

Easter 2019.

Retail review

teamitg

Welcome to the ITG Easter review 2019

Discover insight and expert analysis of the retail & hospitality landscape over the Easter period, as we explore the trends and themes that shape retailers' focus and drive customer engagement.

Casual
Dining

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Child
& Baby

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Confectionery

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Department
Stores

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Discount
Stores

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Fashion

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Stationery
& Gifting

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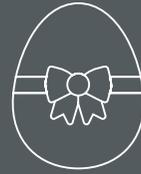


Supermarkets

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Insight

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Insight

EASTER OVERVIEW

The brilliant weather over the Easter bank holiday meant an increase in UK footfall and plenty of time in pub gardens, while records were broken in the grocery sector.

Footfall on the rise

According to Springboard, footfall over the long Easter weekend rose by 4.1%, compared to a drop of 3.3% in Easter 2018. That can be attributed to improved weather conditions, with the warmest Easter in 70 years meaning shoppers didn't have to be so picky with their store visits.

Pubs vs restaurants

The heatwave had a huge impact on casual dining over Easter, with research showing that pub and bar chains enjoyed a 5.3% increase in sales compared to the previous year, with drink-led pubs up at 10.9%. By contrast, out-and-out restaurants experienced a dramatic drop off from 2018, with sales falling by 19.4%.

Supermarket sweep

In the 12 weeks leading up to April 21st, Kantar's research showed an increase in the grocery market of 2%, allied to a record-breaking £2.5 billion spent in the Easter week alone, the fastest growth for the overall sector in 2019. Meanwhile, Aldi sealed its status as the UK's fastest-growing supermarket with its best-ever Easter sales.

Insight

EASTER OVERVIEW



**FOOTFALL ROSE BY 4.1%, COMPARED TO
A DROP OF 3.3% IN EASTER 2018**

The average spend per person in the UK for Easter 2019 was **£30.14**

Drink-led pubs enjoyed an **increase of 10.9%** in sales compared to 2018

Restaurant sales **fell by 19.4%** compared to 2018



In the 12 weeks leading up to Easter, shoppers spent **£335 million** on seasonal chocolate and Easter eggs



Fashion sales dropped by less than last year (**0.4% compared to 3.8% in 2018**), while non-store sales were up a huge **18.3%**



Cards and gift wrap sales fell by **0.9% compared to 2018**



A record-breaking **£2.5 billion** was spent in the Easter week alone, making it the fastest growth period for the overall sector in 2019



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Thank you

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