

Party Planning and Home Entertaining - US - February 2016

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"Holiday celebrations and birthdays are both popular reasons to entertain, but casual events such as poker nights or book club meetings also prompt in-home socializing. Social media is an important component of an at-home event, as those who plan get-togethers are using these platforms for inspiration, to invite guests, and share post-party pictures."

- Dana Macke, Lifestyles & Leisure Analyst

This report looks at the following areas:

- Formal entertaining at home is less appealing
- Entertaining can be a stressful prospect
- Women are planning more than their fair share
- Party planners are likely working parents

For the purposes of this report, Mintel has used the following definitions:

Home entertaining involves any special event inside the home to which non-resident guests are invited. This includes formal and informal events that are planned in advance, including holiday parties, dinner parties, religious celebrations, birthday parties, game-watches, and informal get-togethers such as poker nights or book club meetings.

This report builds on the analysis presented in Mintel's *Planned At-Home Events – US, March 2012*.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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- Majority of adults have hosted an at-home event
- Women do more of the planning
- Planners are purchasing party supplies at grocery retailers
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Characteristics

Opportunity

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Demographics

Characteristics

Opportunity

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