

Seasonal Shopping (Spring/Summer) - UK - October 2016

Report Price: £2195.00 | \$3554.69 | €2788.33

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“Whilst retail spending during the Spring/Summer months is typically lower than that of autumn and winter, there are some important events in the calendar that retailers can use to encourage consumer spending.”
– **Samantha Dover, Retail Analyst**

This report looks at the following areas:

- **How can retailers encourage greater Father's Day spending?**
- **Tapping into the different seasonal buying behaviours of men and women**
- **Can retailers leverage other product categories to drive Easter sales?**

During the Spring/Summer season, there are a number of key events for retailers. This Report aims to give context and analyse the market for the following major shopping events: Valentine's Day, Mother's Day, Easter and Father's Day.

Mintel estimates that the total market value of these events in 2016 was £2 billion. This marks a growth of around 8.6% year on year. Whilst Easter continues to be one of the largest seasonal events in the Spring/Summer months, spending on Mother's Day gifting matched that of Easter in 2016 and both events were worth an estimated £550 million. This is likely the result of the early date of the Easter weekend in 2016, slowing sales growth. However, we expect Easter sales to be boosted again in 2017 with a mid-April calendar date. The growth in Mother's Day sales heightened the disparity between it and Father's Day. With an estimated market value of £380 million, Father's Day spending continues to be significantly lower than that of Mother's Day. This is driven by the continued trend of fewer people spending money on the event than the event's counterpart, Mother's Day, each year.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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The implications

The Market – What You Need to Know

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