

PARTY PLANNING AND HOME ENTERTAINING

US, FEBRUARY 2016



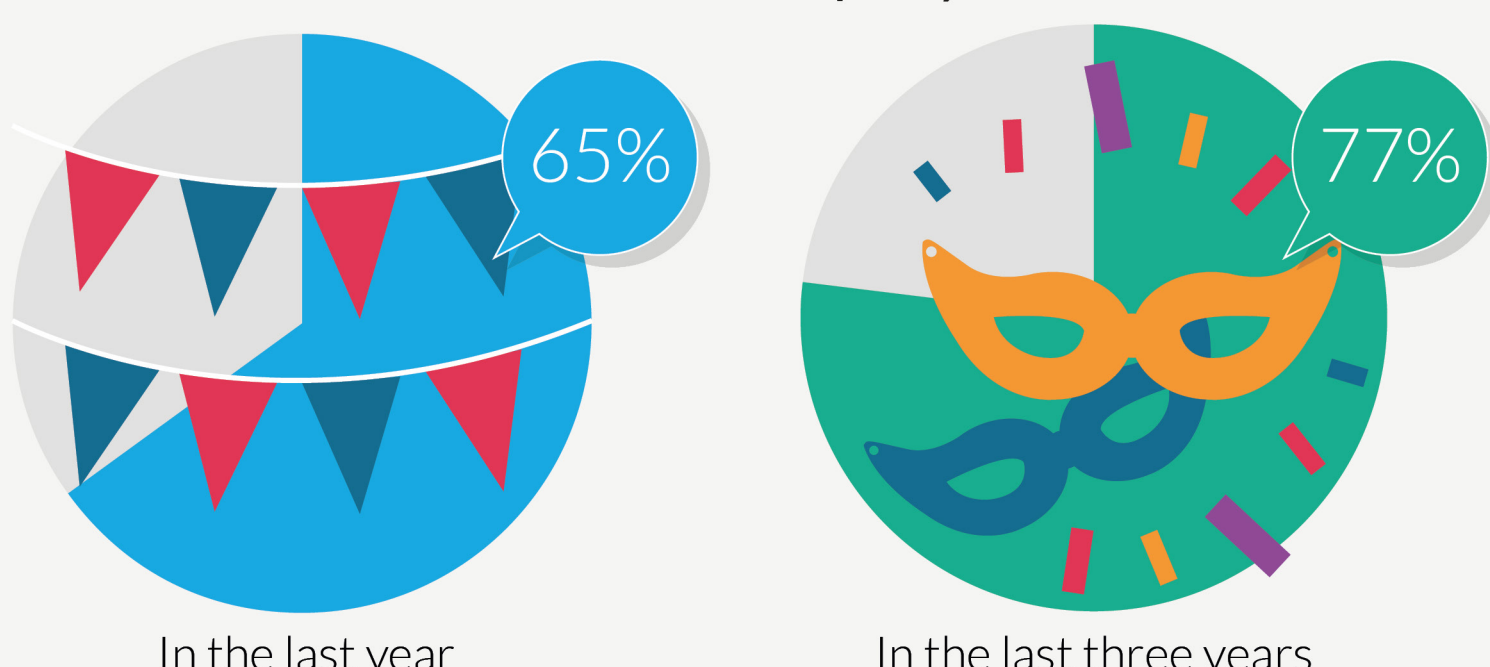
ENTERTAINING AT HOME IS A POPULAR ACTIVITY FOR MANY AMERICANS, EVEN THOUGH IT CAN BE A TIME CONSUMING AND STRESSFUL ENDEAVOR. BRANDS CAN WIN FAVOR WITH PARTY HOSTS BY PROVIDING PRODUCTS THAT HELP HOSTS TO IMPRESS THEIR GUESTS WHILE AT THE SAME TIME EASING THE STRAIN OF CLEANING, COOKING, AND PARTY PREPARATION.

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AT-HOME ENTERTAINING POPULAR WITH MOST AMERICANS

Americans who have hosted a party in their home

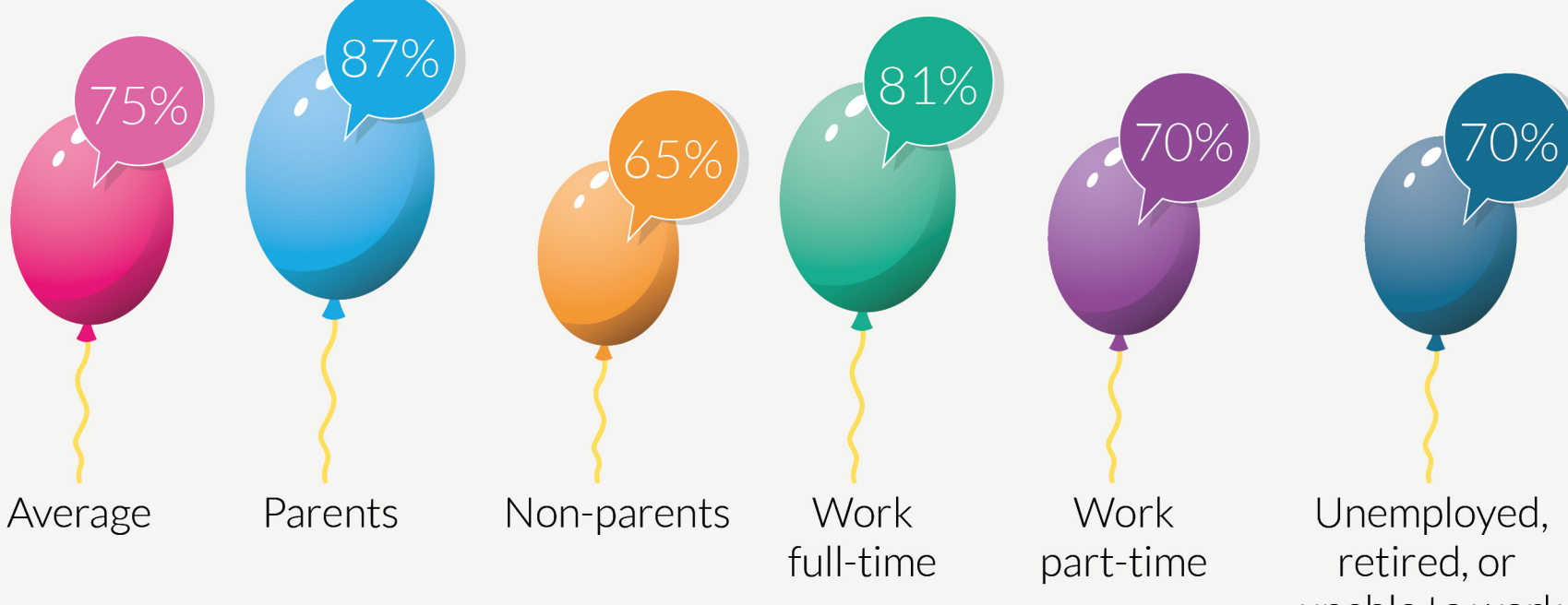


A majority of people of all ages, races, regions, and income levels participate in home entertaining. This makes for a broad, but hard to define market. In light of this, marketers may want to consider using behavioral data in tandem with demographic markers to identify their most valuable consumers.

Base: 2,001 internet users 18+ | Source: Lightspeed GMI/Mintel

PARTY PLANNERS ARE BUSY ADULTS

I was solely or mostly responsible for planning the most recent event hosted in my home

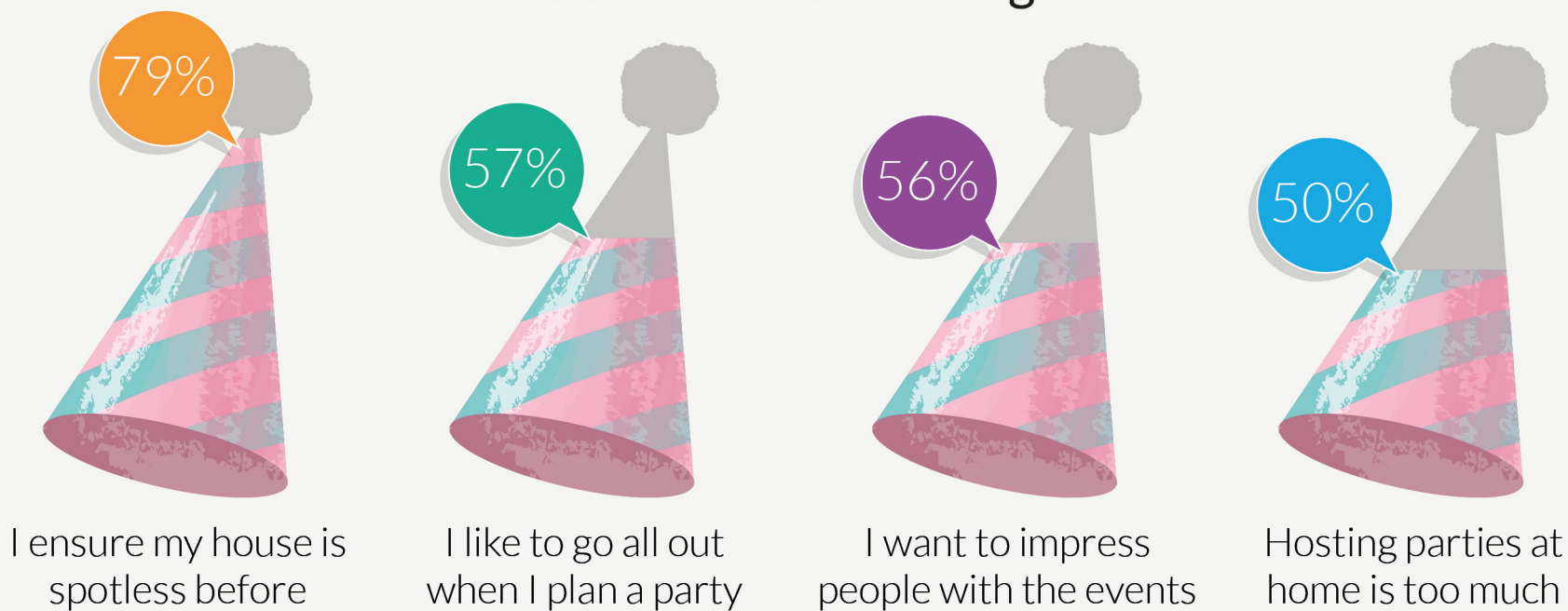


Parents (particularly moms) and those working full-time are the most likely to take-on the responsibility for planning at-home events. Given that these party hosts may be strapped for time, products and services that provide fast and easy solutions (eg pre-packaged foods) will likely be embraced.

Base: 1,550 internet users aged 18+ who hosted an event in the last three years | Source: Lightspeed GMI/Mintel

PARTY HOSTS AIM TO PLEASE

Respondents who agree with the following statements about entertaining at home

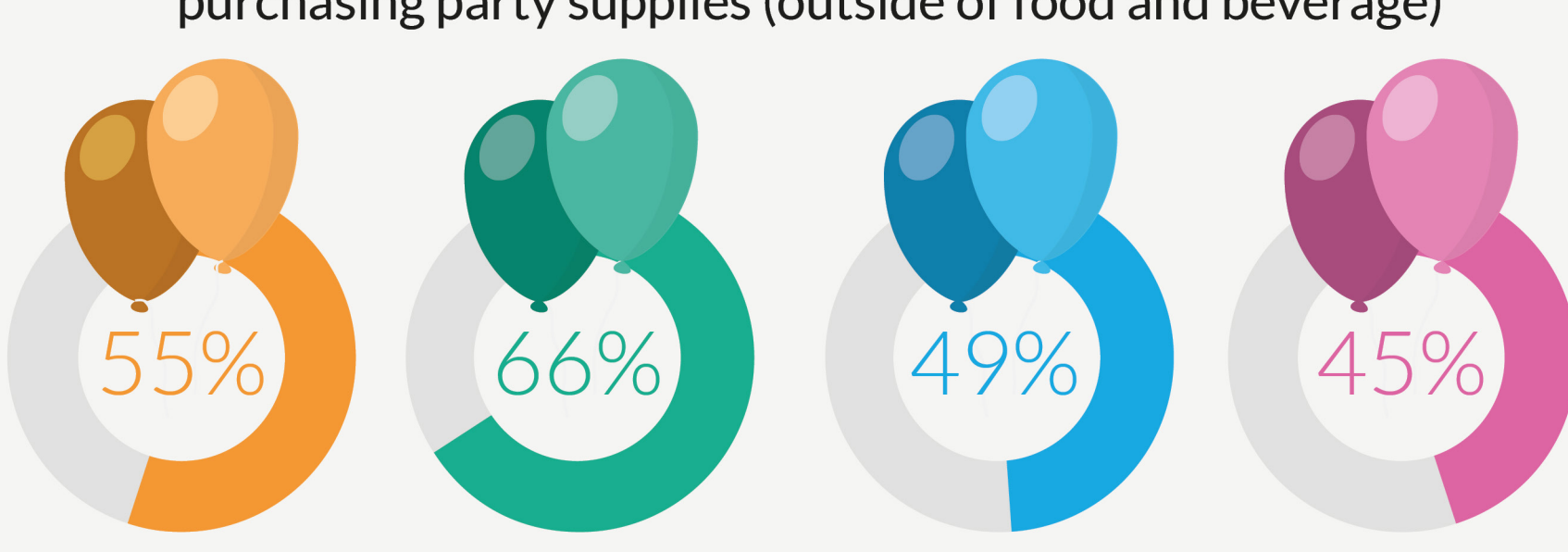


Party hosts are interested in impressing their guests when entertaining at home. A large majority make sure their homes are immaculate and report "going all out" when inviting others into their homes. Predictably, the stress of impressing guests leads to anxiety for some as half of all party hosts find entertaining to be too much pressure.

Base: 1,550 internet users aged 18+ who hosted an event in the last three years | Source: Lightspeed GMI/Mintel

WALMART IS THE PREFERRED RETAILER

The majority of party hosts visited Walmart when purchasing party supplies (outside of food and beverage)



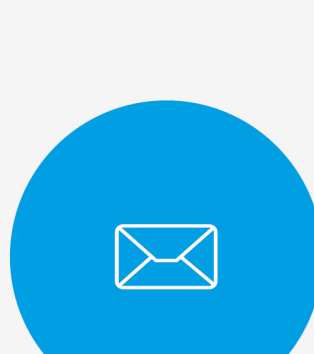
Walmart is the most common shopping destination for party hosts looking to stock-up on supplies (particularly for Millennials). It is likely that hosts are purchasing their party gear during a regular grocery shopping outing and as 72% of Millennials choose Walmart for their grocery trip, this mass merchandiser is the practical choice for party supplies as well.

Base: 1,165 internet users aged 18+ who hosted an event in the last three years and helped to plan | Source: Lightspeed GMI/Mintel

THANKS, GET IN TOUCH



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