



Food and drink purchasing for 'special events' in the annual calendar plays a crucial role for retailers and manufacturers.

Sample base 303

With three upcoming events in the final quarter, we wanted to find out more about how consumers are planning to buy for this year's celebrations.



More than **1/3<sup>rd</sup>** surveyed had already started buying for Christmas, increasing to **half** of those with Families

**8 in 10** plan to start to stock up on Christmas products at least a few weeks before the big day\*

Around **half** will buy for Halloween (**2/3<sup>rd</sup>** of Families), but most leave it to the week before/the week of the event to stock up



Bonfire night products are bought by around **1/3<sup>rd</sup>** and very skewed towards Families. Thanksgiving remains a slow burn, not yet celebrated by **9 in 10** of participants.

Around **half** indicated 'indulgent treats' and products that 'I can confidently share with family/friends' were most exciting when buying for a special occasion.



'Brands I trust' was important to **47%** and Families were more likely to look for 'Familiar ones with a twist'



**3 in 4** more likely to look for products in Fresh Produce, desserts, confectionery and meat, fish & poultry when buying for a special occasion

\* Watch out for next week's Infographic when we provide more detail around Plans for Festive Spending

