

Mother's Day Spending Projected to Set Record High

Retail Association of Nevada Estimates Spending to Reach \$392 Million

The most important women in our lives will be celebrated this weekend as retailers in the Silver State prepare flowers, jewelry and clothes for the mothers across the state. The Retail Association of Nevada (RAN) estimates Mother's Day spending in the state will reach a record \$392.1 million.

Nevadans will spend the most on jewelry this year, with total spending of an estimated at \$81.6 million. A special outing (\$72.7 million), gift cards (\$41.2 million), flowers (\$40.5 million) and clothing and accessories (\$36.1 million) round out the top five spending categories.

"We all have special women to thank in our lives," said Bryan Wachter, Senior Vice President of RAN. "Millions of Nevadans will show their appreciation with the perfect gift or celebratory experience to make sure they know just how much they mean to us."

The latest estimates are based on a recent survey from the National Retail Federation (NRF), which projected consumers nationwide will spend an average of \$196.47 on flowers, cards, jewelry and other gifts to celebrate Mother's Day. There was a slight decrease in the share of Mother's Day celebrants, but an increase in per-consumer spending helped push total 2019 spending to a record level of \$25.0 billion.

According to the NRF, greeting cards are expected to be the most popular gift this Mother's Day, with 75.0 percent of celebrants nationwide planning to spend \$843.0 million on a special card. Other popular gift items include flowers (67.0 percent) with \$2.6 billion in spending, a special outing (55.0 percent) with \$4.6 billion, gift cards (45.0 percent) with \$2.6 billion and clothing and accessories (38.0 percent) with \$2.3 billion in spending across the U.S.

If you're struggling to shop for a Mother's Day gift, you are not alone. Retailers can be a good place to get ideas from as 29.0 percent of celebrants noted that they often look to retailers for Mother's Day gift inspiration. During the shopping process, 44.0 percent of buyers noted that the most important part of their Mother's Day gift was finding one that's unique or different. Additionally, buyers noted other important shopping criteria such as finding a gift that creates a special memory (39.0 percent), finding a gift that's convenient for me (24.0 percent) and finding a gift that's cheaper or most cost effective (16.0 percent).

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Mission Statement:

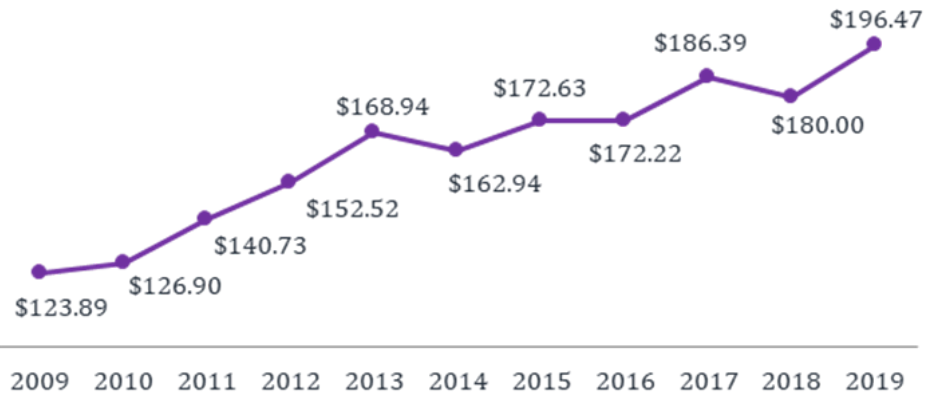
Our Mission is to strengthen the business environment for Nevada Retailers and Associates by providing a government relationship program which supports retail industry needs through effective lobbying at federal, state and local levels.

Looking out for Business

At RAN we make it our business to support and protect your business. From monitoring local, county, state and some federal issues, RAN is there to inform you on the events that can have a real impact to your business.

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Historical Average Mother's Day Spending



About The Author

Applied Analysis, founded in 1997, is a Nevada-based advisory services firm providing information and analyses for both the public and private sectors.



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