

# Entertaining at Home - US - 2023

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## This report looks at the following areas:

- Occasions for which consumers have hosted or attended a social gathering
- Factors that motivate consumers to host social gatherings in their homes
- Barriers to hosting social gatherings
- Elements that contribute to the atmosphere of a gathering and
- Sources of inspiration for party themes, décor, and refreshments/meals
- Items purchased for events hosted in the home

There were fewer parties and social gatherings in 2022 than there were in 2019 as the “new normal” of social isolation continued to take its toll on home entertaining. The pandemic remains a threat to home entertaining, with concerns about COVID-19 topping the list of barriers to entertaining at home among those who did not host a gathering in the past year. Some consumers need assurances that they can celebrate safely with their friends and family. Further, for some consumers, high inflation, including high prices on essential purchases, may result in reduced spending on leisure activities such as entertaining at home, but for the majority of consumers spending on social gatherings is worth the cost.

Millennial parents are an audience offering great opportunities for brands and businesses in the home entertaining space. Seven in 10 parents with kids under 18 say they want to host gatherings in their home even if there is no specific event to celebrate.



“The pandemic has taken a toll on home entertaining, with fewer people gathering and fewer occasions celebrated in 2022 than in 2019.

Encouraging these consumers to celebrate even small occasions can help to boost the home entertaining market and provide inspiration for consumers to enjoy the company of friends and family during at-home gatherings.”

– **Kristen Boesel, Senior Analyst**

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