Mother's Day 2016 Spending Up 6%

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There's a saying, "a sweater is something a child puts on when a Mother feels a draft," an apt turn of phrase since clothing has increased most as a Mother's Day gift-of-choice this year. Eighty-eight percent (88%) of consumers plan to celebrate Mother's Day 2016 and clothing is this year's big winner, according to the annual Brand Keys Mother's Day survey.

Celebrants intend to spend on average $205.00 this year, a six percent increase over 2015. Men, following a long-standing tradition, intend to spend more than women, reporting an anticipated average spend of $228. Women reported an anticipated spend of $182.

"Once again, tradition has trumped tech," noted Robert Passikoff, president of Brand Keys Inc. (brandkeys.com), the New York-based consumer loyalty and emotional brand engagement consultancy. "Cards, meals, and flowers have become 'price-of-entry' for the holiday. But when it came to more substantial gifts, clothing showed the greatest change from last year - up 10 percent." Jewelry was up too, by seven percent. Spending on tech related gifts was generally unchanged, with only 12 percent indicating that kind of purchase.

"More-and-more, Mother's Day encompasses a broader spectrum of relationships as it becomes a more universal celebration," said Passikoff, "The holiday celebrant range includes virtually everyone: moms, wives, step-moms, female relatives and friends, divorced and single-parent households. It crosses cultural, ethnic, and religious boundaries, making it a real opportunity for retailers - an occasion nearly everyone celebrates."