

MarketingDaily

News Brief

Brand Keys: Mom Won't Get Fewer Flowers

Apr 20, 2009 03:00 PM

Market research firm Brand Keys says Mother's Day will remain strong despite the economy. The firm says consumers will spend an average of \$135.00 this year, down only 4% from last year. It says men will spend more than women, \$160 versus \$110.

The data is part of Brand Keys' Customer Loyalty Engagement Index, which polled 1,200 men and women 18-60 years of age, asking whether -- and how -- they were planning to celebrate Mother's Day. The Index said consumers will spend more on everything but jewelry and spa services.

"While average spend for Mother's Day is not significantly lower than last year, the effects of the economic downturn are showing up more in the types of retailers where consumers indicate they'll be shopping and some small cutbacks in more expensive gifts," says Robert Passikoff, CEO of the firm.

The beneficiaries of a tougher economy and more careful spending on the part of consumers are showing up most for discount stores (at which consumers say they will spend 30% over last year for Mother's Day) and department stores (up 10% over last year).

Passikoff says consumers' increasing favor for discounters is a halo effect from the past holiday shopping season. --*Karl Greenberg*