

## Super Bowl Retail Preview: US Shoppers to Spend \$1.4 Billion *Less* than in 2016



- 1) Some 76% of US consumers plan to watch Super Bowl LI on Sunday, February 5, according to the annual National Retail Federation (NRF) *Super Bowl Spending Survey*, which was conducted by Prosper Insights & Analytics.
- 2) These viewers will spend an estimated \$14.1 billion on retail purchases such as food and team apparel, down 9%, or \$1.4 billion, from 2016.
- 3) A one-percentage-point decline in total planned viewership, slightly lower purchasing levels and lower per-person spending are expected to drive the decline in total sales.

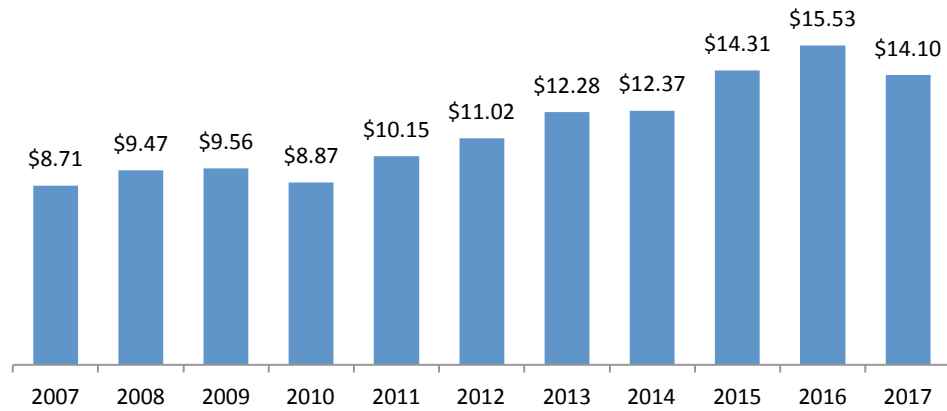
### How Much Will Consumers Spend?

Three-quarters of all Americans will watch the Atlanta Falcons take on the New England Patriots in the 2017 Super Bowl, fueling retail spending of an estimated \$14.1 billion. But that impressive total is some \$1.4 billion (or 9%) less than Americans spent on game-related purchases last year. These are among the top-line findings from the NRF's annual *Super Bowl Spending Survey*, which was conducted by Prosper Insights & Analytics.

Those watching the game will each spend an estimated \$75 on special purchases for the event, down from \$82 last year, according to the survey.

If the decline materializes, it would be the first dip in annual Super Bowl spending since 2010. Nevertheless, 2017 spending is forecast to be higher than in any year except 2016 and 2015.

**Figure 1. US: Estimated Consumer Spending Related to Super Bowl Weekend (USD Bil.)**



Source: NRF/Prosper Insights & Analytics

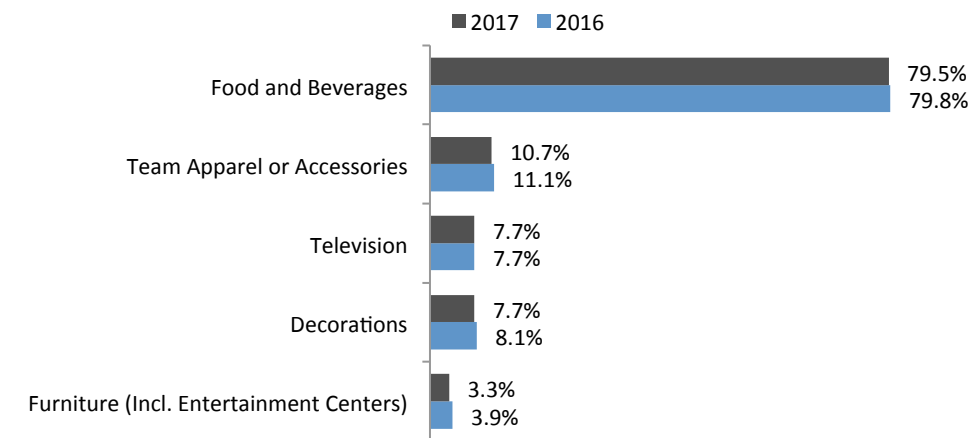
Some 76% of all US consumers plan to watch the game, according to the survey, down one percentage point from last year.

**What Will They Buy?**

Not only is planned viewership down slightly year over year, but planned purchases are fractionally lower across most retail categories, too. Perhaps unsurprisingly, food and beverages are by far the most popular categories to purchase for Super Bowl Sunday: nearly 80% of those planning to watch the game will be buying snacks and drinks.

Almost 8% of those who plan to watch the game will buy a new TV for the occasion, and roughly the same proportion of viewers plan to buy Super Bowl decorations for their home.

**Figure 2. US: Categories Consumers Plan to Purchase for Super Bowl Sunday**

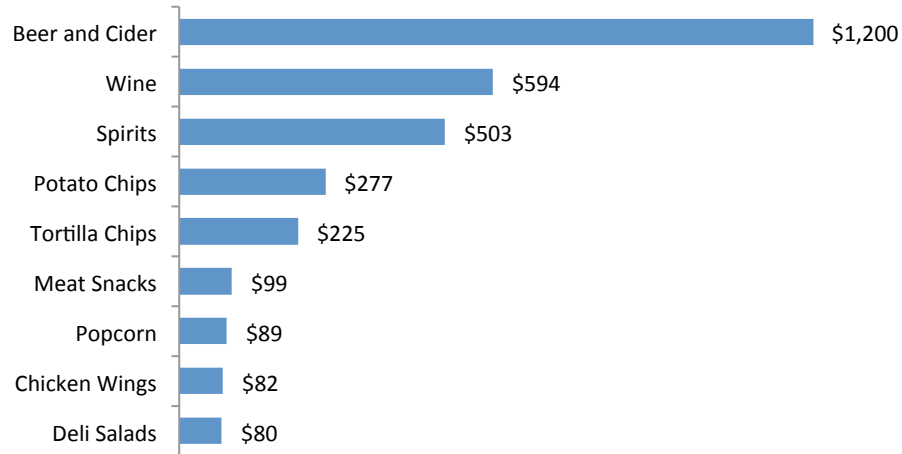


Base: Survey respondents who plan to watch the Super Bowl  
 Source: NRF/Prosper Insights & Analytics

Some 18% of all consumers surveyed plan to throw a party, while 27% expect to attend a party and 5% plan to watch the game at a bar or restaurant. That totals half of the US population, and is in line with last year's participation levels.

Alcoholic beverages and salty snacks topped purchases within the food and beverages category last year, according to Nielsen.

**Figure 3. US: Total Spending on Most Popular At-Home Food and Beverages over the Super Bowl Period, 2016 (USD Mil.)**



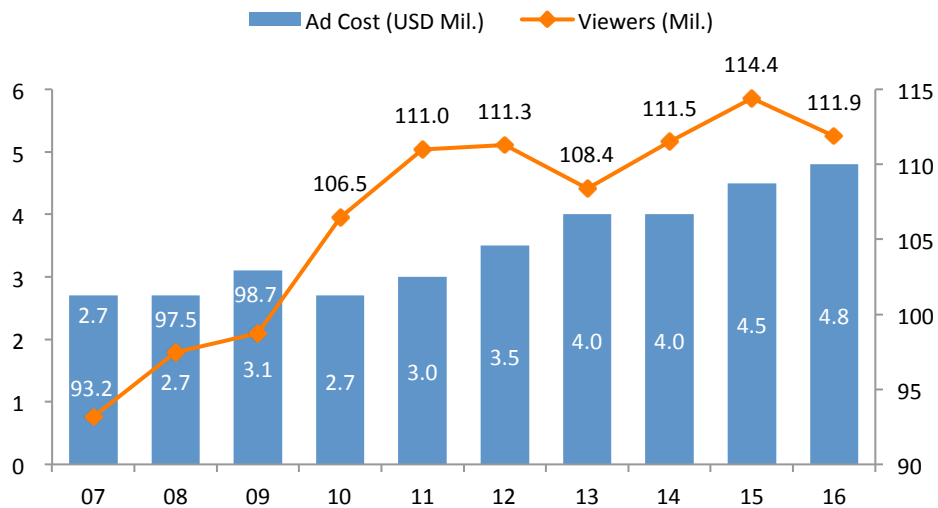
Figures are for spending at retail in the weeks ending February 6 and February 13, 2016.  
Source: Nielsen

**How Many Will Watch on TV?**

Around 112 million TV viewers watched the Super Bowl last year. This drove the cost of an average 30-second advertisement to roughly \$5 million in 2016.

The NRF/Prosper Insights survey found that the game is the most important part of the event for only 43% of viewers; the commercials are most important to 24%, hanging out with friends is the top priority for 15% and the half-time show is the highlight for 12%.

**Figure 4. US: Average Cost of a 30-Second Super Bowl TV Ad (Left Axis, USD Mil.) and Super Bowl TV Viewership (Right Axis, Mil.)**



Source: Nielsen



FLASH REPORT

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