



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

In 2024, more than 89% of Father's Day celebrating Canadians intend 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

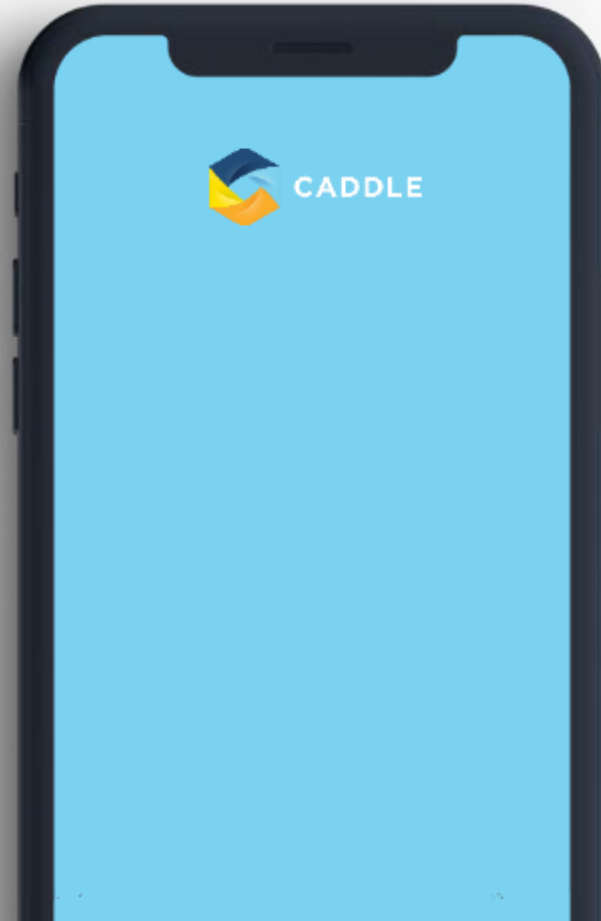


Methodology

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

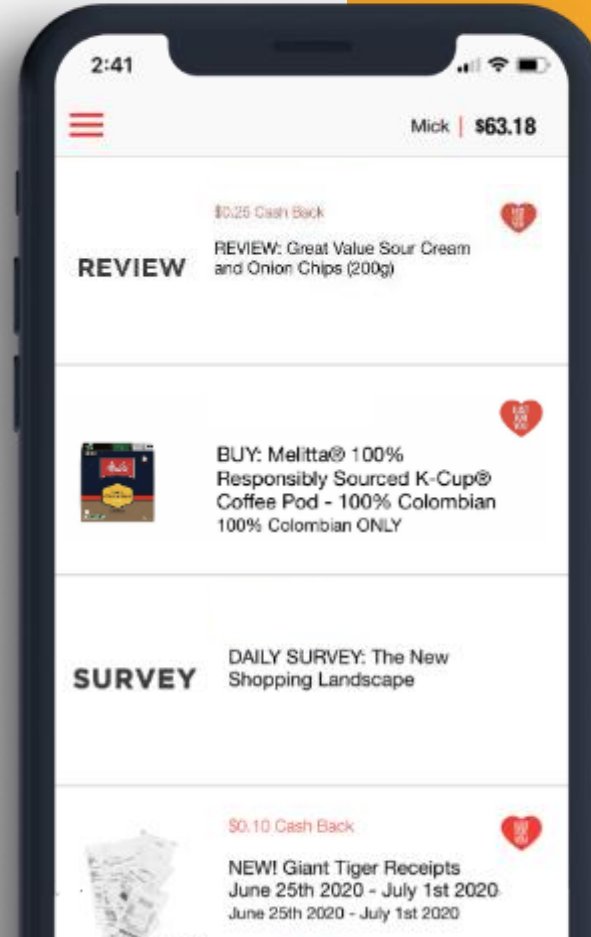
Surveys were conducted in April 2024 using Caddle's mobile platform and online panel amongst a representative randomized sample of $n=9,014$ and $n=9,208$ Canadian adults.

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.



Report Highlights

- In 2024, it appears that fewer Canadians anticipate celebrating Father's Day with 46% planning to do something special down from 64% the previous year.
- 89.2% are anticipate maintaining or increasing their spending compared to last year. 31% feel that branded products are an important consideration when shopping for their Father's Day gifts.
- 56.8% are likely to spend over \$50 on Father's Day gifts, with 31% of these group planning to spend to spend between \$50-100.
- Canadians predominantly look to Family an friends for gifting inspiration on Father's Day, with flyers and in-store products having significant influence on purchase decisions.
- This year the impact of online purchases (retailer websites, social media, online marketplaces) is notable, accounting for more than 23% of intended purchases.

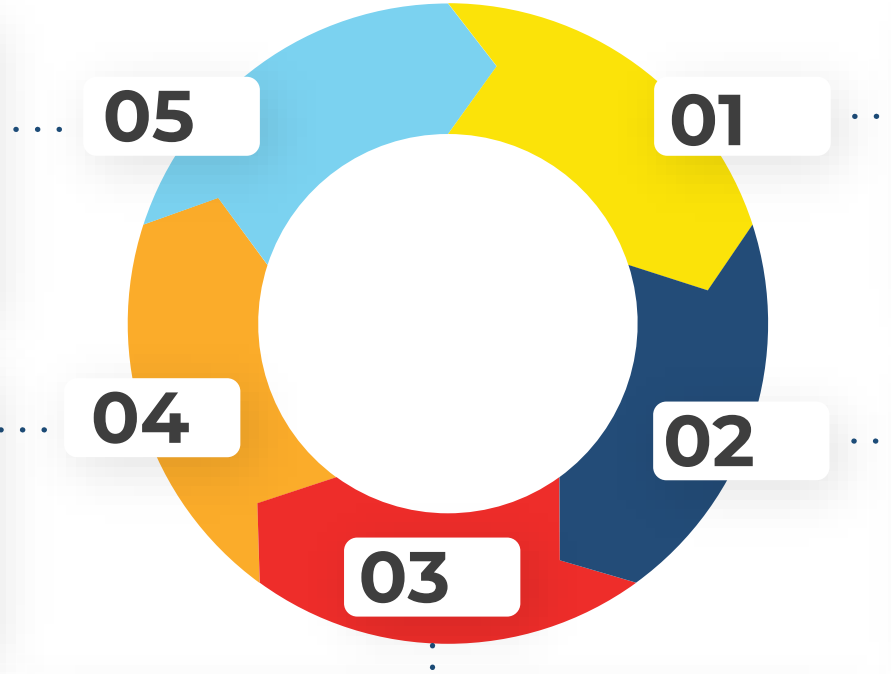
Key Findings on Father's Day 2024

Where do Canadians look for inspiration for Father's Day purchases?

Canadians look for inspiration from Friends and family (30.5%), Flyers (23.8%), and Products seen in stores (20.7%), respectively.

What Are Canadians Buying for Father's Day?

Food, Alcohol, Candies Restaurants, Gift Cards are the top spending categories for Father's Day.



Who Celebrates Father's Day?

46% of Canadians plan to celebrate Father's Day.

What are this year's spending intentions?

This year, more than 89.2% of Canadians who celebrate Father's Day, plan to spend the same or more as compared to last year.

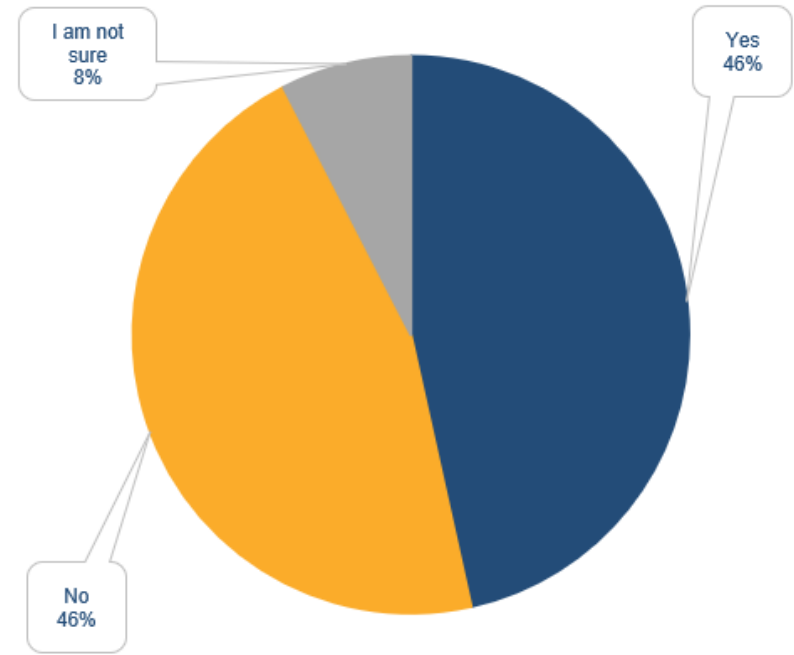
How Much Are Canadians Spending on Father's Day?

56.8% of Canadians who celebrate Father's, spend more than \$50.

46% of Canadians plan to celebrate Father's Day in 2024, compared to 64% in 2023

- 8% of Canadians in 2024 are not sure whether or not they will celebrate Father's Day. In 2023, 6.8% of Canadians were not sure if they would celebrate.

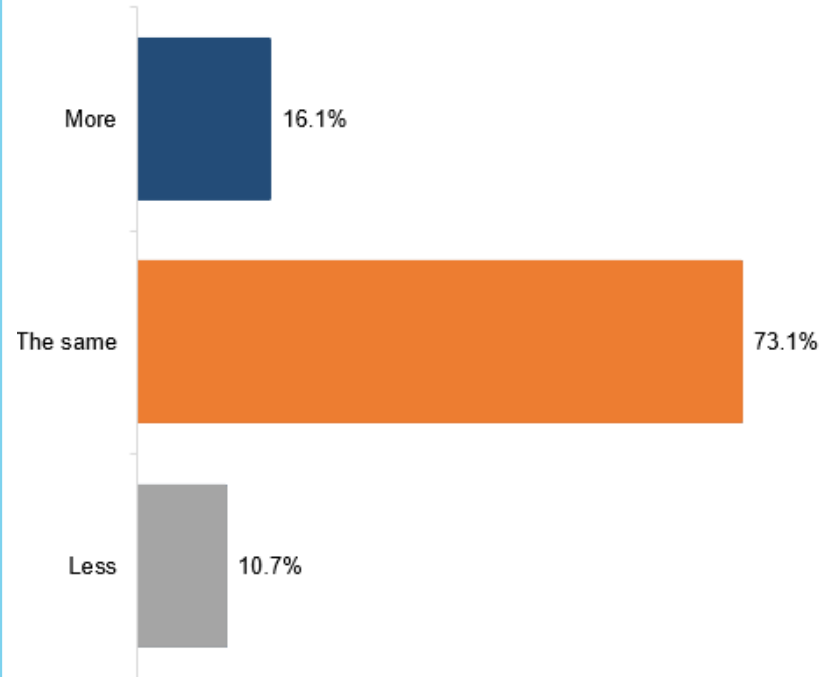
Do you normally do something special for Father's Day?



This year, 89.2% of Canadians who celebrate Father's Day, plan to spend the same or more as compared to last year

- 73.1% of Canadians expect to spend the same amount of money on celebrating Father's Day as they did last year.
- 16.1% of Canadians expect to spend more amount of money on celebrating Father's Day than they did last year, while the same number was 11.7% in 2023.

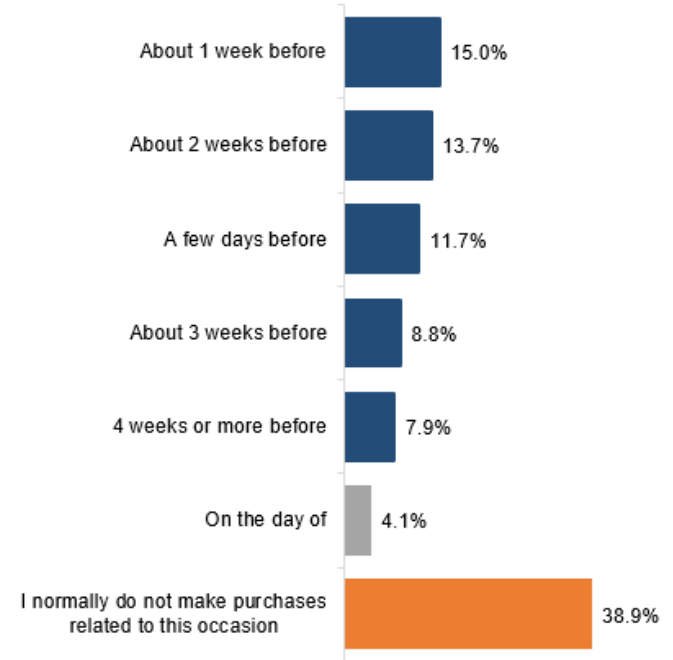
Would you expect to spend more or less on Father's Day this year compared to last year?



This year, 61.2% of Canadians plan to make purchases related to Father's Day, in 2023 this number was 63.4%

- The largest group (15.0%) makes purchases about 1 week before the holiday.
- 57.1% of Canadians will plan at least a week before Father's Day to make purchases.
- The number of people planning to make same-day purchases on Father's Day has declined by 0.3% percentage points compared to 2023 with 4.4%.

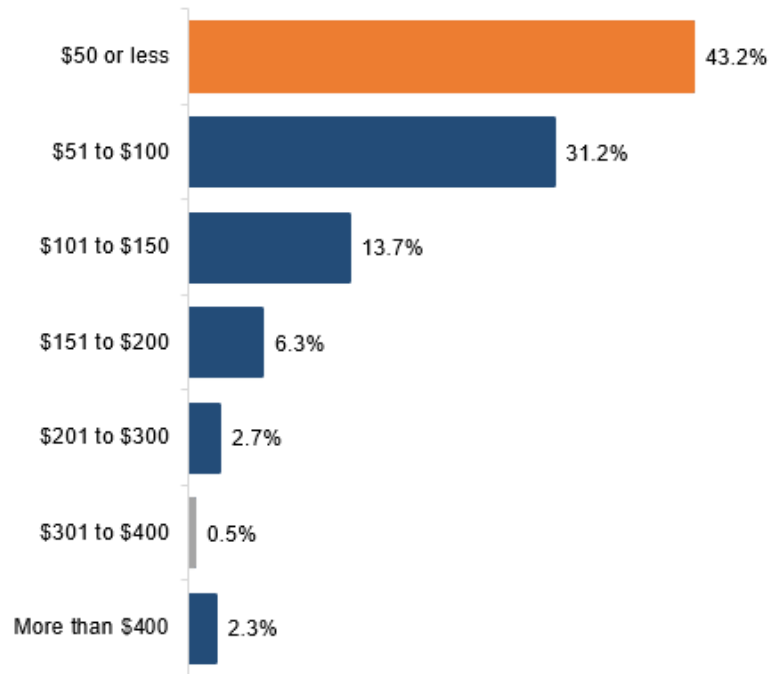
How far in advance do you make purchases related to Father's Day?



56.8% of Canadians who celebrate Father's Day, anticipate spending more than \$50

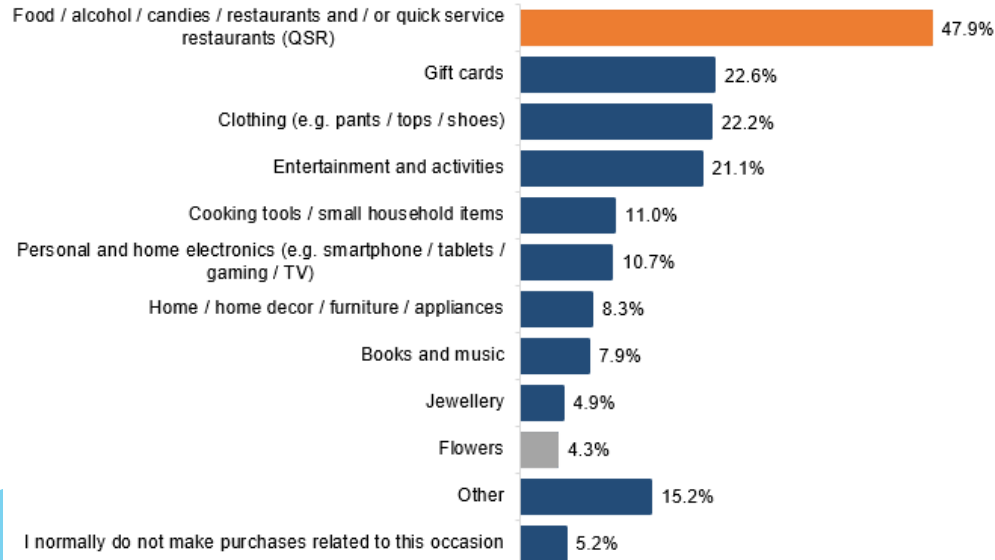
- 43.2% of Canadians anticipate spending \$50 or less on Father's Day.
- This is followed by 31.2% of Canadians who anticipate spending between \$51-\$100, and 13.7% between \$101-\$150 on Father's Day.
- The number of people planning on spending less than \$50 has declined by 8.1 percentage points compared to 51.3% in 2023.

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



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

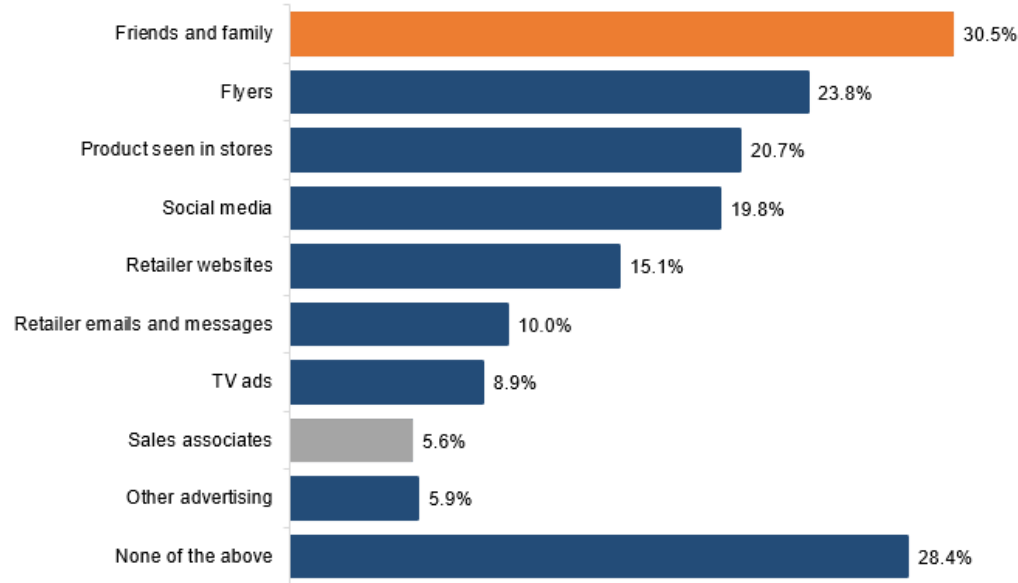
Which of the following do you spend money on as gifts or as items specifically associated with Father's Day?



For those celebrating Father's Day, top spending categories include Food/alcohol/candies/restaurants (47.9%), next is Gift cards (22.6%), and Clothing (22.2%), respectively.

30.5% of Canadians take their inspiration from Friends and Family for Father's Day purchases

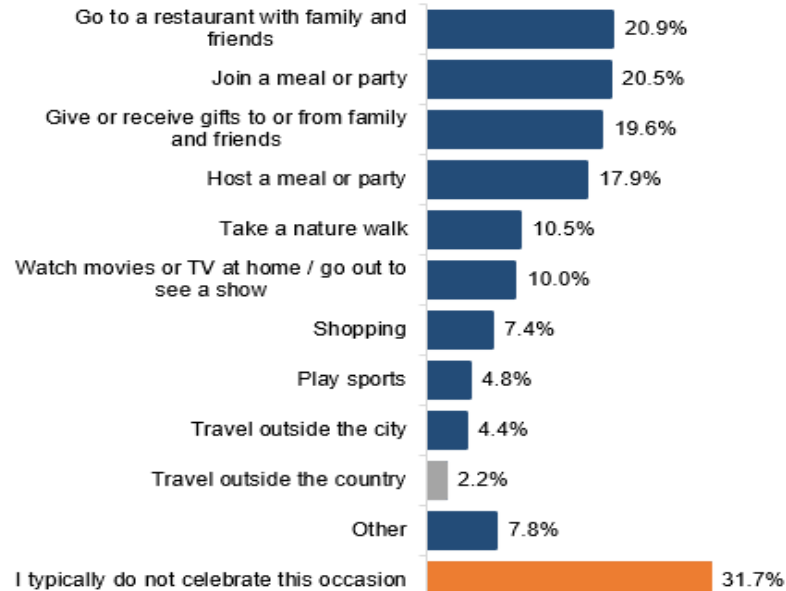
Where do you look for inspiration for your Father's Day purchases?



For those celebrating Father's Day, the top three influences for purchases are from Family and Friends, (30.5%), followed by Flyers (23.8%), and Products seen in stores (20.7%).

This year, 20.9% of Canadians will be going to a restaurant with family and friends on Father's Day

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

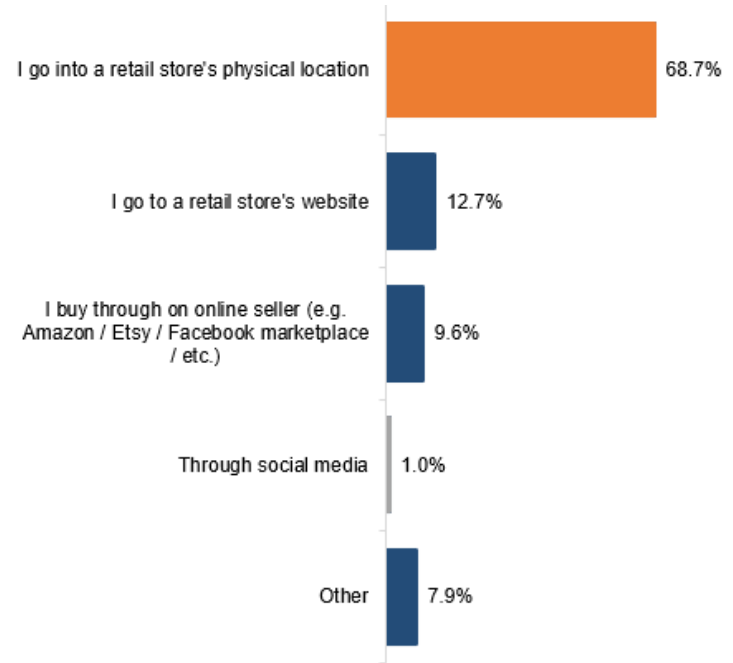


The top three activities Canadians normally do during Mother's Day include: Going to a restaurant with family and friends (20.9%), Joining a meal or party (20.5%), and Giving or receiving gifts (26.6%), respectively.

68.7 % of Canadians shop in person at retail stores for Father's Day products

- Around 12.7% of Canadians go to a retail store's website.
- Around 10% buy through online sellers.
- 7.9% of Canadians purchase something for Father's Day using other means.

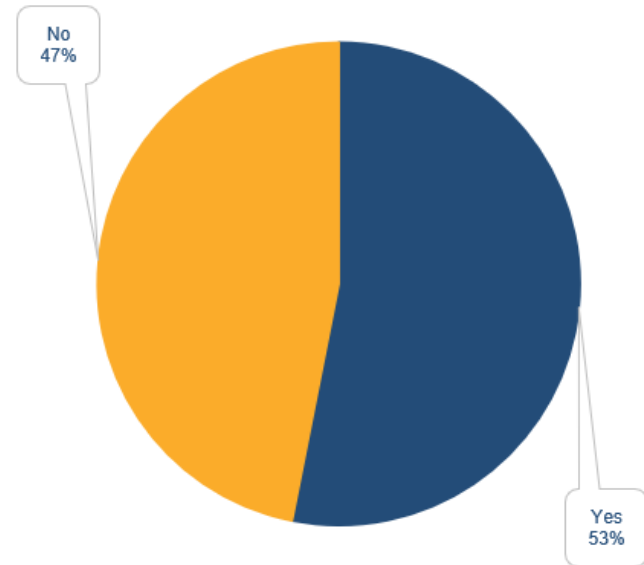
How do you usually make Most of your purchases for Father's Day?



53% of Canadians make dedicated trips for Father's Day products

- In 2023, 50% of Canadians tacked on Father's Day items to an existing shopping trip.

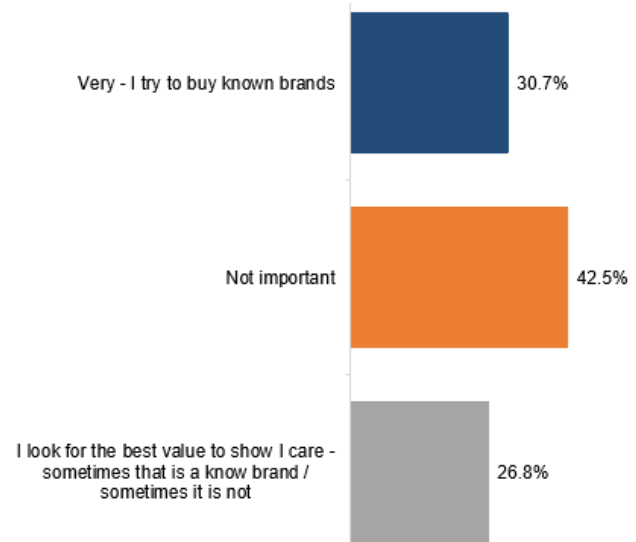
Do you normally make a dedicated trip to buy things for Father's Day?



31% of Canadians buy branded products to increase the significance of the gift for Father's Day

- 42.5% of Canadians don't consider it important to buy known brands for Father's Day celebrations.
- 26.8% of Canadians look for the best value purchase for Father's Day.

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





Let's talk insights.

Anuj Punni

Manager Insights Solutions, Sales

anuj.punni@caddle.ca