

Entertaining at Home: Incl Impact of COVID-19 - Canada - November 2020

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“The year 2020 has seen entertaining at home shift from a timeless, fun, relaxing social activity to something that has caused many consumers anxiety about both their safety and the law. Yet as challenging as this time has been, it has also illustrated how vital in-person get-togethers are to Canadians.”

– **Scott Stewart, Senior Research Analyst**

This report looks at the following areas:

- **Hosting behaviour in the first six months of the pandemic.**
- **Purchases that consumers are more inclined to make in response to hosting during the pandemic – as well as measures they expect to be taken at gatherings they host or attend.**
- **Sources of influence for entertaining at home ideas – specifically related to word-of-mouth, online and retailer merchandising.**
- **Consumer feelings and emotions about hosting during the pandemic, as well as a look ahead to how they expect to feel once the pandemic is over.**

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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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 - Consumers are looking for help with hosting
 - Hosts know they will need to entertain differently, but they want to limit new measures
- Challenges
 - COVID-19 has had a direct impact on entertaining at home
 - Behaviour will not go completely back to normal once the pandemic ends

The Market – Key Takeaways

- Major factors for this industry are completely outside its control
- Opportunities have arisen during these unique times

Market Factors

- Governments are limiting the number of guests at gatherings
- Canadian weather will have a major impact on entertaining
- Demand for outdoor entertaining caused some supply shortages
 - Figure 2: Salt Shack Backyards Instagram post, July 2020
- A national ban on single-use plastics as demand rises
- The restaurant industry's challenges could help entertaining at home
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Market Opportunities

- Product: certain items will become standard for hosts in the future
- Price: budget options are welcome, but there's a unique opportunity for luxury
- Promotion: safety and responsibility will be key messages
- Place: as temperatures drop, consumers will look for indoor solutions

Companies and Brands – Key Takeaways

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Messaging needs to be careful about social distancing regulations
Some brands have shifted into the virtual social gathering industry

Competitive Strategies

Wayfair hints at outdoor gatherings in colder weather

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Figure 5: Wayfair Canada Instagram post, September 2020

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How purchase behaviours will adapt to COVID-19

What the winter holidays will look like

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Abbreviations

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