



# Mother's Day 2019.

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Insight

teamitg

# Insight

## MOTHER'S DAY OVERVIEW

There was an increase in footfall across high streets and retail parks throughout March, while fashion, beauty and fragrance markets all enjoyed a boost in sales.

### On the March

While Quarter One footfall declined by 0.3% overall, March was the only month that experienced a significant increase of 7.4%, possibly aided by the fact that Mother's Day fell later in the month than last year.

### Diamonds are for mother

According to research, Mother's Day is the third most popular occasion for purchasing jewellery and watches as gifts. With this Mother's Day's promotional encouragement, the fashion market saw a boost of 9.14% compared with the same period last year.

### Special for the younger market

Although Mintel data suggests 89% of consumers say they don't generally shop at specialist retailers, they do tend to be more popular with younger audiences, with 51% of 16–34-year-olds saying that they use them for special occasions.

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## MOTHER'S DAY OVERVIEW

### Crunching the numbers



**7.4% INCREASE IN MARCH FOOTFALL COMPARED TO 2018**

**89% OF CONSUMERS**  
don't do their general shopping at specialists.

**38% OF CONSUMERS**  
say they use specialist retailers for special occasions.

**51% OF 16-34-YEAR-OLDS**  
say they use specialist retailers for special occasions.



Mother's Day is the **3rd** most popular occasion to purchase jewellery and watches as gifts



The fashion market enjoyed **9.14% boost on 2018 sales.**



The beauty and fragrance gift market was estimated at **£375mil for spring/summer retail events. 76% of consumers** have purchased a beauty or personal care gift in the last 12 months.

**67% of shoppers** purchase greeting cards based on price.  
**42% of shoppers** purchase greeting cards based on convenience.  
**69% of consumers** agree supermarkets provide top convenience.



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Thank you

Get in touch for more information  
or to discuss opportunities for your business

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team**itg**