

Holiday Celebrations - Canada - 2022

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

This report looks at the following areas:

- What holidays are celebrated by Canadians and how they celebrate them.
- Who consumers are buying holiday gifts for.
- The role of food at holidays and consumers' openness to new ideas.
- The feelings of enjoyment and pride in holiday decorations.
- Media consumption traditions at the holidays.

The importance of nostalgia at the holidays means that consumers want to be consistent and repetitive – while it also creates opportunities for companies that leverage nostalgia in their marketing strategies.

Culture therefore plays a very important role in holiday celebrations – which means that factors like race, religion and even region have a significant impact. So while behaviours are generally consistent from year to year, broader demographic trends will affect holiday celebration trends.

While the importance of the Christmas holiday is no surprise, its true reach and impact on the market is significant. The vast majority of Canadians celebrate it, even four in five non-Christians. And its month-long celebration that involves gifts, food, drink, decorations and parties makes it particularly valuable to companies. At the same time, smaller holidays like Chinese New Year and Diwali remain niche in Canada overall, but common in certain parts of the country; 27% of urban British Columbians celebrate Chinese New Year and 10% of urban Ontarians celebrate Diwali. So while Christmas remains the most valuable commercial holiday overall by far, there are clear signs of growth in more diverse celebrations.



"Holiday celebrations are built on tradition, making it a very stable industry for stakeholders; its cyclical nature of consumer expenditure makes it highly predictable."

- Scott Stewart, Associate Director, Lifestyles & Retail

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

OVERVIEW

- What you need to know
- Key issues covered in this Report
- Definition

EXECUTIVE SUMMARY

- Top takeaways
- Market overview
Figure 1: Category outlook, 2022-27
- Opportunities
- Tradition and nostalgia create stability and opportunity
- Women are the clear leaders of holiday celebrations
- Christmas is by far the biggest holiday
- Challenges
- Holiday celebrators are reluctant to change

THE MARKET – BY THE NUMBERS

- Holidays are an ongoing expenditure for Canadians

MARKET FACTORS

- Immigration to Canada is increasing, which will impact holidays
- Home ownership trends could impact long-term holiday traditions
Figure 2: Home ownership, by age, 2021
- Inflation will make consumers reconsider some holiday traditions
- Food costs will be the biggest challenge
Figure 3: Consumer price index, December 2020 vs December 2021
- Holiday road trips could be affected, too
- Supply chain disruptions affect what consumers can find in stores
- Sustainability will become a more important consideration
- Impact of COVID-19 on holiday celebrations
- Now (2022)
- Next (2023-24)
- Future (2025-27)

COMPETITIVE STRATEGIES

- Offering convenience to make holiday shopping easier
- Experts are curating lists for shoppers to browse

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 4: Amazon Canada Instagram post, 2021

- **Amalgamated gift cards shift shopping responsibilities to the recipients**

Figure 5: CF Toronto Eaton Centre Instagram post, 2021

- **Companies both new and old can build off of nostalgia**
- **Legacy brands lean into their history**

Figure 6: LEGO Instagram post, 2021

Figure 7: Coca-Cola Instagram post, 2021

- **Newer companies can still capitalize on nostalgia**

Figure 8: Spotify Instagram post, 2021

- **Sustainability is increasingly important in holiday marketing**

Figure 9: Value Village Instagram post, 2021

Figure 10: Brilliant Earth Instagram post, 2021

- **Companies are adapting to emerging Canadian holidays**

Figure 11: Vancouver Canucks Twitter post, 2021

Figure 12: Party City Instagram post, 2021

THE HOLIDAY CELEBRATIONS CONSUMER: FAST FACTS

HOLIDAYS CELEBRATED

Figure 13: Holidays celebrated, 2021

- **Christmas is more commonly celebrated than Easter**

Figure 14: Christian holidays celebrated, Christians vs non-Christians, 2021

Figure 15: Christian holidays celebrated, by race, 2021

Figure 16: Christian holidays celebrated, by region, 2021

- **Traditional non-religious holidays are celebrated throughout the year**
- **Younger Canadians are more likely to celebrate than older ones**

Figure 17: Non-religious holidays celebrated, by age, 2021

Figure 18: Celebrate Valentine’s Day, by age and marital status, 2021

- **Cultural differences are regional**

Figure 19: Celebrate Valentine’s Day, Quebec vs overall, by language, 2021

- **Multicultural holidays show signs of momentum**

Figure 20: Other holiday celebrations, by age, 2021

- **High household income is a common theme across celebrations**

Figure 21: Holidays celebrated, by household income, 2021

Figure 22: Holidays celebrated, live alone vs overall, 2021

Figure 23: Holidays celebrated, single income vs dual income household, 2021

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world’s leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- **Canadian Thanksgiving is less celebrated than US Thanksgiving**

HOW HOLIDAYS ARE CELEBRATED

- **Gatherings are central to most holidays**
Figure 24: Host/attend a holiday gathering, 2021
- **Older consumers are more likely to host, younger consumers to attend**
Figure 25: Christmas gathering behaviours, by age, 2021
- **Holiday-specific meals highlight the most food-centric days**
Figure 26: Prepare a specific food or a meal to eat at home, 2021
Figure 27: Prepare a specific food or a meal to eat at home, men vs women, 2021
- **Gifting is much less common than gatherings and meals**
Figure 28: Buy gifts for others, 2021
Figure 29: Indigo Instagram post, 2021
- **Parents are a group to target for gifting**
Figure 30: Buy gifts for others, by parental status, 2021
Figure 31: Toys "R" Us Canada Instagram post, 2021
- **Most decorating occurs at Christmas and Halloween**
Figure 32: Decorate inside or outside, 2021
Figure 33: Party City Canada Instagram post, 2021
- **Comparing decorations at Christmas and Halloween**
Figure 34: Decorate inside or outside, Christmas vs Halloween, 2021
Figure 35: Decorate inside or outside at Christmas, men vs women, 2021
- **Christmas decorations skew to White, suburban/rural homeowners**
Figure 36: Decorate inside or outside, by race, living location and home ownership status, 2021

HOLIDAY GIFTING

- **Immediate family is the most common gift recipient**
Figure 37: Gift recipients, 2021
- **Gift recipients evolve as consumers age**
Figure 38: Gift recipients, by age, 2021
- **Women are much more likely than men to buy gifts**
Figure 39: Gift recipients, men vs women, 2021
Figure 40: Gift recipients, married men vs married women, 2021
Figure 41: Gift recipients, moms vs dads, 2021

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- Gift-giving behaviours are cultural**

Figure 42: Gift recipients, by race, 2021

Figure 43: Gift recipients, celebrate Christmas vs don't celebrate Christmas, 2021

HOLIDAY FOOD

- Holiday tradition plays a role in what foods are prepared**

Figure 44: "I typically make the same dishes I grew up with", by age and gender, 2021

Figure 45: "I do most of the cooking/preparing of meals", by age and gender, 2021

- Traditions can drive interest for everyone**

Figure 46: "I typically make the same dishes I grew up with", by race, place of birth and agree vs disagree 'holidays remind me of my childhood', 2021

- Consumers are open to suggestions about their holiday recipes**

- Consumers enjoy adding creativity to dishes**

- Social media is the best opportunity for inspiring new dishes**

Figure 47: Holiday dish inspiration sources, 2021

Figure 48: President's Choice Instagram post, 2021

Figure 49: Holiday dish inspiration sources, by age, 2021

Figure 50: Often explore social media for new holiday dish inspiration, by social media platform usage, 2021

- Modern concerns can override holiday traditions**

- Vegetarian options could solve multiple problems**

HOLIDAY DECORATIONS

- Decorations are a source of pride and enjoyment**

Figure 51: Holiday decorations enjoyment and pride, 2021

- Women are the most likely to enjoy decorating**

Figure 52: Holiday decorations enjoyment and pride, men vs women, 2021

Figure 53: Holiday decorations enjoyment and pride, women by parental status, 2021

- For some, holiday decorations are an investment of time and money**

Figure 54: Holiday decorations time and money investment, 2021

Figure 55: Holiday decorations time and money investment, men vs women, 2021

- Larger households are more invested in decorating**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 56: Holiday decorations time and money investment, by size of household, 2021

- **Social media has a role to play in creating new ideas**

Figure 57: "I often look for new decorating inspiration", by social media platform usage, 2021

Figure 58: Walmart Canada Instagram post, 2021

HOLIDAY MEDIA CONTENT

- **The holidays are nostalgic**

- **TV and movies play an important role at the holidays**

Figure 59: Hallmark Channel Instagram post, 2021

- **Movies and shows create family time and help parents pass along traditions**

Figure 60: There are holiday shows/movies I like to re-watch each year (% agree), by number of children in household, 2021

Figure 61: Holiday Season is the Cashbacking Season, 2021

- **Holiday sports events have less reach, but are very relevant to some**

- **Holiday sports events are common among young men and dads**

Figure 62: "I typically watch sports events on holidays" (% agree), by age and gender, 2021

Figure 63: "I typically watch sports events on holidays" (% agree), by parental status and gender, 2021

Figure 64: Tim Hortons Instagram post, 2022

- **Holiday sports are an opportunity to connect with diverse consumer groups**

Figure 65: "I typically watch sports events on holidays" (% agree), by race, 2021

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- Data sources
- Consumer survey data
- Consumer qualitative research
- Mintel Trend Drivers
- Abbreviations and terms
- Abbreviations
- Terms

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100



About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.