

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

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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.



“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**

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What's included

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Figure 3: Short, medium and longer-term impact of COVID-19 on entertaining at home, November 2020

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**

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