

Entertaining at Home: Incl Impact of COVID-19 - US - August 2020

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“Humans are social animals, driven by a need to connect with others. Ideally, these interactions would occur in person, but the current pandemic is disrupting social gatherings of all sorts. At the same time, it is making consumers more aware of the importance of their personal relationships. Brands and businesses have opportunities to offer hosts solutions for navigating new norms.”
– **Kristen Boesel, Senior Lifestyles Analyst**

This report looks at the following areas:

- **The impact of COVID-19 on home entertaining and party hosting**
- **Potential recessionary implications for the future of home entertaining**
- **Key occasions and motivations for entertaining at home**
- **Consumers' level of comfort with hosting and attending gatherings while COVID-19 is still a risk**

In the US, more than 177 million adults hosted parties or gatherings in their homes in 2019. However, social gatherings have all but disappeared since COVID-19 became a risk. As restrictions relax and consumers grow weary of staying apart from loved ones, hosts will look for ways to get their closest friends and family together safely. As the pandemic recedes and the economy recovers, entertaining at home will be a safer and more affordable alternative to eating and drinking with friends at bars, restaurants or other indoor establishments.

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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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Home settings preferred over public places, especially now

For the holidays you can't beat home, sweet home

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Ultimately, parties and gatherings are about human connections
 New approaches to serving can inspire product innovation
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New hosts need tools that make entertaining easier

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