



Easter

by the Numbers

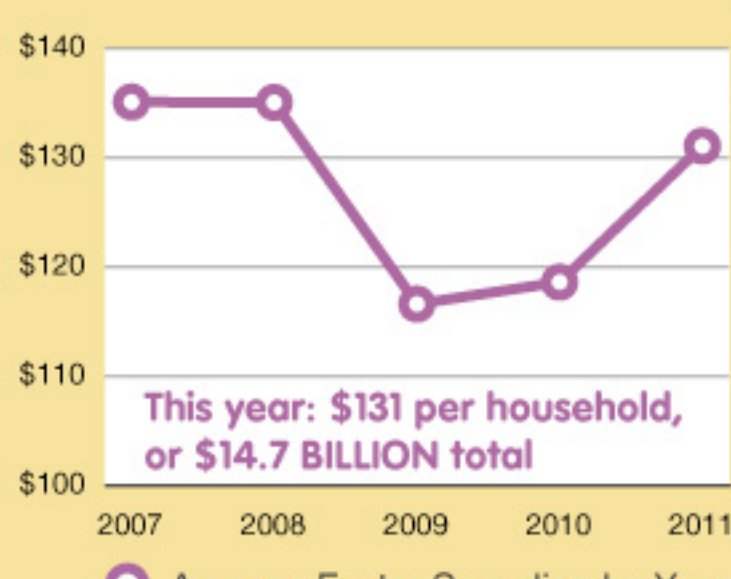
(A.K.A. Our Easter Candy Shame)

Easter kicks off Spring the right way: kids running around the yard looking for hidden eggs, while the adults take pictures and sneak candy out of the kids' baskets.

How much Easter candy do Americans eat? We've got the numbers below:

Bonus! There are 18 chocolate bunnies in this graphic. Can you find them all?

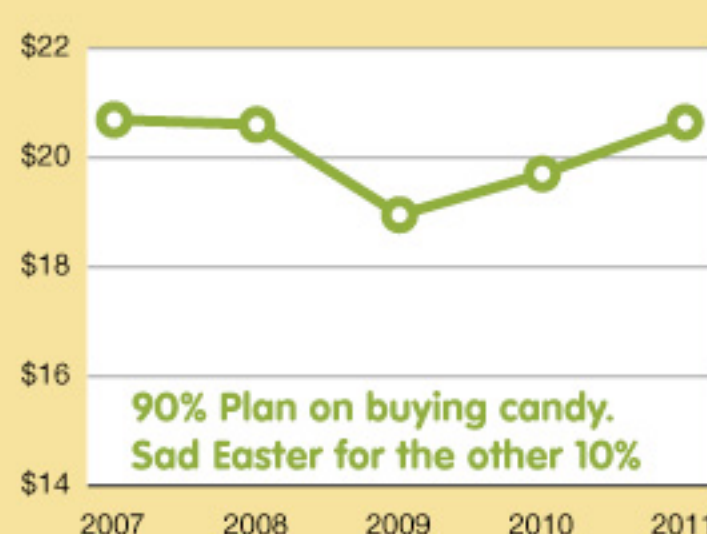
Trend 1: Easter spending is on the rebound...



This year: \$131 per household, or \$14.7 BILLION total

○ Average Easter Spending by Year

Trend 2: Easter CANDY spending hardly suffered...



90% Plan on buying candy. Sad Easter for the other 10%

○ Average Easter Candy Spending by Year

Do you plan to celebrate Easter?



No (19.8%)

Yes (80.2%)

Americans buy over **120 million pounds** of candy for Easter. That's enough to max out over



4,615
Dump Trucks



16 billion
Jelly beans are made for Easter

Stacked end to end, 16 billion jelly beans would circle the globe nearly 3 times!

Easter Chocolate



70% of Easter candy we buy is chocolate



Fact Chocolate Bunnies are one of the most popular chocolates, with 90 million made for Easter each year.

Fact Over 4 million nasty Peeps marshmallow chicks and bunnies are made per day.

Top chocolate consumption holidays:



Popular bites:

Bunnies should be eaten ears first, according to 76% of Americans.

My bum hurts.

Wha?!

nom.

5% said bunnies should be eaten feet first, while 4% favored eating the tail first. The other 15% probably said, "That chocolate was shaped like a bunny?"

Sources:

<http://www.nrf.com> – National Retail Federation
<http://www.candyusa.com> – National Confectioner's Association
<http://www.factmonster.com/spot/eastercandy1.html>

This infographic was created by:

DegreeSearch.org