

Brand Keys Survey Finds a 5% Spending Increase as More Traditional Mother's Day Gifts Get the Lions

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“Tradition” is the watchword again this year when it comes to gifts for Mom. Eighty-seven percent (87%) of consumers plan to celebrate Mother’s Day, with total spending estimated to reach nearly \$20 billion, according to the annual Brand Keys Mother’s Day survey.

“More-and-more, Mother’s Day encompasses a broader spectrum of relationships as it becomes a universal holiday,” Robert Passikoff, president, Brand Keys, Inc. (brandkeys.com). “It embraces everyone from moms to wives to step-moms to female relatives, to female friends, and divorced and single-parent households. This holiday crosses all ethnic, cultural, and religious boundaries, which makes it a real opportunity for retailers – an occasion nearly everyone can celebrate.”

Celebrants intend to spend an average of \$193.00 this year, up five percent over 2014. Men, following a long-standing tradition, intend to spend more than women, reporting an anticipated average spend of \$215. Women reported an anticipated spend of \$161. “But buyers are again leaning towards more traditional gifts, a continuing trend,” noted Passikoff. This year “tradition” outpaced “tech,” with consumers reporting intended purchases of traditional gifts like meals (brunch or dinner), flowers, spa services, jewelry, and clothing.