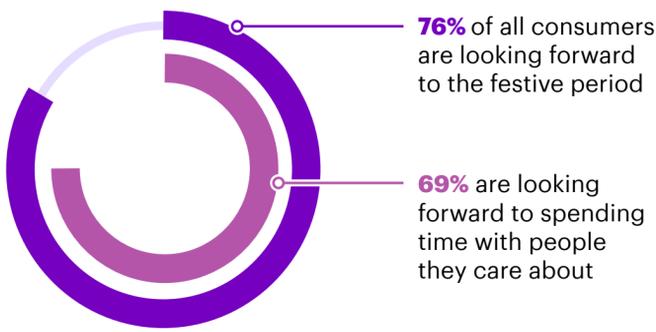


# Celebration

Rediscovering the festive spirit face to face

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...



## With some feeling even more excited than others...

**86%**

of parents with young children (0-5 years)

**83%**

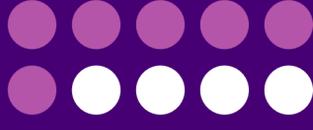
of younger millennials

**84%**

of those with middle and higher incomes (\$40k+ per annum)

(Percentage of each demographic who say they're looking forward to the holiday season...)

## 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...



**Over 1/3** will be hosting meals and parties

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



**72%**

of consumers are planning to socialize with friends and family at events not linked to special days or occasions

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



## 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)

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

