



**Father's Day Sales Projected to Set Record High of \$268 Million in Nevada
Nationwide Spending Expected to Reach \$17 Billion**

This weekend is all about the dads, as retailers and consumers alike are gearing up for Father's Day 2020. In Nevada, consumers are projected to spend a record \$268.4 million on clothes, tools, sporting goods, automotive accessories to show the fathers in their lives how much they mean, according to the Retail Association of Nevada (RAN). Shopping across America for this Father's Day is expected to reach \$17.0 billion, with 75.0 percent of Americans celebrating and spending an average of \$148.58, according to a recent survey by the National Retail Federation (NRF).

"Father's Day this year will be different this year as many celebrations may be taking place virtually," said Bryan Wachter, Senior Vice President of RAN. "Despite the physical separation, the spirit of celebrating loved ones is strong right now, and the Nevada retail sector will make a strong showing for Father's Day 2020."

Both total spending and per-person spending were up more than 6 percent compared to a year ago, an effect of recent federal stimulus payments and other government programs that have infused American households with additional income. The latest federal data show disposable personal income increased by 14.4 percent compared to the year prior, the largest one-month gain since 1975.

According to the NRF, the most popular gifts this Father's Day will be greeting cards (59.0 percent), clothing (46.0 percent), gift cards (44.0 percent), a special outing (41.0 percent) and personal care (25.0 percent). Other gifts on shopping lists include books or cd's (24.0 percent), consumer electronics (23.0 percent), home improvement supplies (21.0 percent), tools or appliances (21.0 percent), sporting goods or leisure items (20.0 percent), automotive accessories (19.0 percent) and other miscellaneous goods (19.0 percent).

Spending on special outings, such as a day at Lake Mead or a dinner on the town, is expected to reach \$44.3 million in Nevada, making it the top-grossing gift category, according to NRF estimates. Due to the recent COVID-19 pandemic and the social distancing practices in place, spending on special outings dropped 15.5 percent from last year, however, spending across other categories is projected to rise. Nevada consumers will spend \$40.7 million on clothing, \$37.6 million on gift cards and \$31.3 billion on consumer electronics such as televisions. Home improvement supplies (\$19.3 million), personal care items (\$18.2 million), tools and appliances (\$17.4 million), sporting goods (\$15.6 billion), automotive accessories (\$13.1 million) are also expected to sell in high volumes. Greeting cards (\$13.0 million), books or CDs (\$10.8 million) and miscellaneous items (\$7.2 million) round out the shopping lists.

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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

When it comes time to go out shopping for dad's gift, 41 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 (36 percent), finding a gift that is convenient for me (26 percent), finding a gift that is cheaper or most cost effective (18 percent) and other (11 percent).

Online retailers are expected to be a popular destination for Father's Day shopping. Given social distancing protocols and online shopping trends throughout the COVID-19 pandemic, online retail sales have gained in popularity. In March 2020, taxable retail sales for non-store retailers in Nevada reached \$301.8 million, a 111.6 percent increase from the same period last year. Additionally, non-store retail sales were up 74.2 percent on the year on a trailing 12-month basis.

Average Spending on Father's Day



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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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