



Mother's Day 2025 Shopping in Canada Survey | National Consumer Research – Caddle & RCC

Mother's Day 2025: Budgets hold; in-store and local remain strong.



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

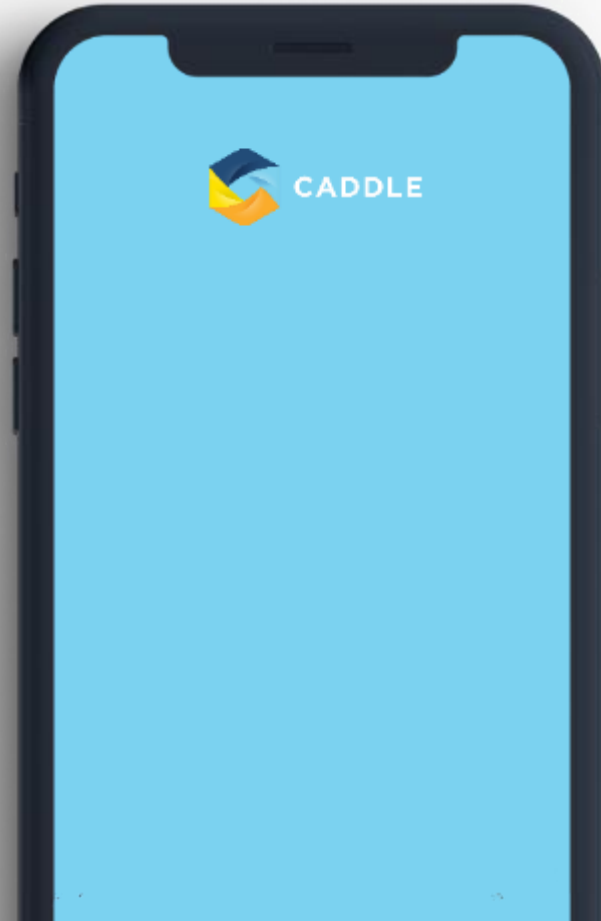


Methodology

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.

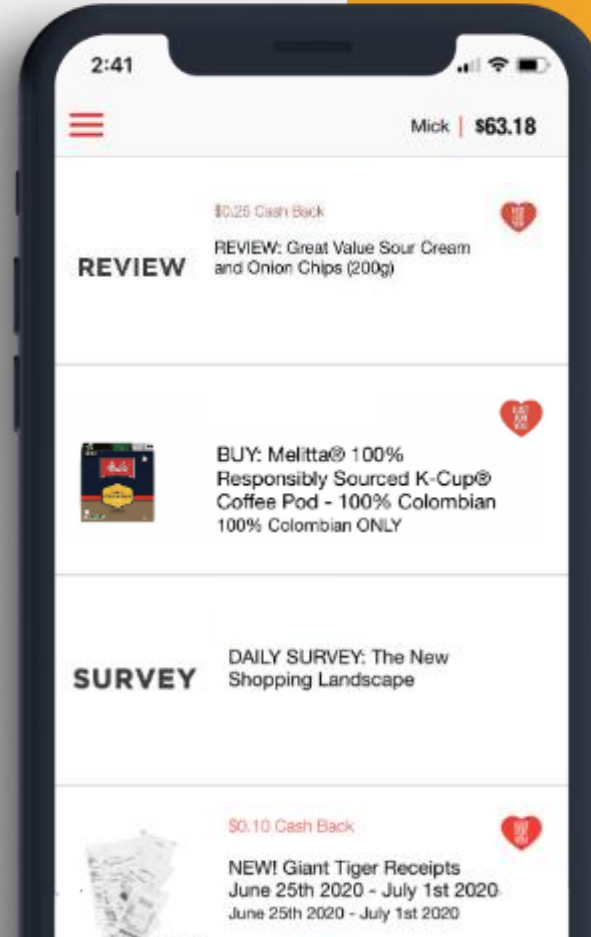
Surveys were conducted in March 2025 using Caddle's mobile platform and online panel amongst a representative randomized sample of $n=9,386$ and $n=9,411$ Canadian adults.

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.



Executive Summary: **Mother's Day spending holds steady, while price sensitivity softens**

Mother's Day participation continues to decline, with 55% of Canadians saying they plan to do something special — down 17 points since 2023, though the drop has slowed.

Most shoppers will spend the same as last year, with only 13% planning to increase their budgets — a slight dip compared to 2024.

Lower-spending brackets are shrinking, while those spending \$150+ are up from 9% in 2023 to 13% in 2025 — signaling a modest rebound in discretionary spending.

Executive Summary: **In-store influence and local sentiment shape Mother's Day behaviour**

In-store shopping remains dominant, with 75% planning to make their Mother's Day purchases in person. Online and hybrid channels remain secondary.

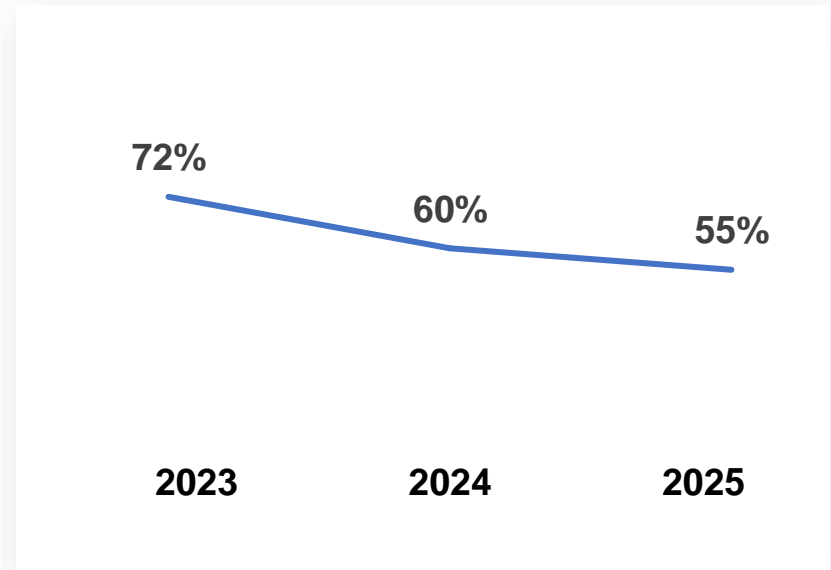
Shoppers buy close to the date, with most purchases made 1–2 weeks before the holiday — a clear window for promotional focus.

Nearly half plan to support local or independent retailers, with another 34% undecided. This sentiment is particularly strong among younger Canadians, who are also more likely to make a dedicated shopping trip.

Mother's Day participation continues to decline — but pace is slowing

- Just 55% of Canadians say they plan to do something special for Mother's Day in 2025 — down 5 points from last year, and 17 points from 2023.
- Mother's Day celebration is consistent across generations with Boomers' participation slightly lower (50%) compared to Gen Z (55%), Millennials (59%), and Gen X (56%).

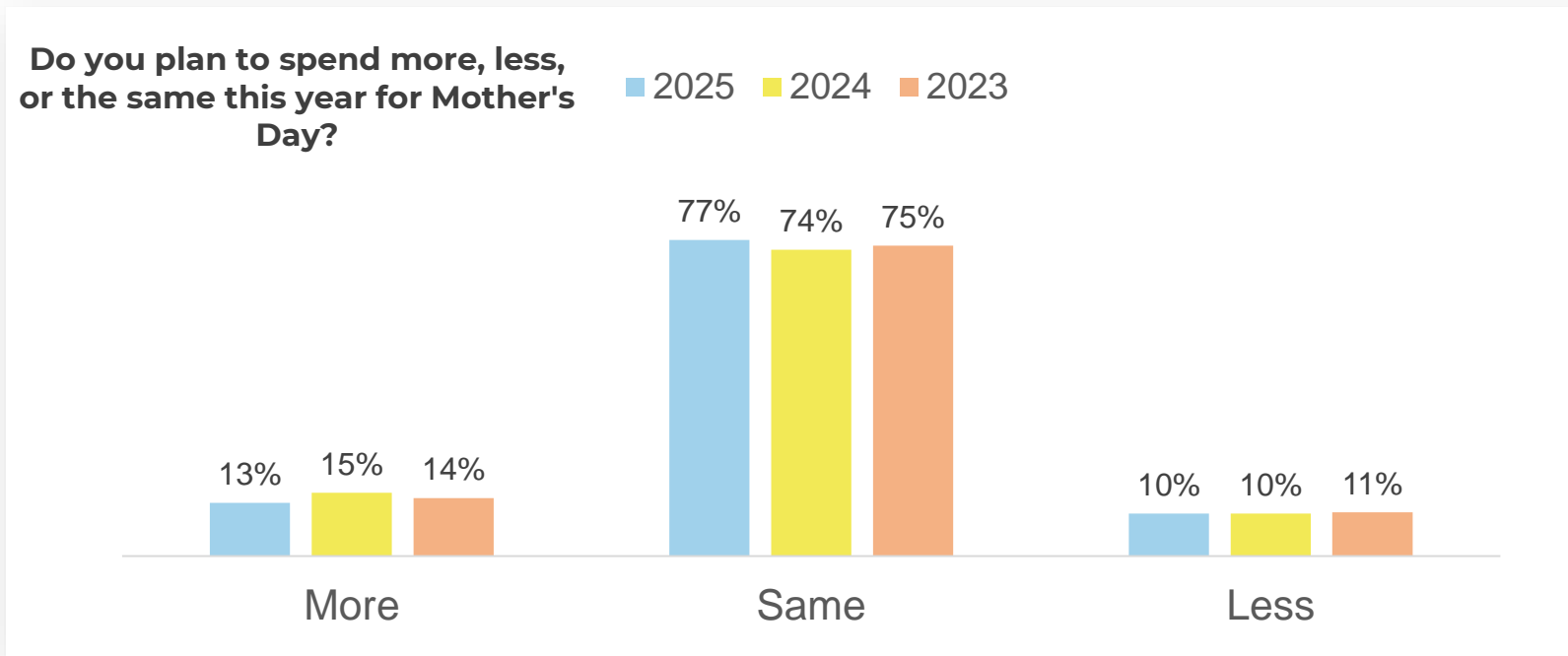
Do you normally do something special for Mother's Day?



Caddle Daily Survey March 2025 | n =9,386

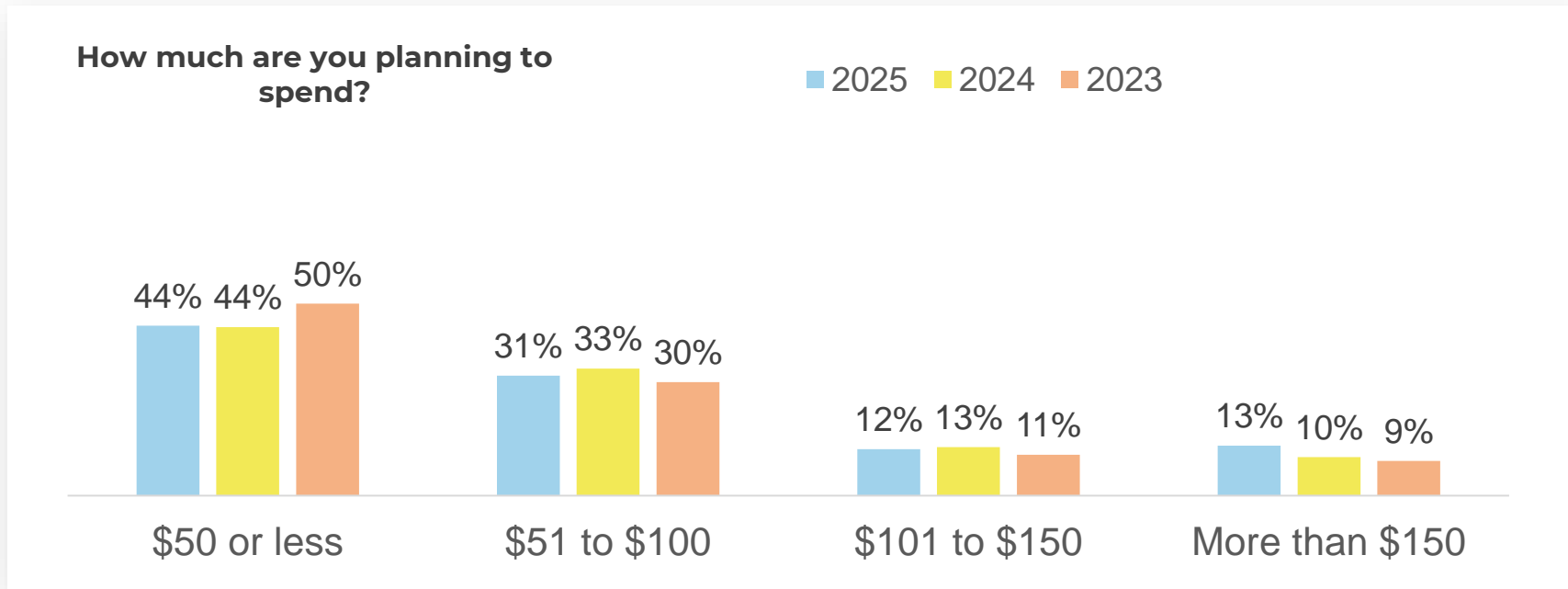
Fewer plan to spend more for Mother's Day – majority hold budgets steady

Most Canadians celebrating Mother's Day plan to spend the same in 2025 as they did last year. Only 13% expect to spend more — a slight decrease compared to 2024.



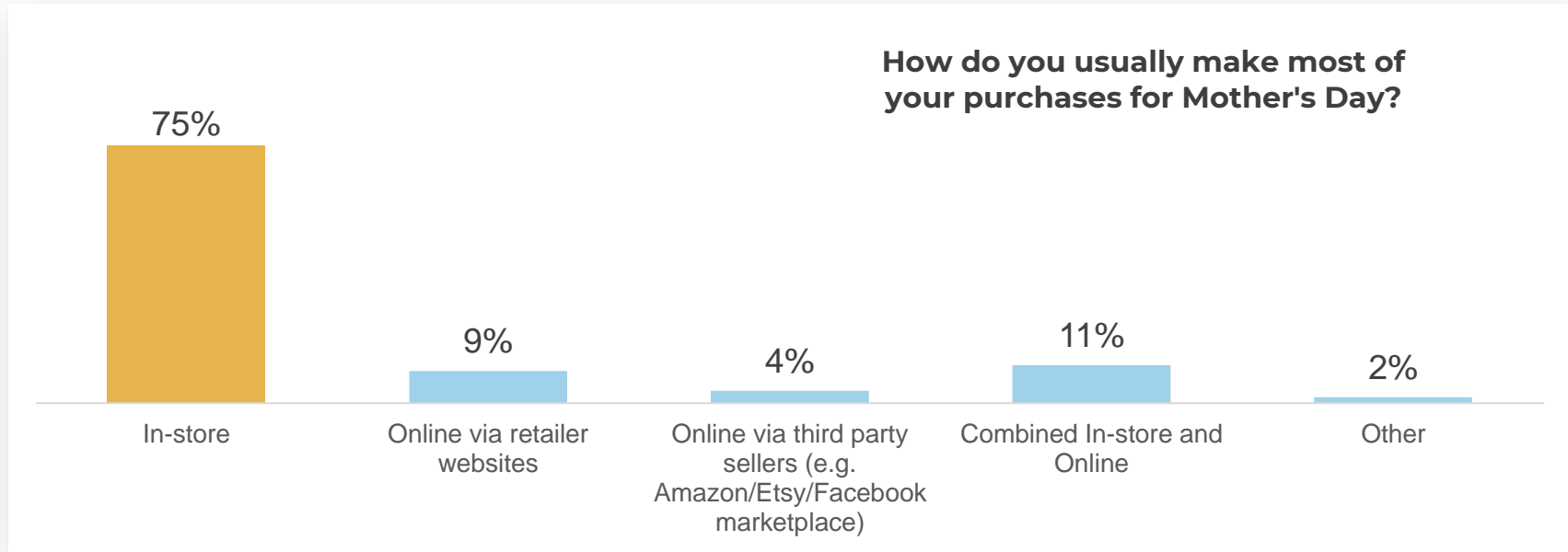
Spending slowly shifts higher for Mother's Day

The share of shoppers spending under \$50 has declined since 2023, while the percentage spending \$150 or more has risen from 9% to 13%. Small shifts suggest some recovery in discretionary spending.



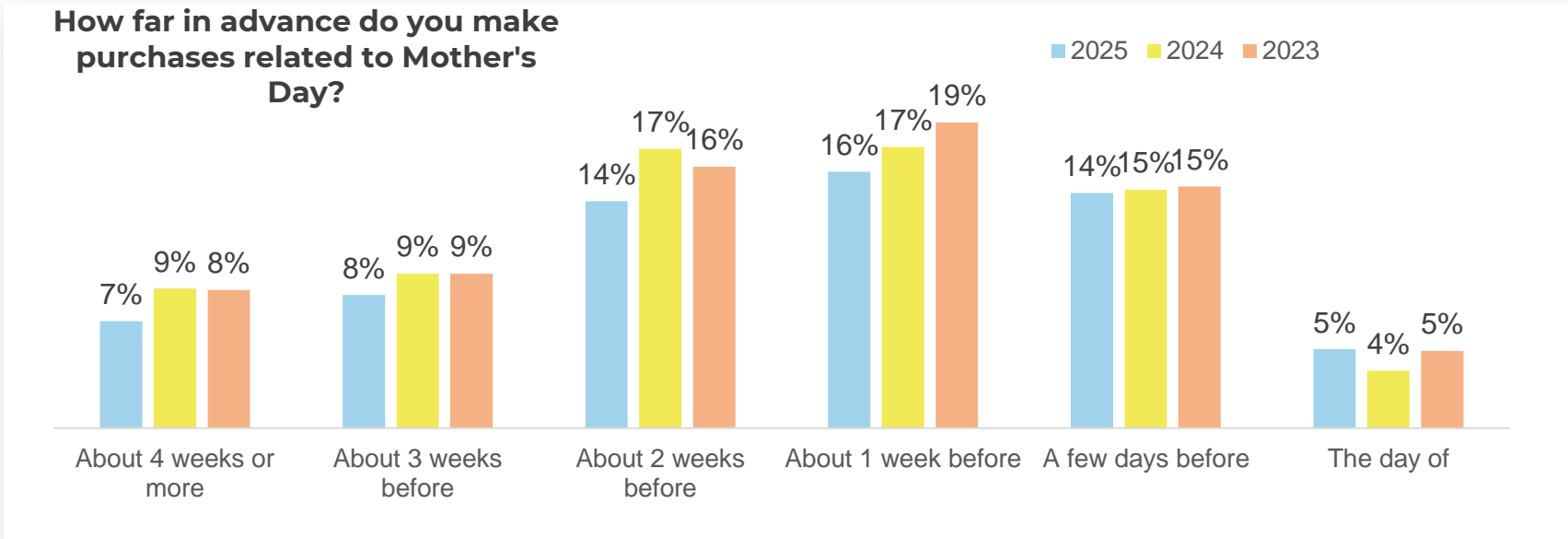
In-store continues to lead Mother's Day shopping

In 2025, 75% of Mother's Day shoppers plan to make most of their purchases in-store. Online and hybrid (in-store + online) channels remain secondary, reinforcing the importance of physical merchandising.



Mother's Day shopping peaks 1-2 weeks before the holiday

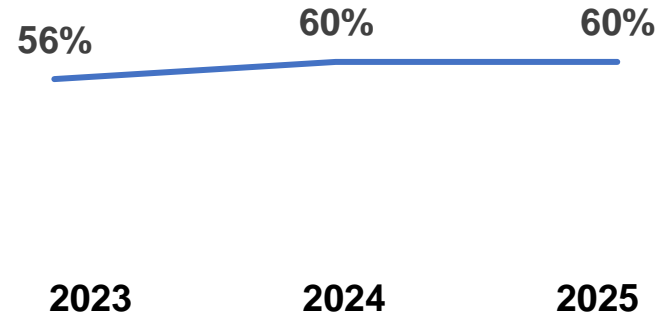
Most Mother's Day purchases are made within the two weeks leading up to the holiday, with peak timing at 1-2 weeks before. Retailers should align promotions and displays with this critical decision window.



Dedicated shopping trips steady – led by younger Canadians

- 60% of Canadians celebrating Mother's day plan a dedicated trip to shop for the holiday, up from 56% in 2023.
- Younger shoppers are driving this trend, with Gen Z and Millennials both at 63%, compared to just 53% among Boomers.

Do you normally make a dedicated trip to a store to buy things for Mother's Day? (Yes%)



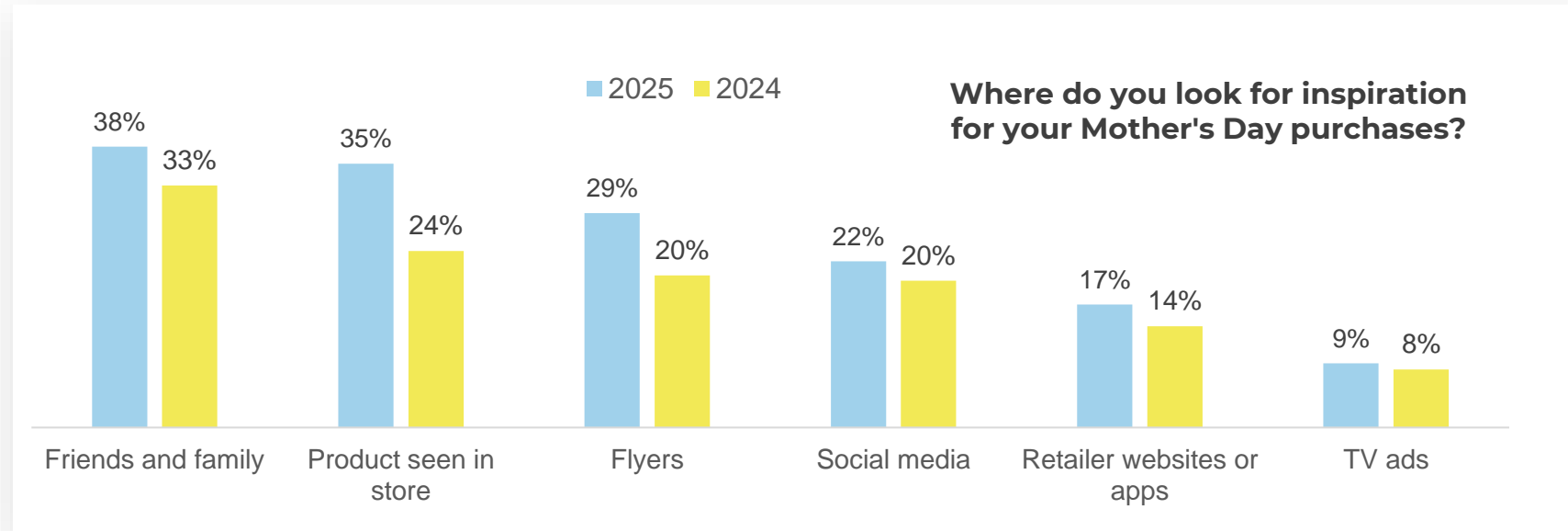
Local sentiment stays strong ahead of Mother's Day 2025

48% of Canadians say they plan to support local or independent retailers for Mother's Day shopping. With another 34% unsure, there's still room to influence decisions through community-focused messaging and local branding.



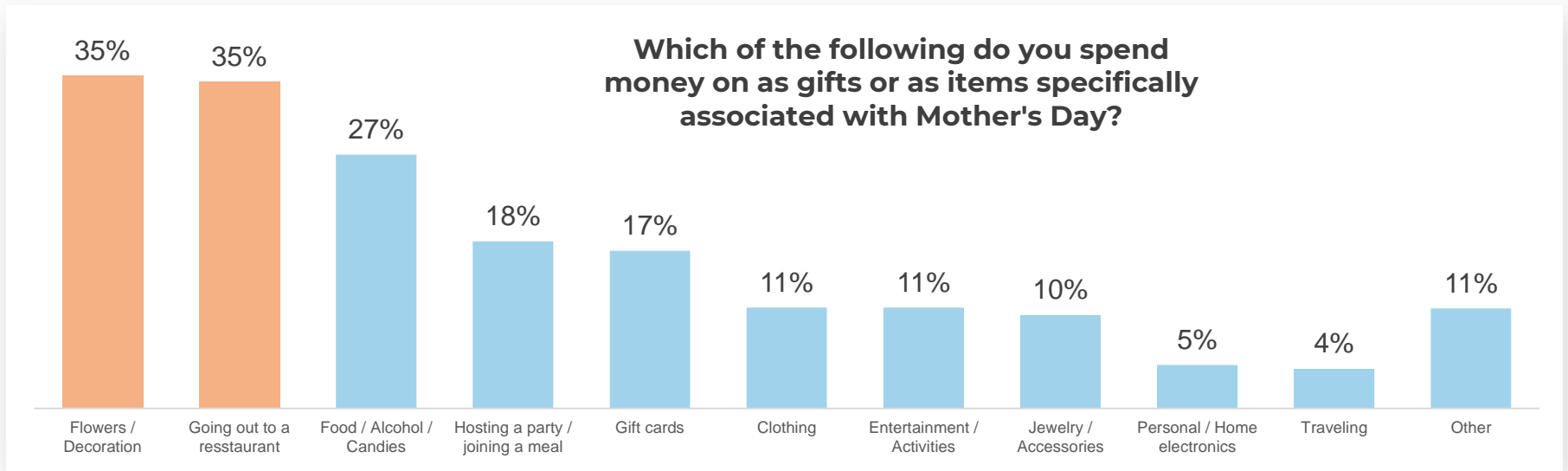
Personal and in-store influence still lead Mother's Day shopping inspiration

Friends and family are the top source of inspiration for Mother's Day purchases in 2025, followed closely by in-store displays and flyers. While digital channels are growing, physical and personal touchpoints remain most influential.



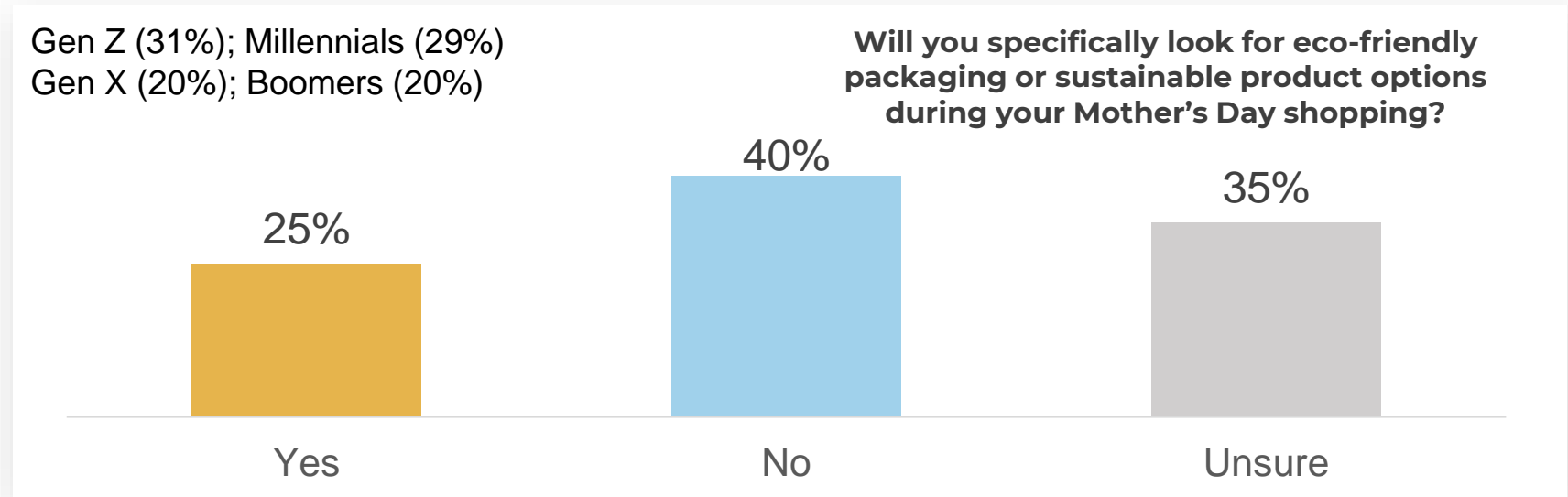
Mother's Day spending focuses on flowers, food, and experiences

Top spending categories for Mother's Day are flowers, dining out, and edible gifts — reinforcing the holiday's focus on appreciation through shared experiences and simple symbolic gestures.



Sustainability matters most to younger Mother's Day shoppers

25% of shoppers say they'll seek eco-friendly or sustainable options this Mother's Day — a trend driven by younger Canadians. Gen Z (31%) and Millennials (29%) are significantly more likely to prioritize sustainability compared to Gen X and Boomers (both 20%).





Let's talk insights.

Anuj Punni

Manager Insights Solutions, Sales

anuj.punni@caddle.ca