

# Mother's Day 2024 Shopping in Canada Survey | National Consumer Research – Caddle & RCC

In 2024, almost 90% of Mother's Day celebrating Canadians aim to increase or maintain their spending compared to last year.





Make better decisions, faster, with access to rapid insights at every stage of the consumer journey



#### Methodology

Caddle, in partnership with the Retail Council of Canada (RCC), surveyed Canadians from coast to coast to better understand consumers' shopping intentions around Mother's Day.

Surveys were conducted in March 2024 using Caddle's mobile platform and online panel amongst a representative randomized sample of n= 9,467 and n= 9,669 Canadian adults.

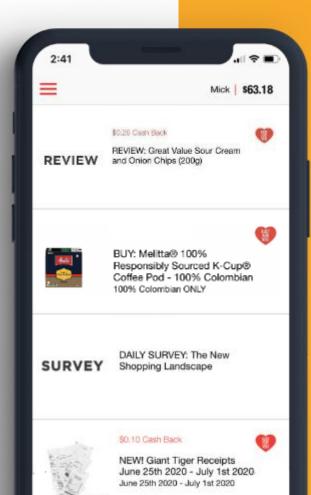
All data presented is owned by Caddle and has a Margin of Error of 1% or lower. The survey was self-commissioned and paid for by Caddle, Inc.





#### **AskCaddle®**

Caddle® is the largest daily and monthly active panel in the Canadian market. Our mobile-first insights platform rewards Canadians for sharing data and engaging with brands.





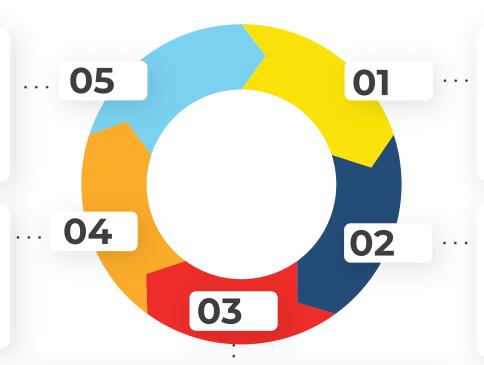
#### **Key Findings on Mother's Day 2024**

### Where do Canadians look for inspiration for Mother's Day purchases?

Canadians look for inspiration from Friends and family (32.5%), Products seen in stores (23.7%), and Flyers (20.4%), respectively.

#### What Are Canadians Buying for Mother's Day?

Food, Alcohol, Candies Restaurants, etc. are the top spending categories for Mother's Day.



#### How Much are Canadians Spending on Mother's Day?

**56.2%** of Canadians who celebrate Mother's Day, spend more than \$50.

#### Who Celebrates Mother's Day?

**60%** of Canadians celebrate Mother's Day.

#### What are this year's spending intensions?

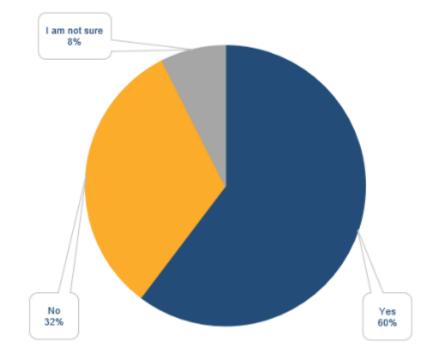
This year, more than 89.7% of Canadians who celebrate Mother's Day, plan to spend the same or more as compared to last year.



## 60% of Canadians plan to celebrate Mother's Day in 2024, compared to 72% in 2023

 8 % of Canadians in 2024 are not sure whether or not they will celebrate Mother's Day. In 2023 only 6% of Canadians were not sure if they would celebrate.

#### Do you normally celebrate Mother's Day?

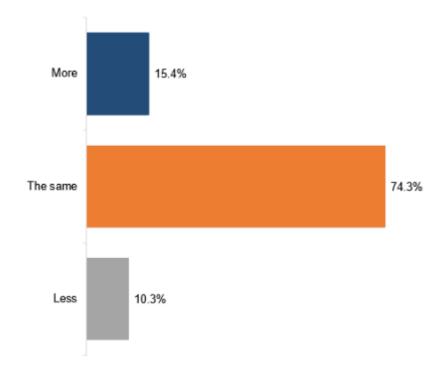




# This year, 89.7% of Canadians who celebrate Mother's Day, plan to spend the same or more as compared to last year.

- 74.3% of Canadians expect to spend the same amount of money on celebrating Mother's Day as they did last year.
- 15.4% of Canadians expect to spend more amount of money on celebrating Mother's Day than they did last year, while the same number was 14.1% in 2023.

#### Would you expect to spend more or less on Mother's Day this year compared to last year?

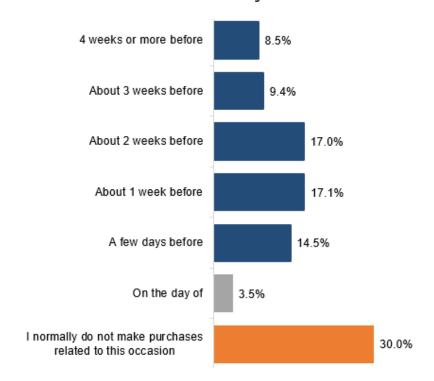




## This year, 66.5% of Canadians plan to make purchases related to Mother's Day, in 2023 this number was 67.1%

- The largest group (17.1%) makes purchases about 1 week before the holiday.
- 52.0% of Canadians will plan at least a week before Mother's Day to make purchases.
- The number of people planning to make same day purchases on Mother's Day has declined by 1.2% percentage points compared to 2023 with 4.7%.

#### How far in advance do you make purchases related to Mother's Day?

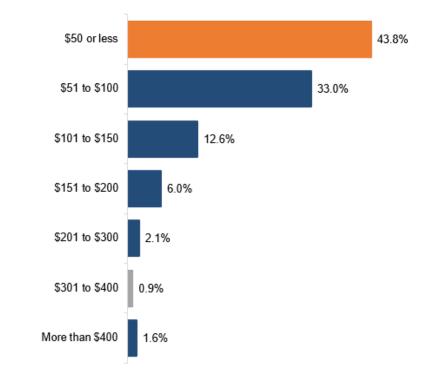




## 56.2% of Canadians who celebrate Mother's Day, spend more than \$50

- 43.8% of Canadians spend \$50 or less on Mother's Day.
- This is followed by 33.0% of Canadians spending between \$51-\$100, and 12.6% spending between \$101-\$150 on Mother's Day.
- The number of people spending less than \$50 has declined by 6.1% percentage points compared to 49.9% in 2023.

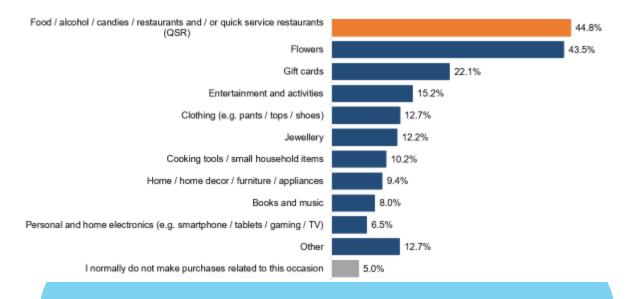
#### How much do you normally spend in total for Mother's Day?





### Food/Alcohol/ Candies/ Restaurants etc. is the top spending category for Mother's Day

Which of the following do you spend money on as gifts or as items specifically associated with Mother's Day?



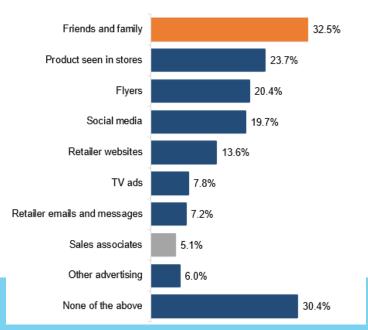
For those celebrating Mother's Day, top spending categories include Food/alcohol/candies/restaurants (44.8%), Flowers (43.5%), and next is Gift cards (22.1%).

Caddle Daily Survey | March, 2024 | n = 6,415 Caddle® Inc. Confidential



### 32.5% of Canadians take their inspiration from Friends and Family for Mother's Day purchases

Where do you look for inspiration for your Mother's Day Purchases?



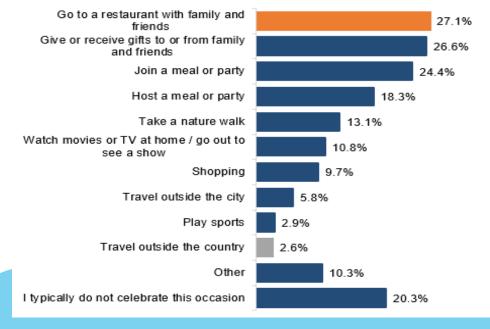
For those celebrating Mother's Day, the top three influences for purchases are from Family and Friends, (32.5%), followed by Products seen in stores (23.7%), and Flyers (20.4%).

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### This year, 27.1% of Canadians will be going to a restaurant with family and friends on Mother's Day

Which of the following activities do you normally do during Mother's Day?



The top three activities Canadians normally do during Mother's Day include: Going to a restaurant with family and friends (27.1%), Giving or receiving gifts (26.6%), and Joining a meal or party (24.4%).

Caddle Daily Survey | March, 2024 | n = 9,669

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# More than 70% of Canadians shop in-person at retail stores for Mother's Day products

- Around 11% of Canadians go to a retail store's website.
- Around 10% buy through online sellers.
- 7.3% of Canadians purchase something for Mother's Day using other means.

#### How do you usually make Most of your purchases for Mother's Day?

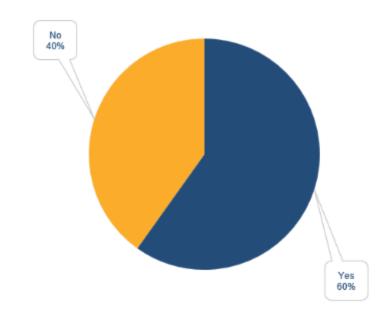




## 60% of Canadians make dedicated trips for Mother's Day products

- In 2023, 44% of Canadians tacked on Mother's Day items to an existing shopping trip.
- 60% of Canadians make a dedicated trip for Mother's Day shopping. The corresponding figure last year was 56%.

#### Do you normally make a dedicated trip to buy things for Mother's Day?

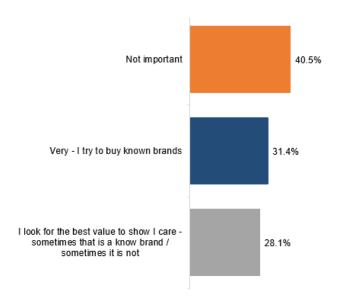




#### Around one-third of Canadians look for value to show their care while giving Mother's Day gifts

- 40.5% of Canadians don't consider it important to buy known brands for Mother's Day celebrations.
- 28.1% of Canadians look for the best value purchase for Mother's Day.

#### How important is it to buy a known brand to increase the significance/importance of Mother's Day?







#### Let's talk insights.

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