

# Mother's Day and Father's Day Advertising Solutions

Get ready to captivate Mother's Day and Father's Day shoppers with strategies that keep your brand front and center. As shoppers hunt for the perfect gift that resonates with the individuality of their loved ones, seizing their attention is critical. Dive into the latest trends and uncover five actionable recommendations to ensure your campaigns stand out and leave a lasting impact.

## 2023 Mother's Day Trends



Consumers spent an average of **\$274.02 per person** and a total of **\$35.7 billion on gifts** for Mother's Day.



**62%** of adults in the U.S. plan on buying a gift for someone on Mother's Day.



### Top 3 Gift Categories

- 74% Greeting Cards
- 74% Flowers
- 60% Special Outing



Consumers are typically shopping for Mother's Day gifts two weeks beforehand.

## 2023 Father's Day Trends



Consumers spent an average of **\$196.23 per person** and a total of **\$22.9 billion on gifts** for Father's Day.



**Almost 60%** of all shoppers plan to make their purchases **within two weeks** before Father's Day.



### Top 3 Gift Categories

- 61% Greeting Cards
- 55% Clothing
- 52% Special Outing

## 5 STRATEGIC SOLUTIONS TO IMPLEMENT ACROSS YOUR NEXT CAMPAIGN



01

Leverage Retail Media Networks



02

Omnichannel Approach



03

Engaging Channels & Formats



04

Audience & Contextual Solutions



05

Measure Campaign Success