



2025 AT-HOME ENTERTAINING REPORT

Baby Showers

Baby showers mark new beginnings for the parents involved but also for family and friends who are becoming aunts, uncles or grandparents. This represents a unique opportunity for engagement with consumers that can resound across lives and create connections with retailers.

In the year ahead, 26% of respondents to the Occasions Survey will be involved with a family and friend baby shower versus 27% in the year prior. As for an event of their own, 14% said they were at least somewhat likely to be celebrating versus 13% in last year's survey.

When it comes to purchasing a housewares gift for a baby shower, 24% of consumers proved likely to do so vs. 25% in the year before. Bathroom or personal care products tied for first with bedroom products as home and homewares categories that might be considered at 31%. Cleaning or home environment products and organization or home décor products also tied at 25%. Meanwhile, 26% of consumers would choose a gift card for the baby shower occasion compared to 26% in 2023.

Among those prepared to make a housewares purchase, men, at 15%, would be more inclined to purchase kitchen products for a baby shower, while 7% of women would do so. As for bathroom or personal care products, 33% of men vs. 29% of women would purchase something in the category, while four in 10 men would buy bedroom products for a baby shower vs. 23% of women, and 32% of men would select a cleaning or home environment item vs. 19% of women. However, 27% of women would give an organization or home decor product versus 23% of men. Of the 26% of consumers who would choose a gift card as a baby shower present, 28% of men would make that choice vs. 23% of women.

More consumers believe they'll purchase a home or housewares gift for a baby shower in the July-September time period.

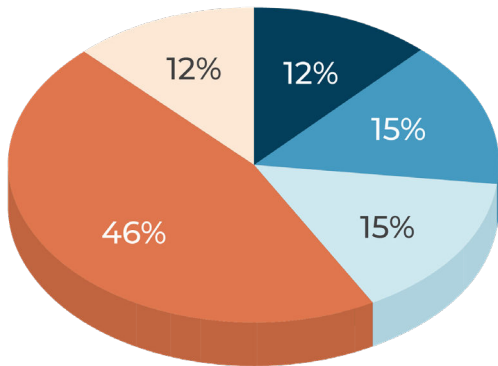
In regards to education, 32% of consumers with a post-graduate degree looked ahead to a family or friend baby shower, followed by 29% of respondents with a bachelor's degree and 23% of those who didn't attend college.

At 36%
consumers aged 35-44
are most likely to be involved in a baby shower with family or friends during the year ahead, followed by those **aged 18-35, at 33%.**



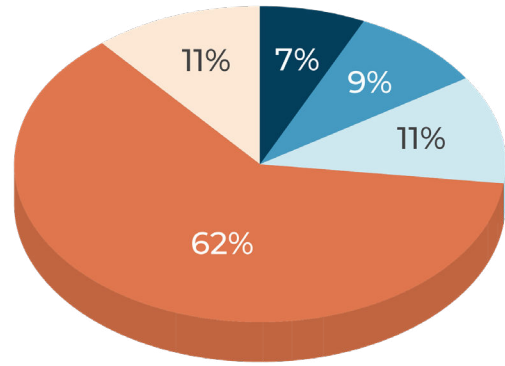
Survey respondents from households **earning more than \$100,000 annually** were most likely to be part of a family or friend baby shower in the near future, at **35%**, vs. **30%** of those earning **between \$50,000 and \$100,000** and **21%** of those **earning less than \$50,000**.

For your friends and family, how likely is it, if at all, that a **baby shower will take place** at least once in the next 12 months?



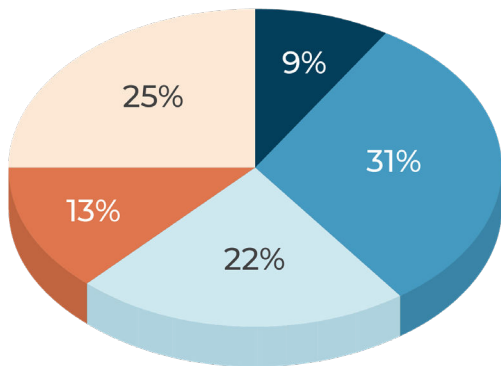
Very Likely Somewhat Likely Not too Likely
Not at all Likely Don't know/No Opinion

For yourself, how likely is it, if at all, that a **baby shower will take place** at least once in the next 12 months?



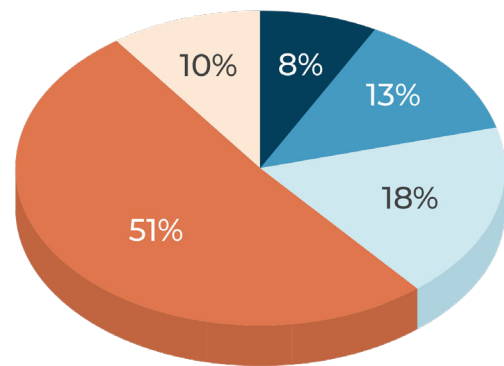
Very Likely Somewhat Likely Not too Likely
Not at all Likely Don't know/No Opinion

In general, **what time of year** would you say you are most likely to **purchase home and housewares gifts for a baby shower**?



January - March April - June July - September
October - December Don't know/No Opinion

In the **next 12 months**, how likely is it, if at all, that you will **purchase a home and housewares gift for a baby shower**?

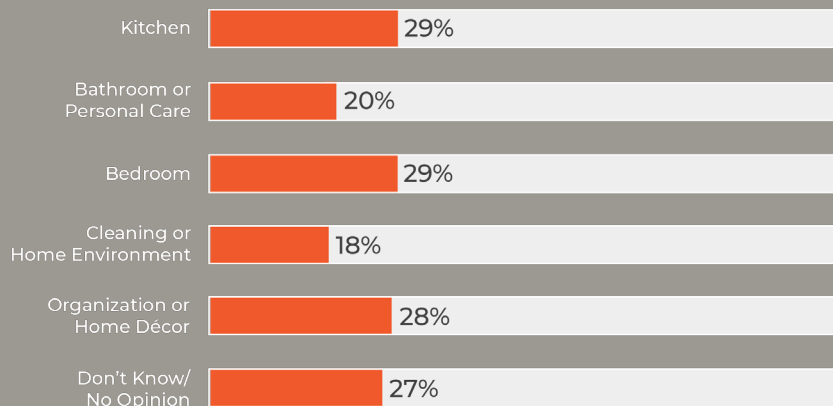


Very Likely Somewhat Likely Not too Likely
Not at all Likely Don't know/No Opinion



Affluent households, at 20%, were more likely to have their own baby showers forthcoming than were **middle- or low-income households, each at 14%**, while urban shoppers, at 16%, led the way among geographies, followed by **suburban at 15%** and **rural at 13%**.

What **general product categories of home and housewares gifts** would you be likely to **purchase for a baby shower?** Select all that apply.



FINAL THOUGHTS

Baby showers represent an interesting opportunity as they draw together family and friends for an occasion that prompts what is often considered to be fun shopping. And it can't hurt to accommodate shoppers in a good mood.

However, today, it's important to consider that some couples favor neutral looks. In contrast, others prefer a more traditional blue and pink palette, particularly if a reveal, now an adjacent celebration to baby showers, has already occurred.

Still, most baby shower participants have a good time shopping for baby clothes, colorful décor and useful, but often ornamental housewares, whether they be pink and blue striped hampers, baby food makers designed to look good on a kitchen counter, or even diaper dispensers, according to Oprah.com.

Something a little different, clever and useful is hard to resist.

Urban consumers, at 27%, were most likely to participate in a baby shower **vs. 26% of suburban** and **25% of rural consumers.**

Respondents aged 35 to 44 were most likely to see a baby shower in their own futures, at **24%**, just a point above those **aged 18 to 34, at 23%.**

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