

HOLIDAY INNOVATIONS

for the

Confection Industry

For all holidays, there is an increase in online purchasing, technological innovation, personalization, and gifting beyond the traditional family. Check out these holiday-specific trends.



KEY ACTIVITIES

Valentine's Day



Gifting



Baking



Celebrating with Friends



Classroom Exchanges

Easter



Egg Hunts



Baking



Eating with Family



Easter Baskets

Halloween



Parties



Costumes



Trick-or-Treating



Spooky Movies

Christmas



Gifting



Baking



Stuffing Stockings



Parties

CONSUMERS ARE SEARCHING FOR:



Valentine's Day now celebrates more than romance. It's also about friendship. Brands should have premium products for romantic partners and non-premium options for children and friends.



Customers desire personalized, customizable products to gift, especially for the children in their lives. Transform your packaging into a memory-making experience, and your brand will stand out.



Social media shines during Halloween! Consumers are driven to social media to explore and share costume ideas and decorations. Meet them there with engaging posts and online activities.



Consumers shop and gift for a lengthy time during the Christmas season. Expand gifting options to winter themes besides Christmas to broaden customer reach and prolong engagement with your brand.

OTHER THINGS TO KEEP IN MIND:

Be playful. Consumers like laughter and amusement. Everything doesn't need to be heart-shaped and colored in pinks and reds.

Easter, like Christmas, is a long season. Help customers effortlessly enjoy it by making activities as simple as possible.

Be age appropriate. You want something "adult" enough to be engaging but not too spooky for young eyes.

Lots of last-minute purchasing - stocking stuffers, office parties, classmate get-togethers. Generosity spikes as consumers spread holiday cheer!

