

Easter 2025 on TikTok



The **Easter** opportunity on TikTok

Easter on TikTok is a celebration of **creativity, connection, and thoughtful gifting**. TikTok inspires users to think outside the box and **drives real action** by guiding them seamlessly through the discovery, consideration, and purchase phases. The platform's engaging content sparks inspiration, helping users unlock unique gift ideas and **discover new brands**.

Most users allow a few weeks to find the perfect Easter gift for their loved ones

Still, **22% of users** said they think they leave gifting for special occasions too late¹

TikTok Easter Gifters start **shopping** for gifts:



The majority of EU TikTok users celebrate and value **Easter traditions**



82%
Celebrate Easter¹

64%
29% saying 'very' important
Say celebrating Easter is important to them¹

#Easter on TikTok: Unlocking creativity beyond the traditional!



TikTok users don't just buy Easter gifts for their children, but also treat their parents, partners and friends...

Among users that gift for Easter...

Unsurprisingly...
44%

of users **buy Easter Gifts for their child(ren)**

While...
56%

of users **buy Easter Gifts for someone other than their child(ren)**



Top 5

Aside from children,
Easter Gifters buy for:

- 1 Mother
- 2 Father
- 3 Partner

- 4 Friends
- 5 Grandparents



When it comes to **Easter gifting**, TikTok shoppers go big on food and toys—but DIY gifts are making their mark too! 🐣



Types of gifts TikTok users like to give for **Easter**...

Food & Confectionery	51%
Toys & Games	20%
Money	18%
Clothes & Accessories	14%
Gift cards, Subscriptions & Vouchers	14%
Flowers	14%
Homemade & DIY Gifts	13%
Home & Decor	11%
Books	11%

Users turn to TikTok for gifting inspiration ahead of other social platforms

How users usually come up with **gift ideas** for special occasions

1	In-store browsing	
2	Browse online stores or marketplaces	
3	TikTok	35%
4	Recommendations from friends and family	
5	Online search engines	
6	Ask the person directly what they want or need	
7	I already have an idea what to buy them	
8	Social media platform 1	
9	Social media platform 2	
10	Social media platform 3	
11	TV ads	
12	Online articles or blogs	
13	Magazines, newspapers and catalogues	
14	Offline ads (OOH)	
15	Social media platform 4	



Watching **special occasion content on TikTok** inspires users to take action!



43% of users have **bought or booked something** as a **result of** special occasion content seen on TikTok¹



Users are savvy with their money.

Ranking **'fits into their budget'** as most important when gift searching



Ranked

What's important to you when looking for gifts?
Among TikTok gifters (for any occasion)¹

- 1 Fits into my budget
- 2 Uniqueness
- 3 Sentimental value / personal connection
- 4 Quality
- 5 Convenience of purchase
- 6 Something they need
- 7 Brand reputation / popularity
- 8 Sustainable or ethical product
- 9 Something they want but wouldn't buy themselves
- 10 Supporting a small/local business
- 11 Personalisation options

Expert-recommended strategies to win Easter



TikTok Tip

If you need the autonomy to manage audiences, targeting and creative assets or if your campaign has a brand objective, we recommend a manual set-up.



Get personalised product recommendations

Catalog Ads* - Leverage your products with our personalized model to deliver the right products to the right shoppers during this key shopping moment.

Snag last-minute shoppers with In-Feed add-ons

Entice quick decisions and boost sales post-Easter. Use **Interactive Add-Ons** like Gift Code Stickers to convert last-minute shoppers. Make sure to activate your campaign well in advance. How about a **countdown sticker** to get users excited for the moment?

Fuel gifting inspiration with creators

Creators are your gateway to an abundance of fresh, creative content. With **Spark Ads**, seamlessly integrate your campaign with the authentic voices of TikTok creators.

Prime and convert customers

Consider objectives such as App Installs and Web Conversions to drive your audience to your products as they gear up for Easter...

Build Better, Smarter Campaigns with Smart+

Our **AI-powered** automation solution that enables businesses to efficiently **maximise their returns**.



TikTok Tip

If you would like TikTok's AI-powered performance solution to maximise returns by automating campaign management across targeting, bidding, and creative, we recommend **Smart+**.

Key Benefits

Better Performance

Build high performing campaigns with machine learning and predictive AI that achieve your business' goals.

Operational Efficiency

Create your Smart+ campaign and let TikTok handle the rest. Smart+ creates and manages your ads to save you effort.

Creative Made Easy

Reduce creative fatigue and costs by automating how your creatives are shown to your audience.

How it works

- 1 **Select** your performance objective on Ads Manager.
- 2 Input your audience, budget, creative, and KPI, and **Smart+ will do the heavy lifting**.
- 3 Automating across **targeting, optimisation, creative**, and more.
- 4 Delivering the **right ad** to the right person and **ensuring the best performance**.

One Solution: Endless Possibilities

Smart+ Campaigns maximize ROI for your most important business objectives

Smart+ Catalog Ads

Connect your catalog and drive sales on your e-commerce website.

71%

of advertisers achieved better performance¹.

Smart+ Web Campaigns

Drive traffic or lower funnel actions on your website.

71%

of advertisers achieved better performance¹.

Smart+ App Campaigns

Leverage the power of discovery to drive app installs and conversions.

80%

of advertisers achieved better performance¹.

Smart+ Lead Generation Campaigns

Turn leaned-in audiences into high-value customers.

70%

of advertisers achieved better performance¹.

Case study



Vee Sightseeing: Finding new adventures and harnessing custom audiences to drive business success

Objective

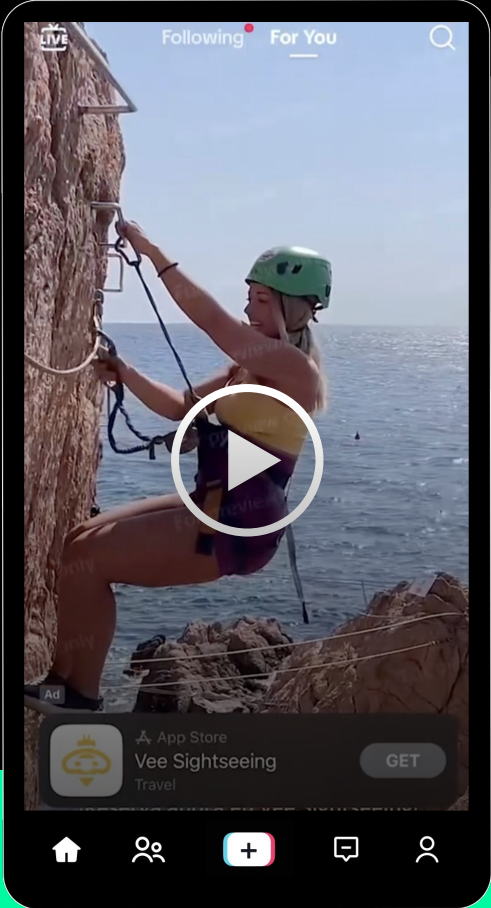
The Spain-based company was looking to enhance product discovery and achieve their goals of driving app downloads.

Solution

Tapping into the power of creative content and custom audiences for success with Spark Ads.

Products used

Spark Ads



The Results

€0.77
Lifetime CPC

€2.15
CPM

+1M
Impressions

[Read more](#)

1. TikTok Internal Data from Smart+ Closed Beta testing, Global 202
* Formerly Video Shopping Ads

Unleash your creativity on TikTok

Creative Thought-Starters

If you're a Food & Beverage brand, why not try....

- **Easter basket unboxing:** Show off your brand's limited edition Easter items and show your audience how they can use your products as part of a collection of Easter treats!
- **Brunch inspiration:** Share delicious Easter brunch recipes with your audience, using your products!



If you're a Home & Decor brand why not try...

- **Easter Glow-Up:** Showcase a mini home makeover, inspired by Easter and featuring your products.
- **Easter hosting tips:** Using your products, Share some hacks with your audience for their Easter gatherings, from table setting ideas to fun Easter-themed games.



Is your brand a part of another industry? Why not try...

- **Wholesome memories:** Ask your audience to share some of their most cherished Easter memories with family and loved ones to get the conversation going!
- **Digital Easter egg hunt:** Hide Easter eggs in your content and offer your audience cool giveaways if they find them!



Take your campaign to the next level with these creative solutions

Creative Center

Explore the all-in-one platform to get familiar with trends and creative tools, to inspire you when creating ads.



CapCut

All-in-one video editor that allows you to drag and drop your creative into a library of trending ad templates that are sound-on and full-screen.

Symphony Creative Studio

TikTok's AI-powered video generator that creates content that feels native to the platform in minutes. You can generate new TikTok videos, or give your videos a new spin.



When coming up with your creative strategy, don't forget to consider the **TikTok Creative Codes!**



1

TikTok-First

Create content authentic to TikTok & For You Page

2

Trends

Apply your brand to on platform trends to connect with wider users

3

Production

Use the space wisely: fill the screen but don't overlap with the UI.

4

Structure

Create content structures that add value and drive effectiveness

5

Stimulation

Grab users' attention with editing techniques

6

Sound

Start with sound. What role does it play in the content? What does it add?

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