

24 March 2005

EASTER SPENDING FACTS AND FIGURES

- Approximately £2 billion is spent on DIY related items at Easter.
- An average of 5 million people spend £399 each on home improvements.
- In total, £4.7 billion was spent in the week running up to Easter 2004 (including Easter Saturday), £1.4 billion more than the normal average weekly spend in the Easter month of £3.3bn.
- 10% of all chocolate sales in the UK occur at Easter.
- An average of 80 million Easter Eggs are sold each year at a cost of £500 million.
- Approximately 10 million Easter Cards are sent each year at a cost of £20 million.

BRC Director General, Kevin Hawkins, commented:

"Easter means different things to different people; for some it's an important religious celebration and a time for family gatherings, for others an excuse to eat a bit more chocolate and for 5 million of us the Easter break is the perfect opportunity to spend some time and money on home improvements.

"Gardening and home ware stores have done particularly well in the past from the Easter bank holiday, especially if the weather is good - but this is also a busy period for most retailers, as many consumers see the extended weekend as a chance to hit the shops.

"The Easter bank holiday is one of the most important trading periods after Christmas. This year especially, when trading on the high street is extremely tough, retailers will be hoping that consumer confidence starts to pick up and that people start spending again. For many retailers this could be some compensation for what has been a very disappointing few months."