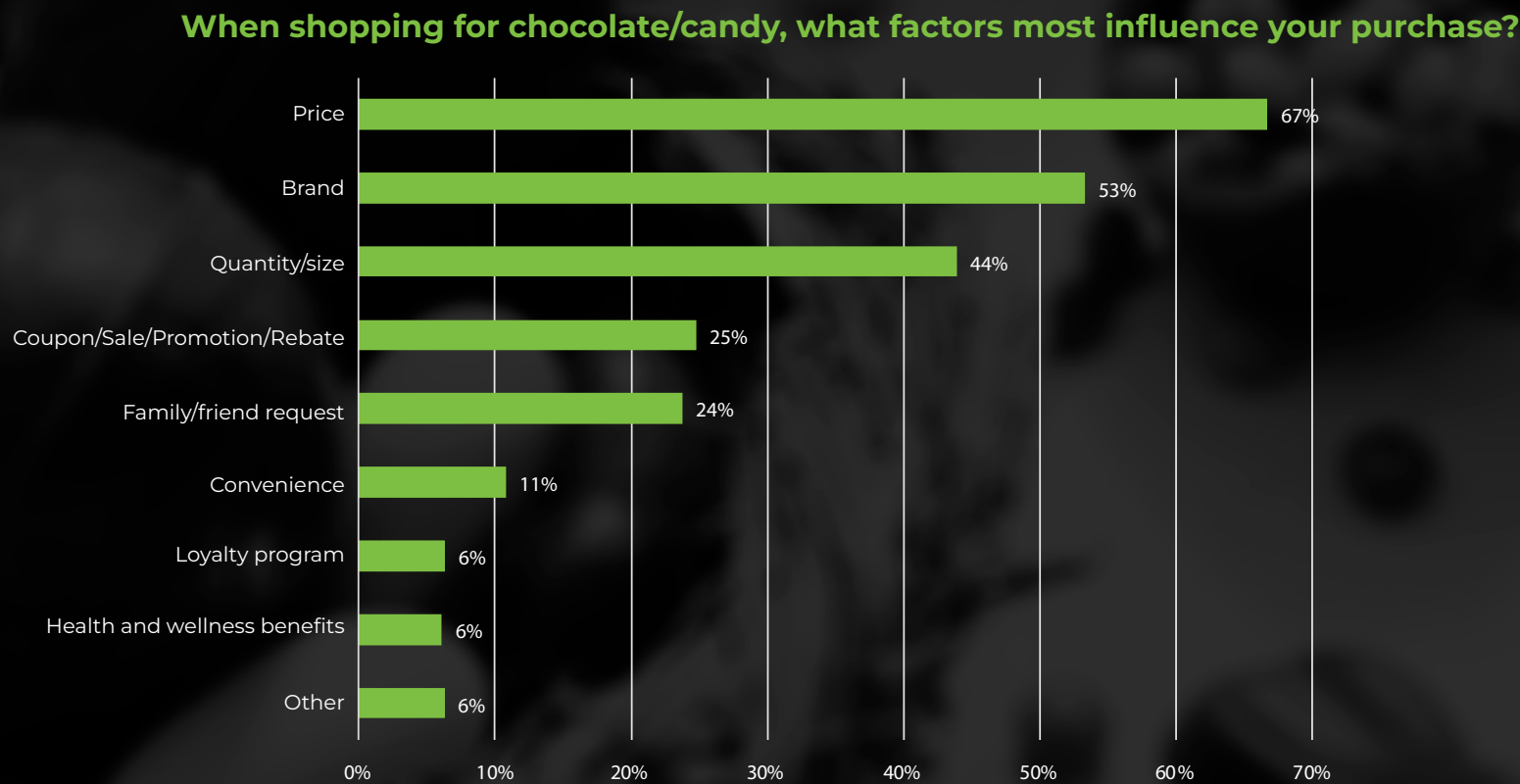
In 2024, purchases of **Peeps** brand candy increased by **11%** from the week of March 4th to the week of March 25th, the week of Easter.

Source: InMarket third-party commerce data.



# When shopping for sweets, price (67%) is the most important factor to celebrators

Price (67%) is also the most important factor when purchasing chocolate and candy, as it is while shopping for Easter & Passover meals. Over half of respondents also indicated that brand was an important factor when purchasing sweets. Quantity/size (44%) was another top priority for shoppers.



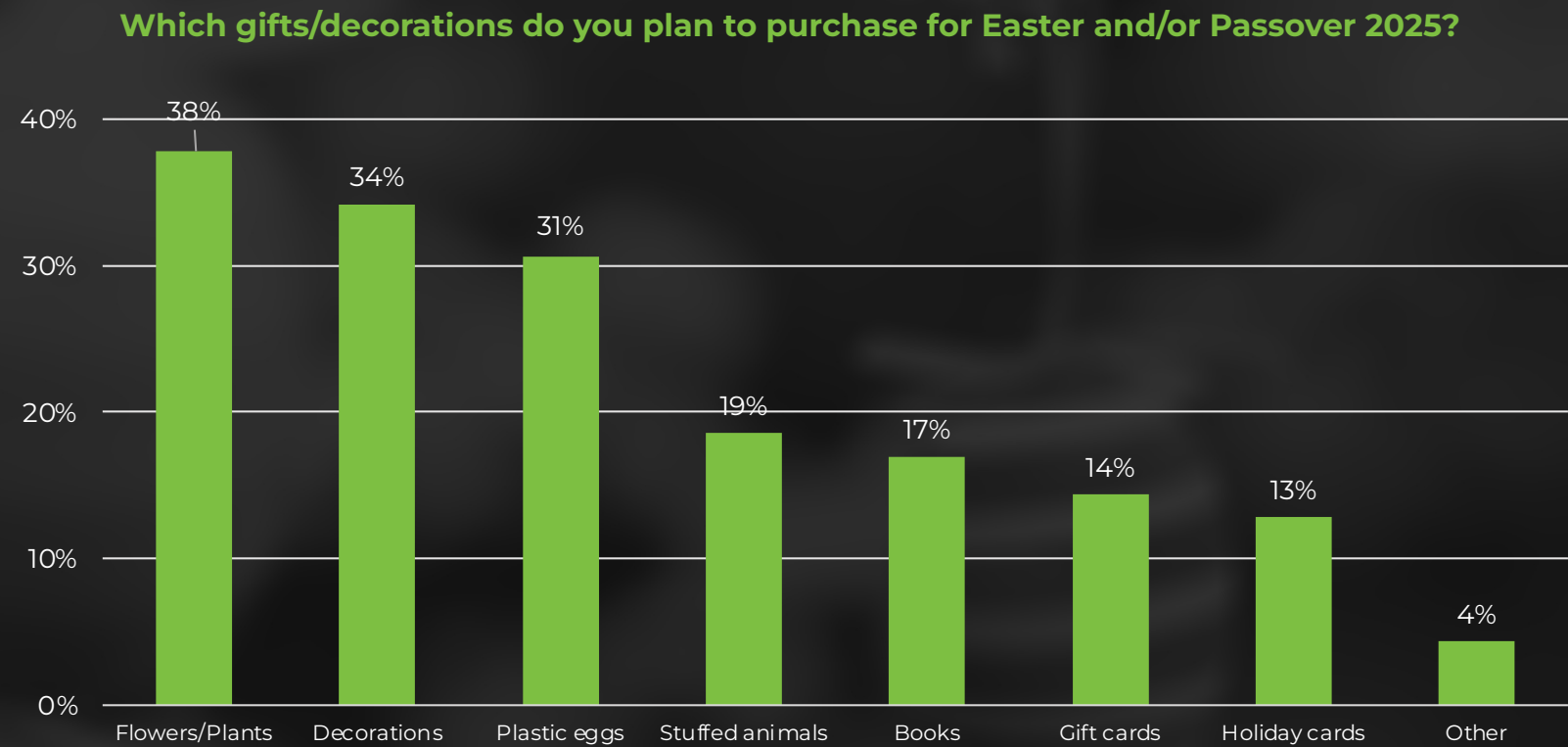
Base: 5,367 US adults.  
Source: InMarket's 2025 Easter & Passover survey.

## InMarket InSight

As price and brand are of the highest priority to consumers, retailers should keep these motivators at the center of all messaging. Driving awareness of all relevant sales, coupons, and deals for the most popular chocolate and candy brands will attract Easter & Passover shoppers in the weeks leading up to the holidays. Leveraging InMarket's **Digital Circular**, retailers should ensure the most popular Easter/Passover brands are prominently featured to attract brand-loyal customers.

# Flowers/plants (38%), decorations (34%), and plastic eggs (31%) are the top items among potential Easter/Passover customers

Flowers/plants (38%) are a popular purchase among celebrators, followed by decorations (34%). Plastic eggs (31%) are also a common Easter purchase.



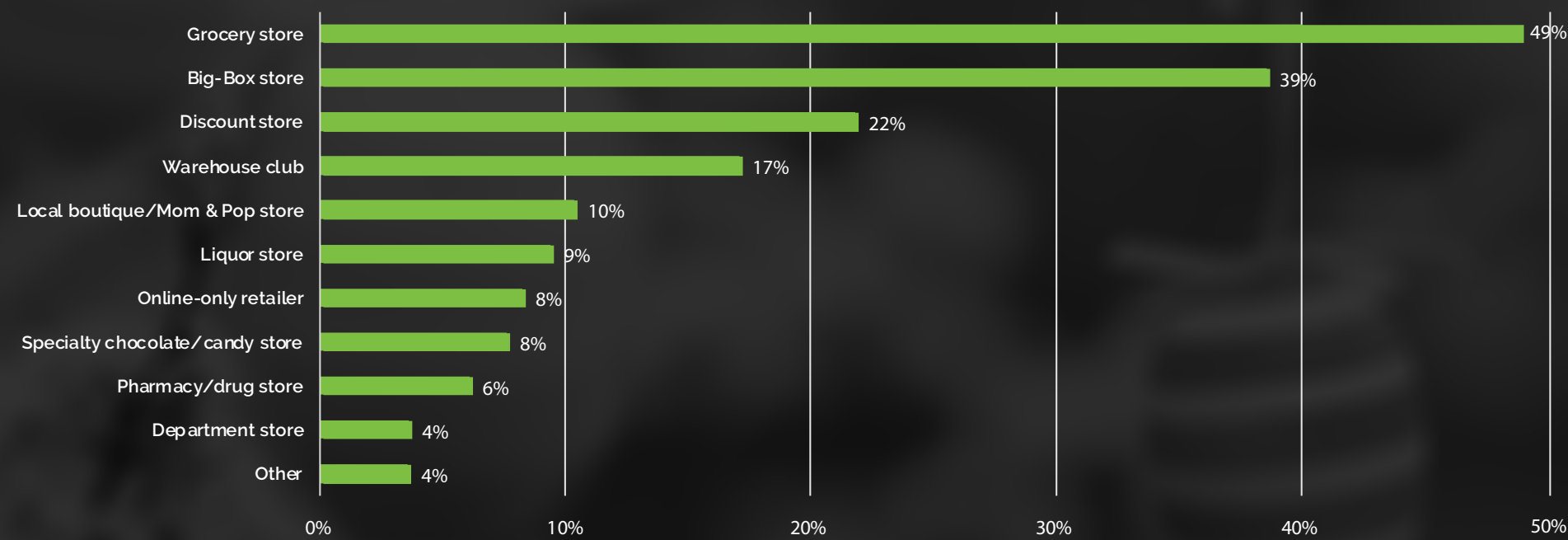
Base: 5,367 US adults.  
Source: InMarket's 2025 Easter & Passover survey.



# Grocery stores (49%) and Big-Box stores (39%) were the top shopping destinations for Easter/Passover celebrators

Both Easter and Passover are food-centric holidays, so grocery stores are a pragmatic option for those hosting or attending a meal. Big-Box stores have a wide selection of products and often sell in bulk, an important factor for consumers who prioritize quantity/size this year.

Where do you plan to shop for Easter/Passover?



In 2024, visits to Grocery and Big-Box stores each increased by **5%** from the week of March 18th to the week of March 25th, in the lead up to Easter Sunday (March 31).

Source: InMarket first- and third-party visitation data.

Base: 5,367 US adults.  
Source: InMarket's 2025 Easter & Passover survey.

## InMarket InSight

With price being a critical motivator amongst Easter/Passover celebrators, retailers should consider leveraging InMarket's **Digital Circular** to drive awareness of sales on relevant Easter/Passover grocery items, decorations, and more.



# Conclusion

With billions spent last year in the weeks leading up to the Easter and Passover holidays, marketers have an incredible opportunity to capture consumer spend and drive loyalty. With nearly half of respondents indicating that the current economy/inflation is impacting their plans, emphasizing value across all touchpoints is key to attracting price-conscious consumers looking for the best deals. As we approach the spring holidays, consider these six recommendations designed to help increase awareness, visits, and sales for Easter and Passover, as well as in the remainder of 2025.

1

Price and quantity are among the top priorities for Easter and Passover shoppers. Driving awareness of sales on seasonal favorites can entice Easter and Passover shoppers, and boost awareness of savings opportunities. Consider offering threshold discounts to drive incremental purchases.

2

Chocolate and candy are top purchases amongst Easter & Passover celebrators. Amplify promotion of the most popular brands in the lead up to the holiday, especially festive items like chocolate eggs & bunnies, popular amongst Easter celebrators.

3

Utilize InMarket's **Digital Circular** solution to drive awareness of festive products and savings opportunities in the lead up to the holidays, and attract price-conscious consumers with weekly savings and deals.

4

Use InMarket **Audiences** and **GeoTypes** to efficiently reach segments most likely to engage during Easter and Passover, such as high and medium spenders on chocolate, or past purchasers of chocolate and flowers. Combine with **Preceptivity** to activate them 24-48 hours before their next shopping visit.

5

Activate shoppers in real time as they shop for the holidays with **InMarket Moments**.

6

Leverage **InMarket LCI®** to better understand media performance, and optimize Easter/Passover campaigns based on what works best, reducing wasted advertising spend and increasing effectiveness.

To learn more about how InMarket's solutions can help your brand drive success in the months ahead, [contact us](#) today.

