



**FOR IMMEDIATE RELEASE**

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### **Mother's Day Spending to See a Rebound in 2021 Spending in Nevada to Approach \$448 Million**

Spouses and children alike will be shopping at retailers across the Silver State for flowers, jewelry and clothes that show the special women in our lives just how much they mean.

The Retail Association of Nevada (RAN) estimates Mother's Day spending in the state will reach a record \$447.7 million. The spending estimates are based on a recent survey by the National Retail Federation (NRF), which found that 83.0 percent of consumers nationwide plan to celebrate the special day this year. According to the NRF, celebrants will spend an average of \$220.48 on flowers, cards, jewelry and other gifts. With COVID-19 vaccination rates rising, confirmed cases dropping and household incomes boosted by a new round of stimulus checks from the American Rescue Plan, U.S. consumer confidence is on the rise. As a result, Mother's Day spending nationwide is expected to reach a new high of \$28.1 billion.

"Last year's spring and summer celebrations were cut short by the pandemic, and with many Nevadans being fully vaccinated, Mother's Day 2021 could mark the first time some families will be getting together with extended relatives since the onset of the COVID-19 pandemic," said Bryan Wachter, Senior Vice President of RAN. "We are seeing consumer confidence growing every day, and retailers are preparing for spring and summer celebrations to begin to reach pre-pandemic levels."

Greeting cards are the most popular gift for mom this year, with 72.0 percent of survey respondents planning to spend a total \$14.8 million in Nevada. Flowers are also a popular gift this year (68.0 percent), with over \$42.3 million expected to be spent. Other popular gifts are a special outing (49.0 percent), gift cards (47.0 percent) and clothing and accessories (40.0 percent), with consumers statewide expected to spend \$66.0 million, \$44.5 million and \$42.4 million, respectively. Jewelry (35.0 percent), housewares (26.0 percent), personal services (25.0 percent), books or CDs (23.0 percent), and consumer electronics (20.0 percent) round out the top 10 gifts for Mother's Day.

In terms of total dollars spent, the top gift is jewelry with \$97.0 million expected to be spent in the Silver State. Other high-spending gift categories include special outings (\$66.0 million), consumer electronics (\$53.0 million), gift cards (\$44.5 million) and clothing and accessories (\$42.4 million).

### Historical Average Mother's Day Spending



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