



**FOR IMMEDIATE RELEASE**

June 10, 2021

**Contact: Bryan Wachter**

Senior Vice President of  
Government and Public Affairs

(775) 771-8969 | [Bryan@RANNV.org](mailto:Bryan@RANNV.org)

**Father's Day Sales Projected to Set Record High of \$319 Million in Nevada  
Nationwide Spending Expected to Eclipse \$20 Billion**

Father's Day offers a time to reflect and appreciate all of the sacrifices the dads in our lives make. In Nevada, consumers across the state are projected to spend a record \$319.4 million on tools, electronics, clothes and other gifts, according to the Retail Association of Nevada (RAN). Shopping across the United States for this Father's Day is expected to reach \$20.1 billion, with 75.0 percent of Americans celebrating and spending an average of \$174.10, according to a recent survey by the National Retail Federation (NRF).

"We're excited to see growing consumer confidence as all social distancing restrictions have now ended in the Silver State," said Bryan Wachter, Senior Vice President of RAN. "Father's Day is continuing the trend of strong consumer spending that we expect to continue into the summer months and, hopefully, into the holiday season. The biggest challenge Nevada's retailers are now facing is finding employees to help accommodate this surge in demand."

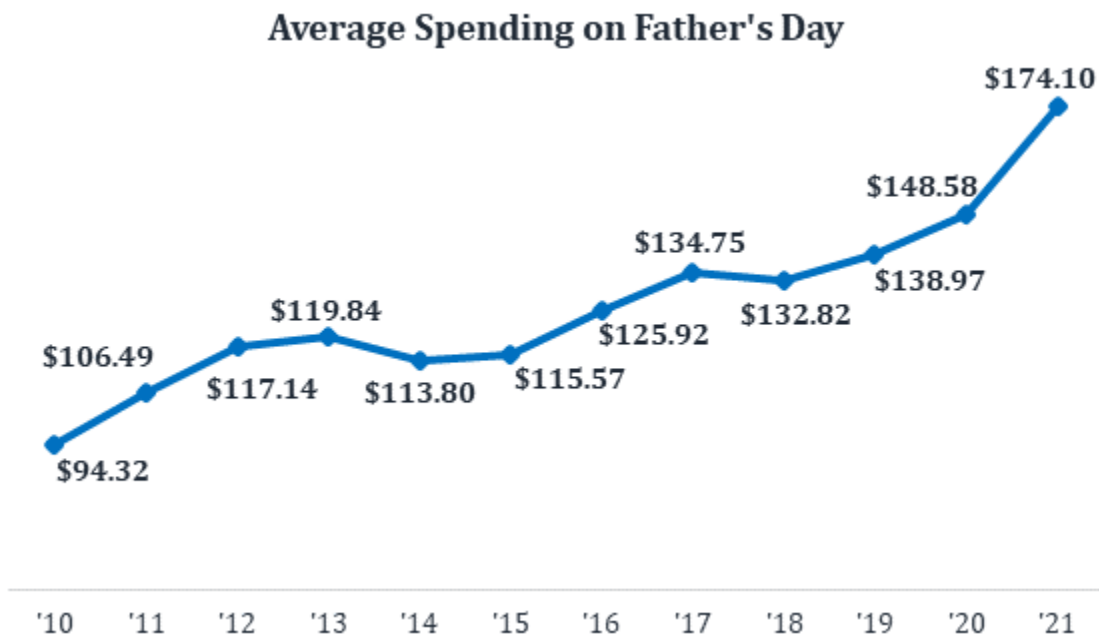
According to the NRF, the most popular gifts this Father's Day will be greeting cards (59.0 percent), clothing (46.0 percent), a special outing (46.0 percent), gift cards (45.0 percent) and personal care (28.0 percent). Other gifts on shopping lists include books or CDs (26.0 percent), consumer electronics (25.0 percent), home improvement supplies (24.0 percent), tools or appliances (24.0 percent), sporting goods or leisure items (22.0 percent), automotive accessories (22.0 percent) and miscellaneous goods (22.0 percent).

Spending on special outings, such as a dinner with the family, is expected to reach \$53.0 million in Nevada, making it the top-grossing gift category, according to NRF estimates. Shoppers in the Silver State will also spend \$47.5 million on clothing, \$39.6 million on gift cards and \$37.3 million on consumer electronics such as laptops. Home improvement supplies (\$23.7 million), personal care items (\$22.1 million), tools and appliances (\$21.2 million), sporting goods (\$18.6 million) and automotive accessories (\$16.7 million) are also expected to be popular purchases.

Greeting cards (\$14.0 million), books or CDs (\$12.4 million) and miscellaneous items (\$8.4 million) round out the top categories in terms of spending.

Shoppers searching for the right gift this Father's Day will visit a variety of retailers. Online stores (40.0 percent) are the most popular shopping destination for 2021. Department stores came in second with 33.0 percent of shoppers planning to visit, while specialty stores are expected to see 22.0 percent of shoppers as well.

Every customer has a different idea of what is important when it comes to picking out gifts for their loved ones. When it comes to Father's Day gifts, 45.0 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 (35.0 percent), finding a gift that is convenient for me (26.0 percent), finding a gift that is cheaper or most cost effective (18.0 percent) and other (9.0 percent).



###