

Consumer Buzz

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A Record-Breaking Easter

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Consumers were expected to spend a record \$18.4 billion on Easter this year, a 6% increase over last year, and the highest in the history of the National Retail Federation's annual Easter Spending Survey. Here's a look at how the money will be allocated:

- Food: \$5.8 billion
- Clothing: \$3.3 billion
- Gifts: \$2.9 billion
- Candy: \$2.6 billion
- Flowers: \$1.2 billion
- Decorations: \$1.1 billion
- Greeting cards: \$788 million

According to the survey, 26.4% of consumers planned to purchase Easter gifts at local/small businesses, compared to 58.3% who planned to shop at discount stores. **GP**