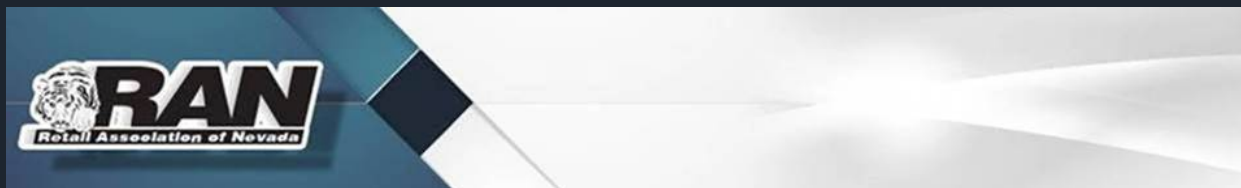


## RETAIL ASSOCIATION OF NEVADA



### Father's Day Sales to Reach Record High \$250 Million in Nevada in 2019

#### Nationwide Spending Expected to Near \$16 billion

Dads across Nevada will be celebrated this week as their family members prepare for Father's Day. In the Silver State, consumers are projected to spend a record \$250.6 million on cards, books, electronics, tools and other dad-centric gifts, according to the Retail Association of Nevada (RAN). Nationwide spending this Father's Day is projected to reach \$15.9 billion, with 75.9 percent of Americans celebrating and spending an average of \$138.97, according to a recent survey by the National Retail Federation (NRF).

"Nevada consumer confidence continues to hold strong into the summer as spending is poised to set another holiday spending record," said Bryan Wachter, Senior Vice President of RAN. "At this point, increasing tariffs have yet to cause a decline in consumer spending in Nevada."

According to the NRF, the most popular gifts this Father's Day will be greeting cards (61.7 percent), special outings (46.8 percent), clothing (46.0 percent), gift cards (43.0 percent) and books or CDs (21.5 percent). Other gifts on shopping lists include personal care items (20.5 percent), consumer electronics (20.4 percent), tools and appliances (17.6 percent), miscellaneous gifts (16.6 percent), home improvement supplies (16.5 percent), sporting goods or leisure items (16.3 percent) and automotive accessories (15.7 percent).

Spending on special outings, such as family meals or game tickets, is expected to reach \$3.3 billion nationwide, making it the top-grossing gift category, according to NRF estimates. U.S. consumers will also spend \$2.5 billion on clothing, \$2.3 billion on gift cards and \$1.8 billion on consumer electronics such as laptops. Home improvement supplies (\$927 million), personal care items (\$905 million), tools and appliances (\$863 million), greeting cards (\$830 million), sporting goods (\$822 million) are also expected to sell in high volumes. Automotive accessories (\$708 million), books or CDs (\$588 million) and miscellaneous items (\$392 million) round out the shopping lists.

### For more information, contact:

Bryan Wachter  
(775) 771-8969



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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.*

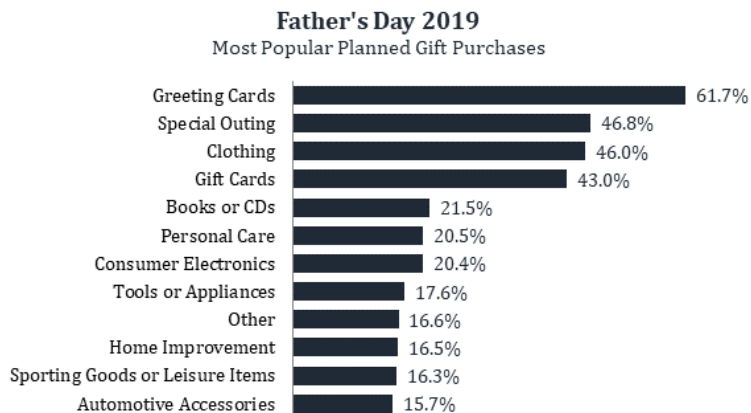
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#### **Looking out for Business**

At RAN we make it our business to support and protect your business. From monitoring local,

Shoppers searching for the right gift this Father’s Day will visit a variety of retailers. Department stores (39.0 percent) remain the most popular shopping destination, followed by online stores (34.0 percent). Discount stores (24.0 percent), specialty stores (23.0 percent), specialty clothing stores (11.0 percent) and catalogs (2.0 percent) will each be visited when looking for the perfect gift for dad.

Every consumer has a different set of criteria when shopping for a gift. When it comes to picking out the perfect gift for dad, 45 percent of consumers noted it was important to find a gift that is unique and different. Other popular responses included finding a gift that creates a special memory (35 percent), finding a gift that is convenient for me (24 percent), finding a gift that is cheaper or most cost effective (17 percent) and other (10 percent).



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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**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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Phone: (775) 882-1700  
Toll Free: (800) 690-5959  
Fax: (775) 882-1713  
410 South Minnesota Street,  
Carson City, Nevada 89703