

Holidays and Traditions - US - 2021

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This report looks at the following areas:

- The pandemic has instilled a new appreciation for the importance of spending time with loved ones
- Food-related traditions are universally understood and integral to holiday celebrations
- Moms with kids at home are an ideal audience for holiday-related promotions
- Families plan to celebrate Thanksgiving and Christmas with extended family this year

Concerns about COVID-19 and the need to remain socially distant from friends and family disrupted holiday celebrations and traditions in 2020. Now, with the majority of adults in the US vaccinated, the 260 million adults who celebrate Thanksgiving or Christmas can more safely resume in-person holiday celebrations this fall and winter. A new post-pandemic understanding of the importance of holiday celebrations will make spirits especially bright this holiday season.



“The threat of COVID-19 dampened or canceled holiday celebrations last year. Thanks to the widespread availability of vaccines in the US this year, adults are ready to celebrate Thanksgiving and Christmas with extended family and friends.”

– **Kristen Boesel, Senior Lifestyles and Leisure Analyst**

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