



Brand Keys®

**PRESS RELEASE
FOR IMMEDIATE RELEASE**

Mother's Day 2019 Spending Predicted Up 4% Over Last Year

**Biggest Growth Shows Up in Spa Services As Consumers Seek
More Personal and Customized Gifts to Pamper Mom**

NEW YORK, NY April 30, 2019 – Mother's Day anticipated consumer spending is predicted to be up by 4 percent Y-O-Y, with growth in a surprise gift category. Overall, Mother's Day celebrants intend to spend on average \$233.00, according to Brand Keys annual survey. Men, following a long-standing tradition, spend more than women, reporting an anticipated average spend of \$255. Women, an anticipated spend of \$211.

Pampering Becomes More Personal

"This year, besides the traditional cards, flowers, and clothing, spa services have come into their own as they are seen as more personalized and customizable gifts to pamper Mom," noted Robert Passikoff, president of Brand Keys, Inc. (brandkeys.com), the New York-based consumer loyalty and emotional brand engagement consultancy. "The spa category continues to grow with an 11 percent increase over last year, more than two times the growth for gift cards the next largest growth category."

This year, as part of Brand Keys' annual Customer Loyalty Engagement Index, 8,200 men and women, ages 16-65 from the nine U.S. Census regions were asked if – and how – they planned to celebrate Mother's Day.

Most consumers indicated they will make multiple gift purchases. "This is 'Mom' we're talking about! Gift-giving categories are generally stable, some up, some down, but only directionally. Only spa services and gift cards were up significantly," said Brand Keys' Passikoff. "A drill down into the spa-as-gift trend revealed consumers are looking for something more personal, more individualized, and something that Mom can literally customize. Consumers cited treatments – massages, facials, body wraps, and spa manicures and pedicures – as preferred spa gifts for Mom."

Mother's Day Has Become Universal

"Today nearly everyone celebrates Mother's Day," noted Passikoff. "Over the past 15 years Mother's Day has come to encompass a broader spectrum of relationships, connections, and emotional bonds and has become a widespread, collective celebration," said Passikoff. "The holiday celebrant-range includes everyone! Moms, wives, step-moms, female relatives and friends, divorced, single-parents, same-sex and civil union households. It crosses virtually every cultural, ethnic, and religious border, making it a major opportunity for retailers."

What consumers anticipate buying this year is generally consistent with 2018, with the exception of spa services and gift cards, which showed significant growth (percentages in parentheses indicate changes from 2018, with a margin of error of $\pm 2\%$).

2019 Gift Categories	Percent Purchasing	Change from 2018
Cards/E-cards	96%	(- 1%)
Brunch/Lunch/Dinner	93%	(+1%)
Flowers	88%	(- 1%)
Clothing	85%	(- 2%)
Spa Services	66%	(+11%)
Gift Cards	65%	(+5%)
Jewelry	60%	(----)
Books	24%	(+3%)
Housewares/Gardening		
Tools	24%	(+ 2%)
Electronics/ Smartphones	13%	(- 2%)
Candy	8%	(- 2%)

Where Consumers Intend to Shop

Specialty Stores	70%	(+10%)**
Discount Stores	55%	(----)
Department Stores	45%	(+3%)
Online Stores	48%	(+8%)
Catalog	2%	(----)

** Including Spas

Like last year, significantly more consumers intend to “connect” with Mom via in-person visits,” noted Passikoff. “Phone calls will increase again this year. Given the ubiquity of smartphones and apps like FaceTime, Mother’s Day has become one the most popular holidays to place that call.”

Phone/mobile	68%	(+3%)
Personal Visits	32%	(+5%)
Online	16%	(+4%)
Cards	10%	(----)

“There’s a saying, ‘the definition of a ‘mother’ is a person who does the work of 20, for free,” noted Passikoff. “This year’s payment for all that work is showing up as pure pampering.”

END