

Mother's Day in Full Bloom

A look at **2025** shopping trends

NIQ

Greetings from NIQ

We're unwrapping the
when, where, and how of
Mother's Day shopping—
from decision-making
to checkout.

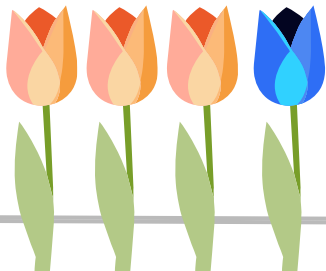


3-in-4

consumers
plan to complete
their shopping
*the month before
Mother's Day ...*

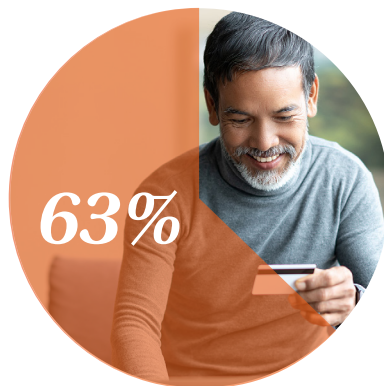


... with nearly ***1-in-4***
waiting until the week
before May 11.



Amazon Continues to Buzz with Mother's Day Shoppers on the Hunt for the Perfect Gift.

Amazon remains the most popular retailer for Mother's Day shopping, with **63%** of consumers planning to buy gifts through the platform.



Consider this ...

Of those planning to shop on Amazon.com, nearly **9-in-10** plan to buy from at least one other outlet for Mother's Day.



Why Amazon Leads on Mother's Day

(And Tips for Other Outlets to Compete!)

There were four big pain points cited by those not expecting to shop at department stores.

44%



Price

31%



**Inconvenient
locations**

30%



**Product
assortment**

30%



**Crowds/
parking**

Brands and retailers take note ...

These shoppers say that sales/discounts **(62%)** and free shipping **(41%)** would be the most effective ways to entice them into shopping at a department store.



In addition to Amazon, many consumers expect to shop at Mass merchandisers **(35%)**, flower shops **(28%)**, and department stores **(24%)** for Mother's Day gifts.

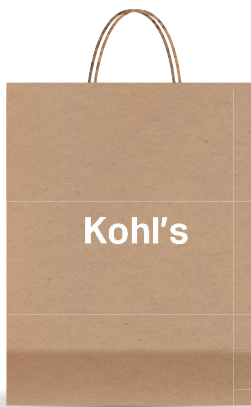


Department Stores: Strategies to Captivate Mother's Day Shoppers!

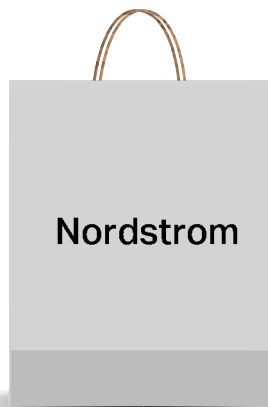
Of those expecting to shop at department stores, these are the most common choices.



69%



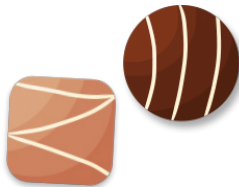
47%



43%

Brands and retailers take note ...

Flowers and chocolates/candy are the most popular gifts, presenting an opportunity for stores to attract foot traffic and drive sales by featuring these as part of their Mother's Day offerings, even if not part of their typical assortment of products.



Jewelry, fragrances, beauty/wellness products, and gift cards are the next most common choices (after flowers and chocolates).

Chanel, Christian Dior, Burberry are expected to be the most frequently purchased fragrance brands.



For those expecting to buy beauty products, body lotions/creams, beauty/wellness gift sets, candles, and makeup are the most popular picks.

How much will shoppers spend?

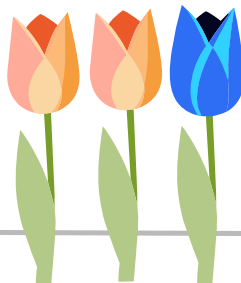
94% of shoppers expect to spend at least as much as they did last year or more.

2-in-3

Nearly **2-in-3** Department Store Shoppers anticipate spending more than last year, between **\$50 - \$200** with the average being **\$190**.



Millennials expect to spend the most of any generation— ~\$240



Coming up next for gift givers ...

More than half of
Mother's Day shoppers
(59%) expect to also
purchase gifts for
Father's Day ... so stay
tuned for our Father's
Day Report "In Groom"
coming soon.

NIQ





NIQ

Get the Full View™



Father's Day in Full Gear

2025 Shopping Trends Unboxed

NIQ

Greetings from NIQ

We're unpacking the who, what, where and why behind Father's Day Shopping. Inside, explore the latest gadgets, gear, and go-to gifts that meet the modern dad.



9-in-10

Gift shoppers plan to complete their shopping *in the month before Father's Day.*



1-in-4

of those shoppers will wait until the week before June 15.



Gift Shopping is an omni-channel experience

Nearly all gift shoppers plan on browsing to decide on gifts, with **69%** expecting to browse in-store and **66%** also shopping online.



20% plan to use social media or influencers to decide on gifts, mostly turning to **Instagram, TikTok and YouTube.**



2-in-5

shoppers plan to use gift guides, with Millennials more likely to rely on both print and online guides.



Amazon is the Father's Day retailer-of-choice

74% of gift shoppers are planning to use Amazon (outperforming Mother's Day shoppers by **11** points).



However, **9-in-10** Amazon shoppers also plan to buy from at least one other outlet.



In-store shoppers for Dad

Among those shopping at Department Stores,
three locations stand out:



The most popular gifts for Dad...

Apparel/footwear and men's fragrances lead the list.



Calvin Klein, Dior, and Ralph Lauren are expected to be the most frequently purchased fragrance brands.

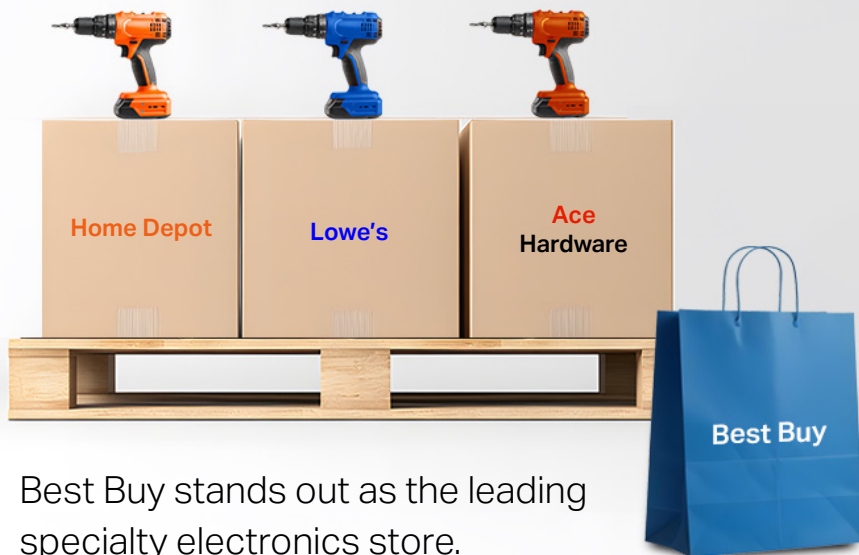
Next on the list are gift cards, sporting goods, home improvements/tools and tech gadgets.



Home Improvement Gifters

25% of Father's Day shoppers plan on visiting Home Improvement stores.

Home Depot, Lowe's, and Ace Hardware are the most frequently mentioned by shoppers.



Best Buy stands out as the leading specialty electronics store.

A man with a beard and glasses is lying down, wearing large over-ear headphones and holding a smartphone. He is smiling and looking at the phone. The background is a soft-focus blue couch.

50% of tech shoppers plan to purchase headphones as Father's Day gifts. This is followed by wellness wearables and Smart Home Devices.

\$224

*The average spend for
Father's Day gifts.*

With **47%** of gift
shoppers expecting
to spend more
than last year.



Tech and department store shoppers
are the most likely to spend more.



Coming up next in our NIQ Occasions series ...

While Summer may be in full swing, we're already looking ahead at back-to-school shopping trends. But we'll let you soak in a few rays first.

Stay tuned!

NIQ



NIQ

Get the Full View™