It’s been a year of living digitally for many. Now, pandemic permitting, the pent-up demand for socializing and celebrating together is set to resurge. Parties, celebrations, and social occasions are back in a big way this season…in all kinds of different shapes and sizes.

People are feeling positive about the holidays this year…

76% of all consumers are looking forward to the festive period
66% are looking forward to spending time with people they care about

With some feeling even more excited than others…

86% of parents with young children (0-5 years)
83% of younger millennials
84% of those with middle and higher incomes ($40k+ per annum)

And after a year of digital screens and virtual interactions, it’s set to be an extra sociable season in the traditional face-to-face sense…

69% are looking forward to spending time with people they care about
76% of all consumers are planning to socialize with friends and family at events not linked to special days or occasions

In fact, this year, more than any, people won’t need any excuse to get together…

Over 6 in 10 consumers are likely/highly likely to visit friends and family in their homes
Over 5 in 10 will be attending festive meals and parties

The holiday dining table is set to be restored to its central place in the festive celebration…

Over three-quarters of consumers are planning meals and parties on Christmas Day (78%) and Thanksgiving (77%)
Almost half (49%) will spend time preparing meals at home

What will be served up? A mix of traditional favorites and healthier and more sustainable options…

51% will choose traditional meals
30% will opt for healthy food and beverages
28% will select more environmentally friendly products (local produce, items with minimal packaging, and so on)

…and while many consumers will also look to branch out and try something new…

28% will eat more vegan and organic food this year
28% are looking for new sources of inspiration for festive meals

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