

# E-commerce tips to get your customers springing into Easter



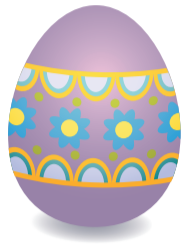
## Easter 2022 Spending

Consumers plan to spend \$169.79 this year on Easter-related items, on average



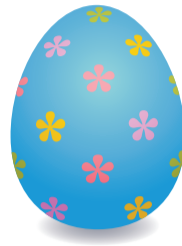
**80%**

of consumers  
plan to celebrate  
the holiday



**35%**

of consumers  
plan to purchase  
gifts online



**41%**

of consumers plan  
to purchase gifts at  
department stores



**16%**

of consumers  
plan to open gifts  
on Easter Monday

Source: <https://nrf.com/media-center/press-releases/more-consumers-hunting-bargains-easter>

## Top Gifts for the Occasion

Consumers plan to spend \$5.5 billion on food, \$3 billion on clothing, \$2.7 billion on gifts, \$2.4 billion on candy and \$1.2 billion on Easter florals, on average



**21%**

of consumers  
plan to  
buy candy



**63%**

of consumers  
plan to  
buy food



**41%**

of consumers  
plan to  
buy flowers

34% of consumers  
buy mixed flowers  
for Easter

73% of consumers  
buy Easter flowers  
as gifts for others

27% of consumers  
buy Easter flowers  
for themselves

Source: <https://nrf.com/topics/holiday-and-seasonal-trends/easter/easter-data-center>  
<https://safnow.org/aboutflowers/holidays-occasions/easter-passover/easter-passover-floral-statistics/>  
<https://www.bestfloristreview.com/easter-floral-statistics/>

## How to Make the Most of the Increased Traffic

- Segment your products to make it easy for customers to find the gifts they want - by organizing your products by category, or in a sub-section for a particular occasion, you can help customers get to the check out faster.
- Keep your promise to your customers, ensure your operations can scale with demand and fulfill orders with accurate inventory.
- During check-out, provide a list of shipping methods and carriers optimized for your customers' delivery needs.
- With delivery, it's important to take into account what your shoppers need to get their items as quickly as possible, with flexible options available for their varying lifestyles.
- The more options provided that fit the shopper's needs, the more likely the shopper is to place their order with you - whether that's shipping to their home, to a retail store, to a locker in a third party location or picking up from the store directly.
- Finally, keep in mind that not all gifts will be a hit. Ensure you have a clear return policy so loved ones can make simple returns as needed.



**Download your complimentary  
Commerce Trends in 2022 Guide**

**DOWNLOAD NOW**

## About Us

Pivotree designs, builds and manages complex commerce ecosystems for market-leading brands. We empower frictionless commerce experiences for our clients' customers across the entire buyer journey, from finding their item, to buying it, to getting it, all the while trusting the experience.

Pivotree also helps integrate business operations to achieve true scalability prior to and during peak seasons, such as Easter Monday, with limited disruption to ensure supply chain operations run seamlessly and meet evolving customer needs.

