



The Handy Brand-y Easter Playbook 2026

N20 insights



Easter isn't small. It's a £2 billion signal for the start of spring.

45 million step into the season ready to refresh, reconnect and reward themselves.

And it's no longer just about chocolate. It's beauty, travel, tech, home and feel-good upgrades.

This playbook helps brands crack Easter, with joyful in-store moments, playful experiences and scroll-stopping social content that taps into the season's big spring energy.

The Easter Countdown



Easter is growing as a retail moment, with shoppers craving a seasonal lift the moment February rolls around. With 70%+ of budgets now spanning food and non-food, Easter is no longer a chocolate-only affair (though we'll never disrespect a good egg).

Browsing starts early, but the actual buying is still deliciously last-minute. Meaning in-store presence, real-world experiences and social creativity can easily influence what lands in the basket.

**Easter works because it feels fresh, optimistic, light:
the perfect reset moment after winter.**

Handy Brand-y Easter Playbook

What's Shaping Easter 2026

A growing gifting culture

72% of consumers buy an Easter gift. Chocolate and bakery naturally lead, but there's a growing appetite for multi-category gifting.

Experience-seeking

After winter, uplifting and hands-on experience appeal. Tasting tables, craft corners, workshops and try-it-yourself zones perform brilliantly.

The Spring Reset Effect

Easter falls directly in the period when people refresh their skin routines, declutter their homes, and book trips.

Improving finances (slowly)

As inflation cools and wages rise, consumers feel just confident enough to indulge in small luxuries. Easter is a safe space for "little treats," from premium eggs to beauty minis.

Travel's continued boom

Easter long-weekend trips have grown sharply year-on-year as families squeeze in early-spring getaways.

Easter Shopper Behaviours *to Watch*

01

Small Treats Rule the Roost

With 55% cutting back on pricier chocolate, shoppers spread indulgence across bakery innovations, seasonal drinks, home décor, beauty and tech accessories, travel upgrades.

02

Micro-gifting Goes Mainstream

People love gifting “a little something”. While chocolate remains the go-to, they’re diversifying beyond confectionery. Perfect for non-food brands that want to sneak into the seasonal basket.

03

Hosting Over Heavy Gifting

Nearly half of consumers say hosting reduces spend on traditional gifts. That money goes into food, décor, drinks, tableware, and bakeware.

04

Weekender Missions

Short breaks spur purchases of travel-sized products, portable tech, on-the-go snacks and drinks.

05

Curiosity & Newness

Easter is now a small-but-powerful NPD period: new flavours, limited-edition products, seasonal shades, packaging and collabs drive Easter exploration.

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Bringing spring to *the shop floor*

Easter shoppers still rely on stores, especially for last-minute missions. Seasonal aisles, tasting tables and themed pop-ups routinely outperform because they solve gatherings, gifting and getaways.

WINNING IN-STORE MOVES:

Seasonal edits arranged like treasure hunts (Refresh, Host, Escape, Treat)

Try-before-you-buy zones (sniff, sip, swipe, touch, tap).

Photo-friendly pastel displays to drive social UGC

Quick-win services (phone clean-ups, fragrance pairing, 10-min beauty tips)

Bold, clear navigation (“Last Minute Lifesavers”, “Weekender Ready”, “Host with the Most”)

Stores should feel like stepping into spring, with food and drink setting the pace, and lifestyle categories building around it.



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Egg-periential Ideas

Easter is inherently playful, perfect for light-touch, high-joy brand experiences.

With HFSS rules limiting some traditional promotional hotspots, Easter experiential activations become even more valuable.

Sampling, pop-ups and theatre-led zones remain outside HFSS restrictions, giving brands space to drive trial, flavour discovery and premium trade-up while still playing within the rules.

Easter experiences don't need to be big, just bright, quick, fun and shareable.



BEST-PERFORMING APPROACHES:

Pop-up Spring Labs (skincare testing, samples, fragrance play, gadget demos)

AR scavenger hunts that drive footfall to stores

Micro workshops: crafting, home styling, brunch boards

Quick “Easter Tune-Up Bars” for beauty or tech

Weekender Escape hubs with travel brands

Easter craft corners for families. Always a crowd pleaser and a UGC magnet

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Scroll-Stopping Spring Content

Social is where Easter explodes: baking recipes, pastel palettes, outfit transitions and spring beauty trends fill feeds from mid-March.

BEST-PERFORMING APPROACHES:

Seasonal colour stories across categories.

Creator “store raids” of Easter edits and pop-ups.

Mini routines and quick how-tos (most-watched Easter formats)

UGC prompts: “Show us your spring switch-up”

AR filters and Easter effects

Baking, craft and outfit challenges

Creator-led demos live streamed from in-store or pop-ups

It's a season built for fast, playful, snackable content.



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Activation *Ideas*

IN-STORE

- Spring styling pods (beauty, home, fashion)
- Sound gardens for tech audio demos
- “Pastel Picks” displays for seasonal drops
- Mission-based bundle bays (“Weekender Ready”, “Self-Care Sunday”)
- Last-minute “grab & go” bays for gifting and food and drink solutions

EXPERIENTIAL

- AR Easter trails
- Spring-positive craft corners
- Beauty Bars for quick beauty wins
- Snack, sip & sample zones (mini desserts, bakery bites, seasonal drinks)
- VR/AR travel escape previews

SOCIAL & INFLUENCER

- “Spring Refresh” UGC prompts
- Pastel before/after transformations
- Creator store walkthroughs
- Easter brunch trend content
- Surprise collab or limited-edition drops



Generational *Easter Insights*

Gen Z



Loves colour, humour, novelty and experiences. Avid Easter gifters. Easter food trends (back hacks) perform well, giving lifestyle and beauty brands an easy path in.

Millennials



Highly engaged segment. They're often hosting, planning or gifting. Wants convenience, bundles and wellness tie-ins.

Gen X



Quality-driven, prefers clarity and on-the-spot demos. Big on home upgrades during Easter. Responds well to in-store navigation, dependable favourites and premium food and drink options.

Boomers



Focus on tradition, simplicity and reliability. Easter traditions (especially around food, flowers and gatherings) remains a strong anchors for them.

The Easter Timeline



Late Jan

Early Signals

Spring cues emerge. Early Easter teasers appear.

February

Build the Runway

First Easter bakery and treat NPDs land. Social shifts toward spring refresh.

Late March

Sprint Window

Impulse gifting, décor, treats and weekend-ready categories peak.

Mid-March

Momentum Phase

Experiences launch. Influencers film in-store. Travel interest spikes.

Early March

Go Visible

Impulse gifting, décor, treats and weekend-ready categories peak.

Easter Week (3–6 April)

Peak Season

The final surge: chocolate, bakery, drinks, table styling, gifting and travel prep dominate. Social moves to real-time content.

Post-Easter

The Flip

Eggs away, spring reset takes over across home, beauty and wellness.

Your Easter, *done right.*

Easter 2026 sits right in a consumer sweet spot: £2–£2.3 billion of opportunity, nearly 45 million participants, ready for something fresh, fun and feel-good.

Brands that win will:

- show up early
- create simple but joyful in-store and experiential moments
- amplify everything through social
- tap into the small-treat, fresh-start mindset
- hero Easter food and drink while weaving in lifestyle uplifts
- and turn Easter into a springboard for ongoing brand love

It's colourful, optimistic and a perfect playground for clever, creative brands to hop straight into shoppers' spring habits.



We Do

Strategy.
Creative.
Production.
Delivery.
Amplification.



From concept to campaign, we craft full-funnel brand experiences. Blending physical and digital to influence purchase behaviour and amplify reach.

Experiential | Retail | Social | Sampling

Let's Make Your Brand Unmissable.

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*Let's
talk*



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