

Mother's Day - UK - 2023

Report Price: £2195 | \$2995 | €2600

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This report looks at the following areas:

- The impact of the cost of living crisis on Mother's Day 2023 and prospects for 2024
- The role of small and independent brands in the value equation when shopping for gifts.
- Estimated consumer spending on Mother's Day 2019-23.
- Mother's Day innovations from key retailers.
- What they bought and how much was spent on Mother's Day gifts in 2023.
- Mother's Day shopping behaviours.

57% of consumers think Mother's Day gifts bought from independent retailers are more special than those bought from mainstream chains. This can provide larger retailers and smaller brands with a mutually beneficial opportunity to dedicate space for consumers to discover unique gifts from up-and-coming brands, with 15% of consumers interested in dedicated gift sections for smaller brands.

However, the cost-of-living crisis has meant that in 2023, value was a top priority for gift buyers, with 61% buying gifts on discount/promotion because of financial concerns. These concerns were also evident when celebrating the event, with 79% of consumers agreeing that making meals at home is a good alternative to dining out for Mother's Day and 42% celebrated the event in 2023 with a special meal at home.

Mother's Day gift shopping is convenience-driven, with 72% of in-store Mother's Day gift buyers in 2023 buying gifts from stores they were visiting for other reasons. While larger-format retailers, such as grocery retailers, stand to benefit from this, smaller specialists and independent retailers will struggle to draw away consumers from larger stores that are better at accommodating the multi-mission shopper.



"While the pressure on household finances is expected to ease a little by Mother's Day 2024, value will still be a top priority when shopping for Mother's Day gifts. With the concept of 'value' evolving beyond cost, retailers have the opportunity to shape how this is communicated across gifting ranges and relevant services."

– Emily Viberg, Retail Analyst

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Going forward, retailers across the sector, both big and small, can help shape what 'value' looks like. This includes making gift shopping convenience-led and focusing on ways to make it easy for shoppers to locate gifting sections in-store, with 68% of buyers usually buying Mother's Day gifts that are easy to find in-store.



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