

# The Real Christmas Tree Marketer's 2021 Fact File



Real data that could help you close the deal on real trees



## POST-PANDEMIC, AMERICANS EAGERLY ANTICIPATE MORE CELEBRATIONS, MORE DECORATIONS AND MORE REAL CHRISTMAS TREES.

The Christmas Tree Promotion Board commissioned a survey of consumers in advance of the 2021 holiday season. The survey probed on attitudes, opinions, purchase intent and other behaviors related to celebrating the holiday as the country recovers from the COVID-19 pandemic. Here are some of the key findings about how consumers are thinking about and planning for their holiday this year.

- Real Christmas tree purchases are projected to continue the growth trend we saw in 2020, the best year for real Christmas tree sales in recent memory.
- 97% of those who previously bought artificial Christmas trees and switched to a real Christmas tree during the pandemic agreed that they enjoyed the experience, and **nearly 90% wish they had started purchasing a real Christmas tree sooner.**
- Over half (54%) of Americans planning to buy a real Christmas tree this year point to its natural scent and the experience of decorating it as their favorite aspects of having a real Christmas tree.
- 58% of respondents feel more optimistic about celebrating Christmas this year.
- Most real Christmas tree users plan to buy their tree in advance. The most popular times they plan to buy a real tree are post-Thanksgiving weekend (30%) and the first week of December (32%). 41% of real tree buyers are concerned about being able to get the tree they want this year, which may prompt earlier-than-normal purchases.
- 8 in 10 (80%) respondents expect Christmas to be different this year compared to 2020.
  - The biggest anticipated differences are having more parties and get-togethers (51%), putting up more decorations (51%), and celebrating with more people than usual (49%).
  - Approximately half of all respondents who think Christmas will be different this year say the differences make them more likely to put up a real Christmas tree.
- Beyond price (42%) and wide variety (species, height, and shapes) (37%), real Christmas tree buyers will be attracted to retailers who offer a festive atmosphere (34%).

## ABOUT THE RESEARCH

**TRUE Global Intelligence**, the in-house research practice of FleishmanHillard, fielded a survey of 1,502 Americans adults ages 21 to 49 years. All survey respondents celebrate or observe Christmas and either decide or share in the decision of whether and what kind of Christmas tree to put up in their home each year or influence their home's decisionmaker. The survey was fielded from May 7 to May 17, 2021. The survey has a margin of error of  $\pm 2.2\%$  and higher for subgroups.