

Sainsbury's zest

Creative | Design | Production

Easter 2025

Not just chocolate eggs

Easter is one of the most important events in the retail calendar

Easter has established itself as one of the biggest retail events of the year and shows no signs of slowing down; it gives retailers a sales boost, especially when it comes to confectionery.

The Art of the Possible - Easter

Easter remains a popular occasion for British households and is a great opportunity for meat and dairy sales as families load up with lamb and splash out on chocolate goodies.

The number of chocolate eggs sold in the 7 days leading up to Easter Sunday increased by 3% on last year. Hot cross buns proved to be even more popular, with 45% of Brits treating themselves during the Easter week (Kantar).

**£100million was spent on
Easter Eggs and confectionary
in the week before Easter,
the highest spend ever seen
in the UK.**

An Easter roast remains popular for the big Easter meal, and this strong lamb performance was driven mainly by roasting joints, as volumes increased by 24.1% and accounted for almost three quarters of all lamb sold (2w/e 31 March 2024).

The Art of the Possible - Easter

Total Easter sales reached an impressive £640 million CSV (Nielsen) in 2023, which not only underscores the economic significance of Easter but also highlights the consumer enthusiasm for the Easter occasion.

As observed in 2023, 42% of Easter sales took place in January and February, driven primarily by unplanned impulse purchases.

Easter Shopping Behaviours

- Consumers value an easy shopping experience at Easter
- Gifts that feel like a special treat will draw in lower earners
- Price perception between own-label & branded narrows

Average gift spending grows despite financial concerns.
Chocolates included in a giftset appeal the most.
Easter shopping is convenience-driven.

The Art of the Possible - Easter

There is an emerging trend of sugar confectionery as an alternative to chocolate. Sugar confectionery is outperforming chocolate, growing at +10.5% vs +4.4% (Circana).

Some of the most important Easter sub-categories are sugar and chocolate confectionery, flowers, toys such as bunny rabbits, bread and breakfast goods, and Easter decorations.

Recommendations for 2025

Easter falls much later in 2025. This means weather is likely to be better than we have seen the last couple of years, so outdoor dining could be back on the menu for celebrations. BBQ products should therefore be considered and included in promotional activity

There are opportunities to grow beef and pork sales. Over the last year, marinades and other added value products have gained popularity with shoppers. These products could work well for later Easter celebrations for beef and pork cuts.

Easter

Typical Easter promos are a dumpster fire.

Assaulting the eyes with egg shapes, garish colours and a desperate and blatant cacophony of 'BUY ME' that is as off putting as it is hard to look at.

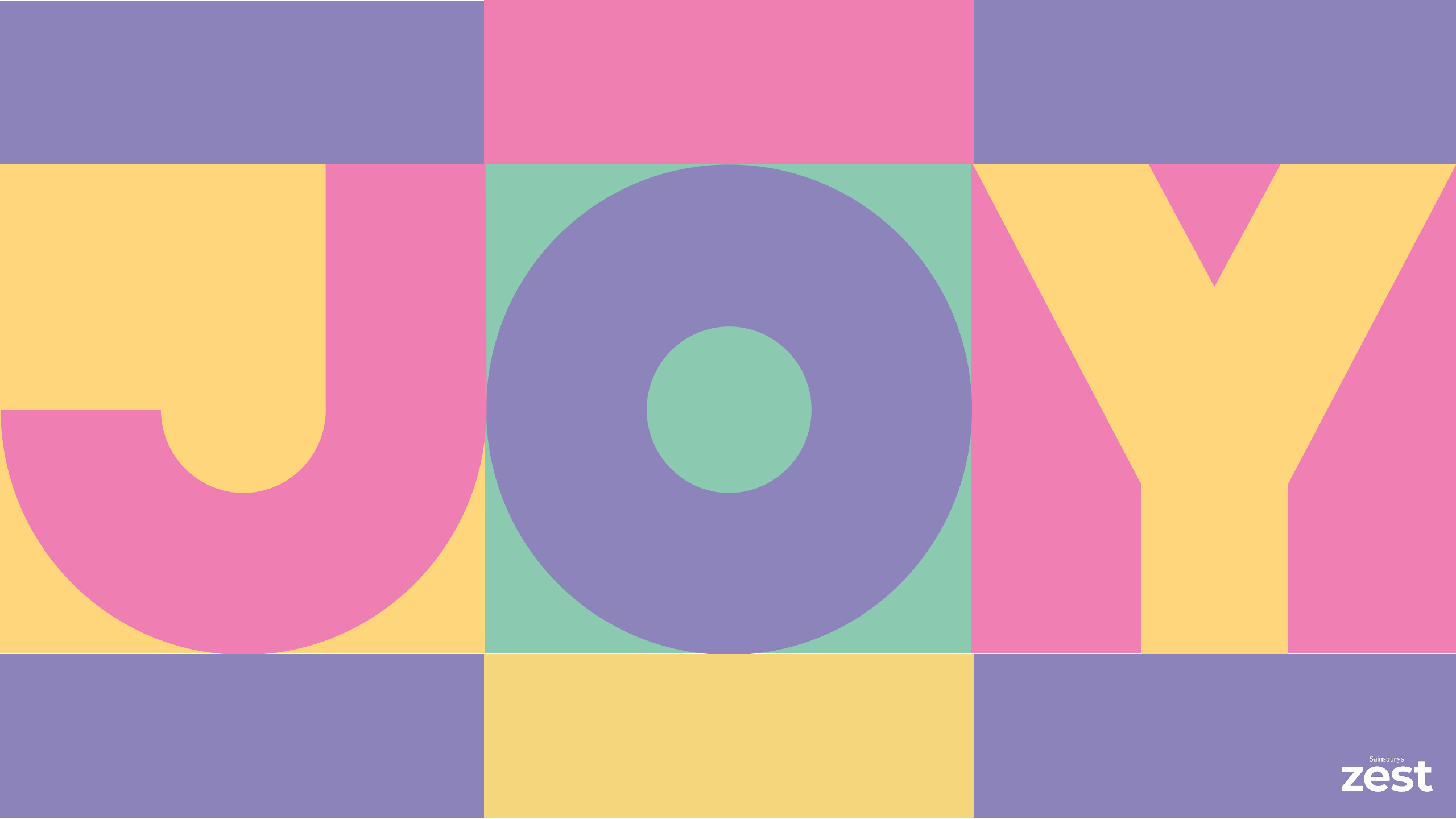


Easter

is not just about tulips,
pastels, chocolate eggs,
roast lamb or
the resurrection

Everyone
can enjoy and celebrate
Easter irregardless of
their religious beliefs
because...

The underlying and
unifying message of
the season is...

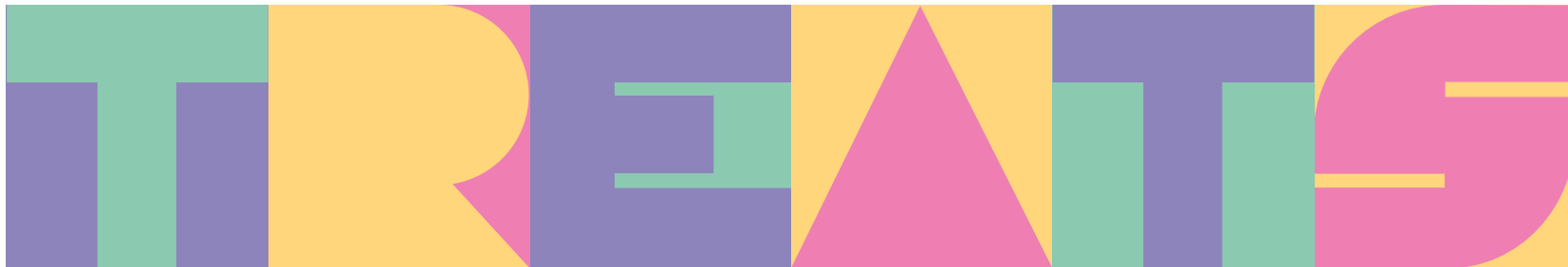


Exploration

Sainsbury's

FOS showcase + instore point-of-sale

Easter. It's all about JOY.



Easter – what's more infectious than the joy of a child?



*examples only. Actual people will need to be more diverse in ethnicity.

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Easter

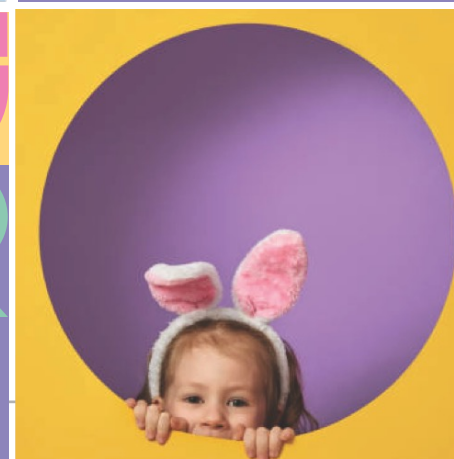
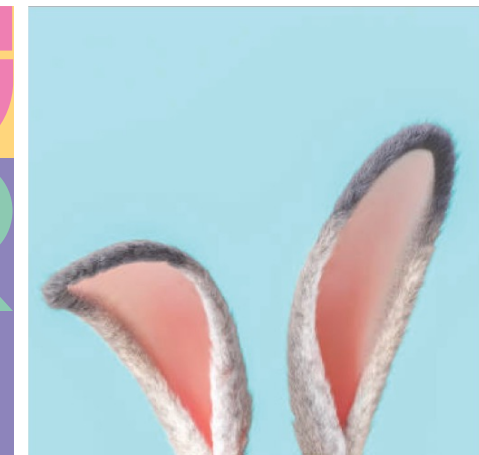
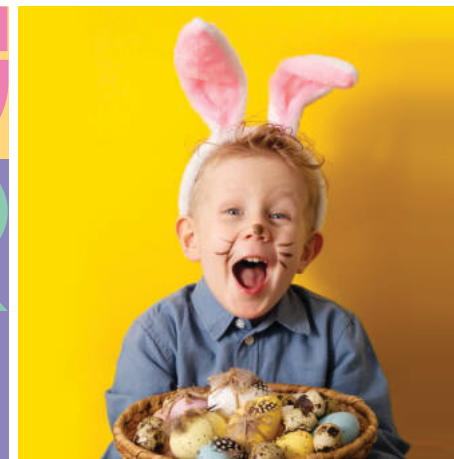
Celebrate the JOY of the season with Family, Good Friends and Good Food.

All POS and customer touchpoints must exude JOY.

Placing emphasis on the joy that comes from celebrating the season with Sainsbury's.

Instead of a message of 'Buy me Now!', create an atmosphere of JOY that is infectious to seduce the consumer. Persuade instead of Demand. Carrot, not Stick.

*examples only. Actual people will need to be more diverse in ethnicity.



Easter

**It's a feeling.
Let's make it
contagious.
Spread JOY.**

Creating an ambiance is more important than a constant barrage of 'Sell Sell Sell, Buy Buy Buy' that will have consumers 'tuning out' the 'noise'.

Creating a bright, friendly mood will be more effective in creating an environment where the consumer is more open to spending.

We want Easter to be a celebration consumers are eager to be a part of.



Easter POS

The JOY
of sharing
with friends
and family



Easter POS

The JOY of good food.

How can one not think of a savoury Easter Sunday feast.



Easter. Family + Friends. Good times. Good food.



Easter | Outdoor bbq



Easter POS

TREATS

Blank Ends
Digital Six Sheets



Sainsbury's
Good food for all of us



Sainsbury's
Good food for all of us



Sainsbury's
Good food for all of us

Easter POS

MEATS

Blank Ends
Digital Six Sheets



Sainsbury's
Good food for all of us



Sainsbury's
Good food for all of us



Sainsbury's
Good food for all of us

Easter POS

FEASTS

Blank Ends
Digital Six Sheets



Sainsbury's
Good food for all of us



Sainsbury's
Good food for all of us



Sainsbury's
Good food for all of us

Easter aisle fins and shelf stripping



**EAS
TER**



Alpro Protein alternative 750ml



Alpro Protein alternative 750ml



Alpro Protein alternative 750ml

**EAS
TER**



Alpro Protein alternative 750ml



Alpro Protein alternative 750ml



Alpro Protein alternative 750ml

**EAS
TER**



Alpro Protein alternative 750ml



Alpro Protein alternative 750ml



Alpro Protein alternative 750ml



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**EAS
TER**



Alpro Protein alternative 750ml



Alpro Protein alternative 750ml



Alpro Protein alternative 750ml



Alpro Protein alternative 750ml

Easter bay headers

A horizontal banner with a colorful geometric pattern of yellow, pink, and green shapes. A dark purple banner is overlaid in the center, containing the text "Gift ideas" in white.

Gift ideas

A horizontal banner with a colorful geometric pattern of yellow, pink, and green shapes. A dark purple banner is overlaid in the center, containing the text "Chocolate" in white.

Chocolate

A horizontal banner with a colorful geometric pattern of yellow, pink, and green shapes. A dark purple banner is overlaid in the center, containing the text "Spirits" in white.

Spirits

A horizontal banner with a colorful geometric pattern of yellow, pink, and green shapes. A dark purple banner is overlaid in the center, containing the text "Wine" in white.

Wine

A horizontal banner with a colorful geometric pattern of yellow, pink, and green shapes. A dark purple banner is overlaid in the center, containing the text "Ready to drink" in white.

Ready to drink

Easter | In aisle POS



Bay visualisation

EASTER



Alpro Protein alternative 750ml



Alpro Protein alternative 750ml



Alpro Protein alternative 750ml



Alpro Protein alternative 750ml



Alpro Protein alternative 750ml

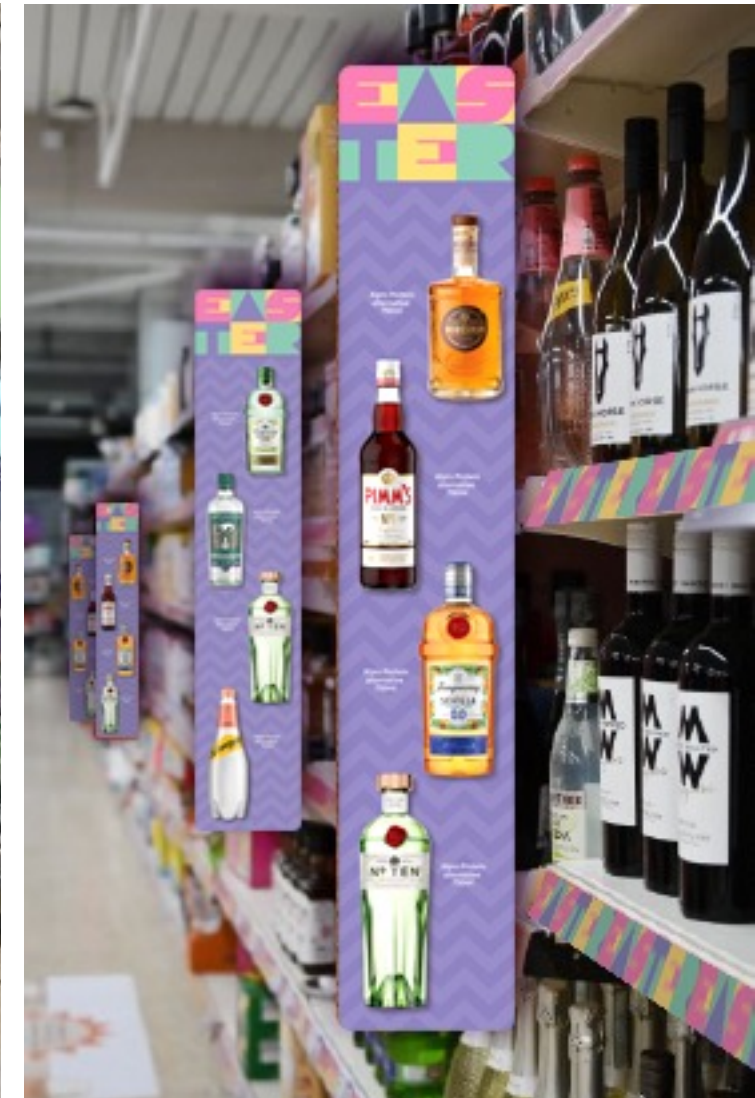


Alpro Protein alternative 750ml

Easter | In aisle POS



Bay visualisation



EFin visualisation

Easter | and of course, flowers, flowers, flowers



Easter | and of course, flowers, flowers, flowers



Easter bunny grotto | FOS



Easter bunny grotto | Moodboard



Thanks

Speak soon

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