



Mother's Day 2022 Holiday Shopping in Canada Survey | National Consumer Research – Caddle & RCC

Almost 75% of Canadians make purchases specifically related to Mother's Day

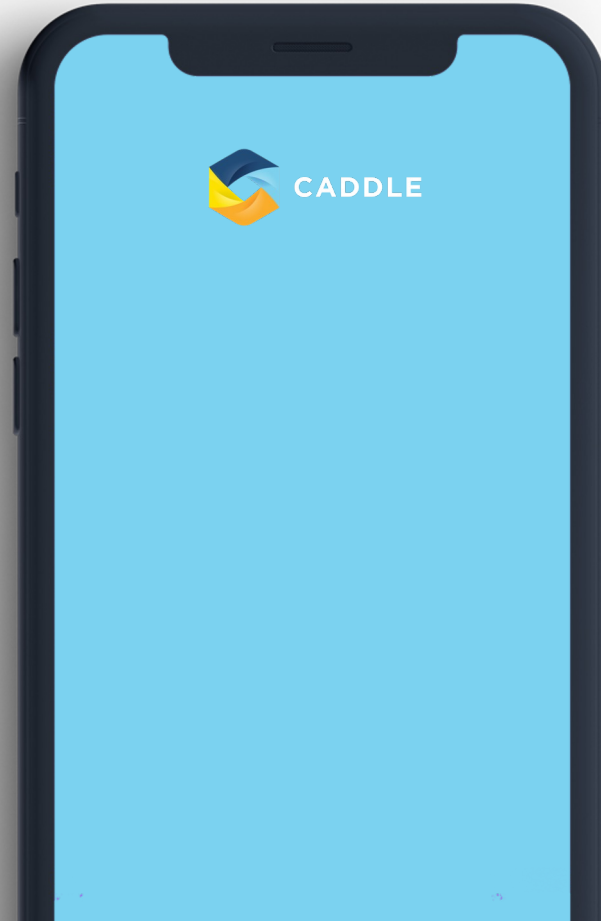


Make better decisions, faster, with access to rapid insights at every stage of the consumer journey



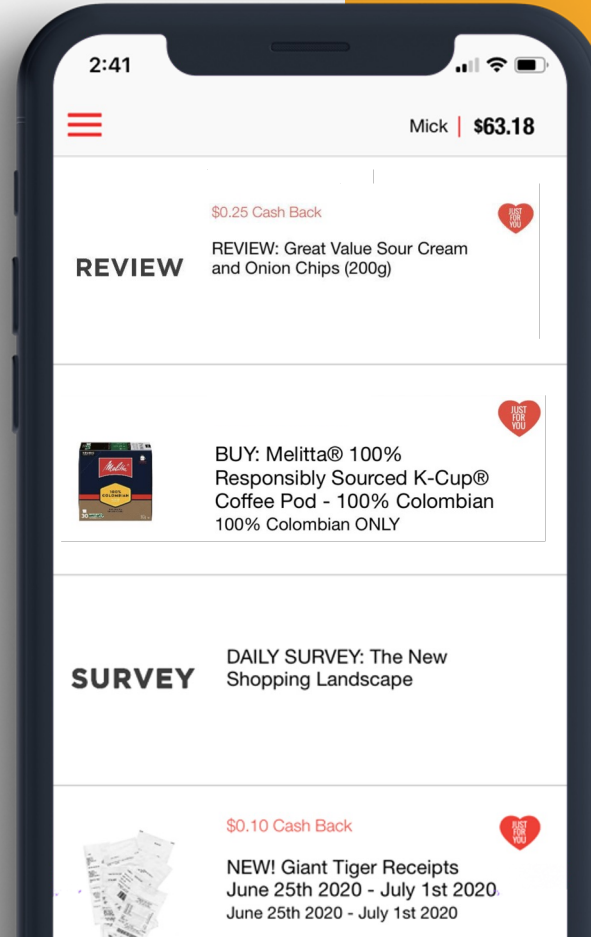
Methodology

Caddle, in partnership with Retail Council of Canada (RCC) surveyed Canadians from coast to coast to better understand consumers' shopping intentions around Mother's Day. Surveys were conducted in March, 2022 using Caddle's mobile platform and online panel amongst a representative randomized sample of n=9,440 and n=9,421 Canadian adults. All data presented is owned by Caddle and has a Margin of Error of 1% or lower. The survey was self-commissioned and paid for by Caddle, Inc.



AskCaddle®

Caddle® is the largest daily and monthly active panel in the Canadian market. Our mobile-first insights platform rewards Canadians for sharing data and engaging with brands.



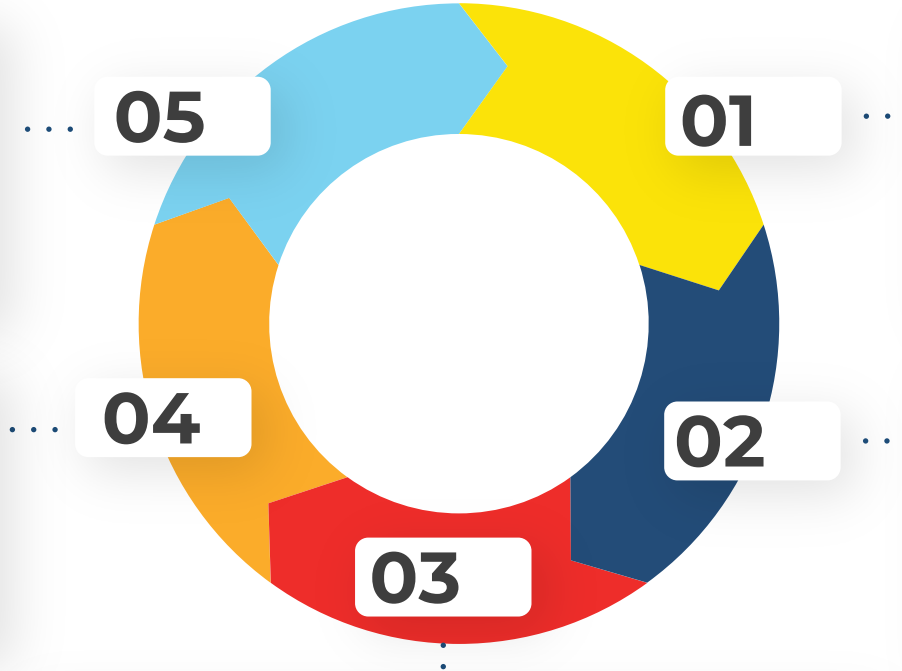
Key Findings on Mother's Day

Where Are Canadians Shopping for Mother's Day?

Food and Beverage retailers and big box retailers take biggest share of Canadian's wallets on Mother's Day

What Are Canadians Buying for Mother's Day?

Food, Drinks, and Eating Out is the No.1 spending category for Mother's Day



Who Celebrates Mother's Day?

About 3 in 4 Canadians celebrate Mother's day

How Many Make Purchases for Mother's day?

Almost 75% of Canadians make Mother's day purchases

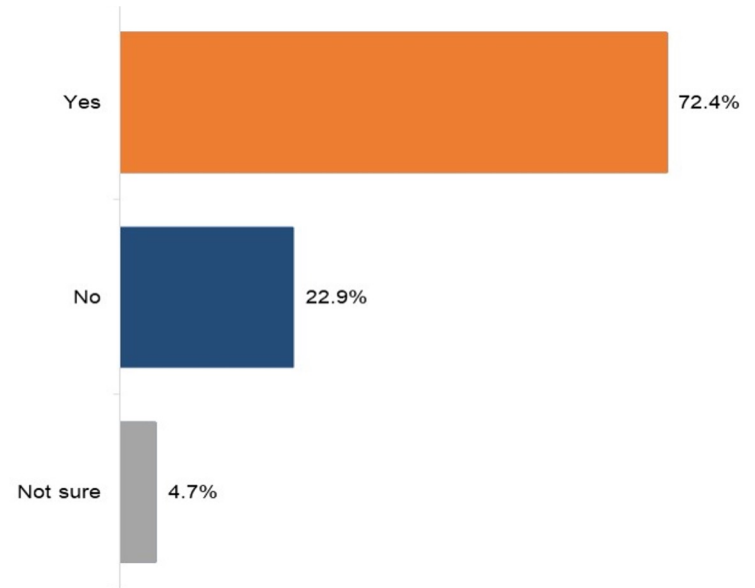
How Much are Canadians Spending on Mother's Day?

Compared to 2021, there is an increased expectation to spend by 2.9%, with over 1 in 2 Canadians who celebrate Mother's day spending \$50 or less

About 3 in 4 Canadians celebrate Mother's Day

- 72.4% of Canadians celebrate Mother's Day

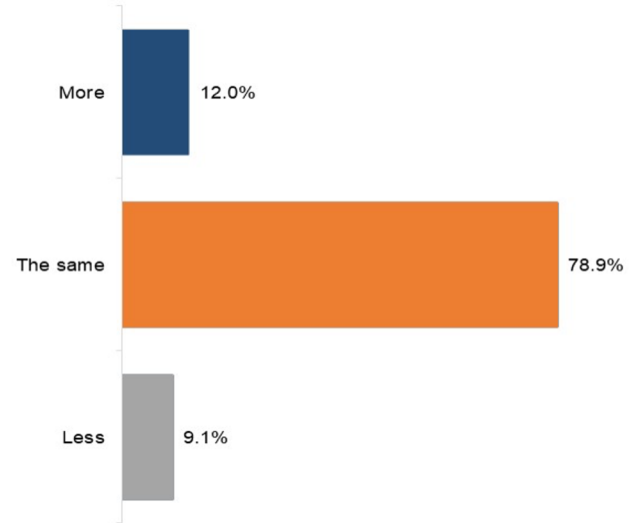
Do you normally celebrate Mother's Day?



For those who celebrate, majority of Canadians' spending habits on Mother's Day remain unchanged

- 78.9% of Canadians expect to spend the same amount of money on celebrating Mother's Day as they did last year
- Compared to last year, there is an increased expectation to spend by 2.9%

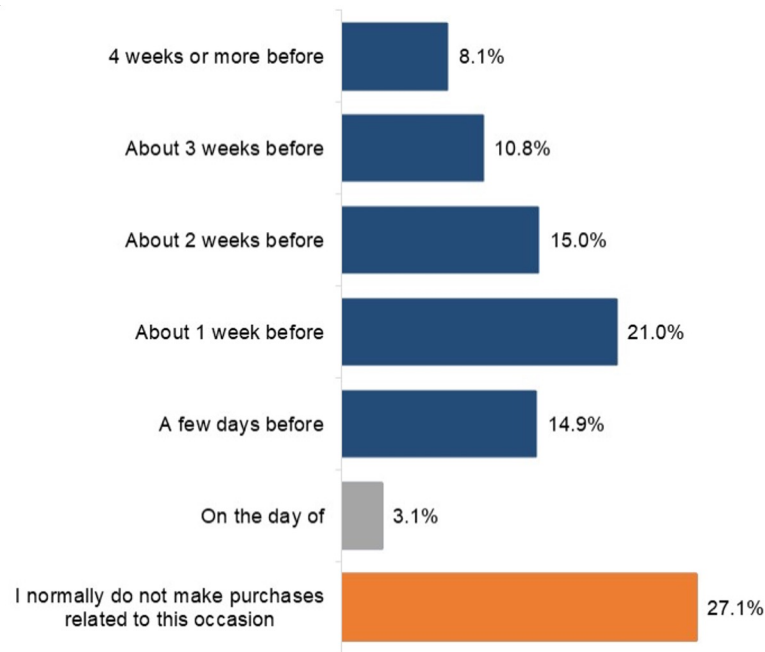
Would you expect to spend more or less for Mother's Day this year compared to last year?



Almost 75% of Canadians make purchases specifically related to Mother's Day

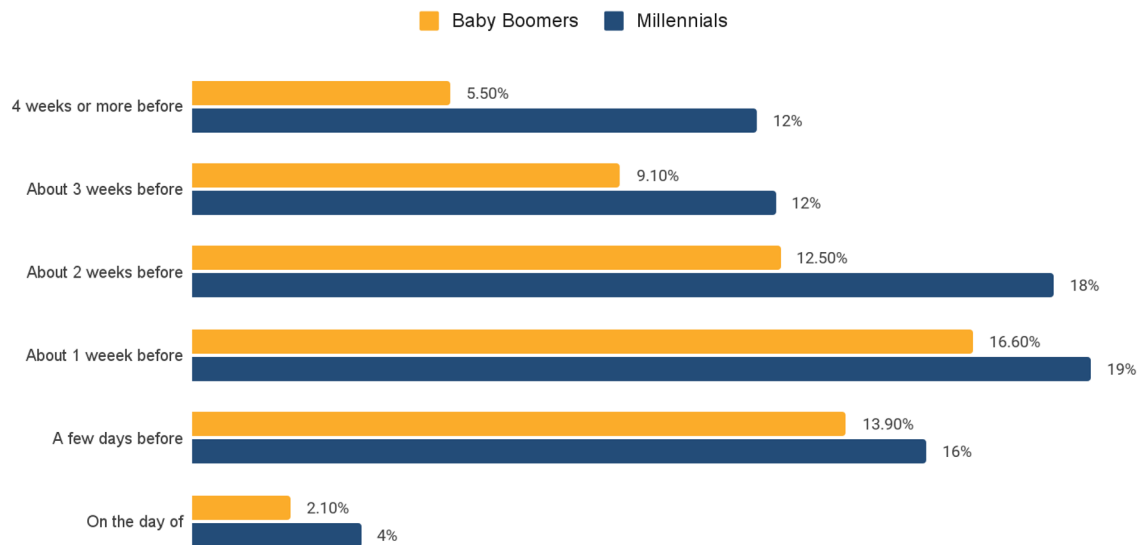
- The largest group (21%) make purchases about 1 week prior to the holiday
- The 2nd largest group (15%) make purchases about 2 weeks prior to the holiday
- 69.8% of Canadians will plan ahead at least a few days before the holiday to make purchases

How far in advance do you make purchases related to Mother's Day?



More Millennials are planners Compared to their Parents

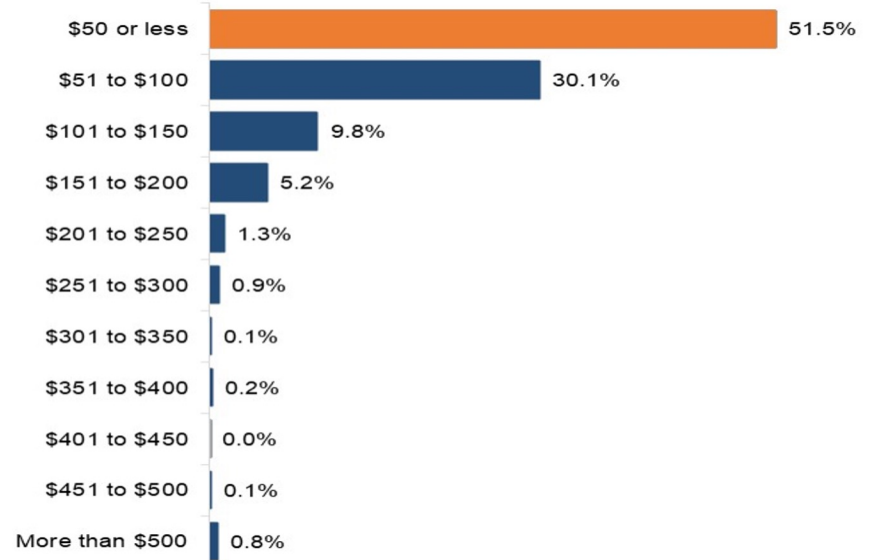
How far in advance do you make purchases related to Mother's Day?



Over 1 in 2 Canadians who celebrate Mother's Day spend \$50 or less on Mother's Day

- 51.5% of Canadians spend \$50 or less on Mother's Day
- This is followed by 30.1% of Canadians spending between \$51-\$100, and 9.8% spending between \$101-\$200

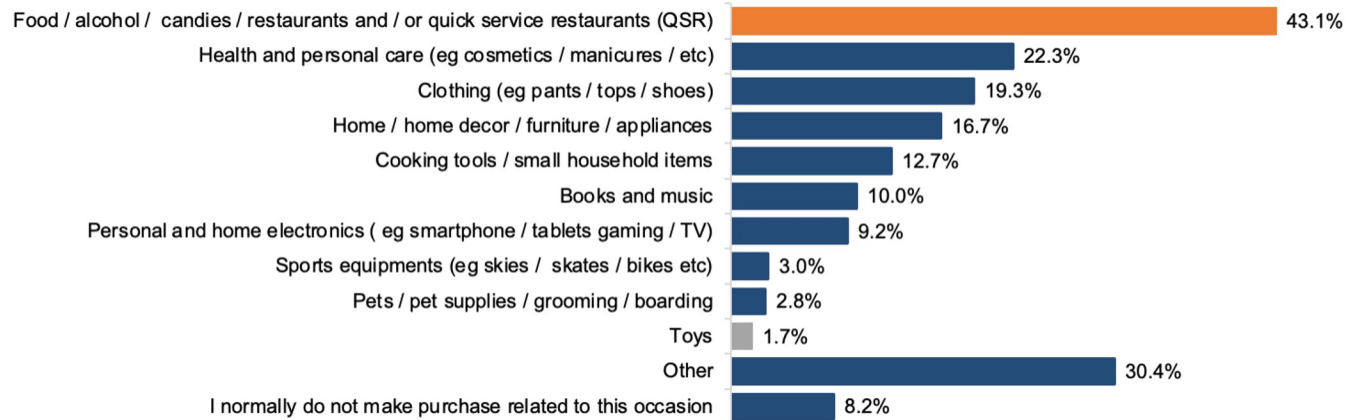
How much do you normally spend in total for Mother's Day?



Food, Drinks, and Eating Out is the No.1 spending category for Mother's Day

Which of the following do you spend money on as gifts or as items specifically associated with Mother's Day?

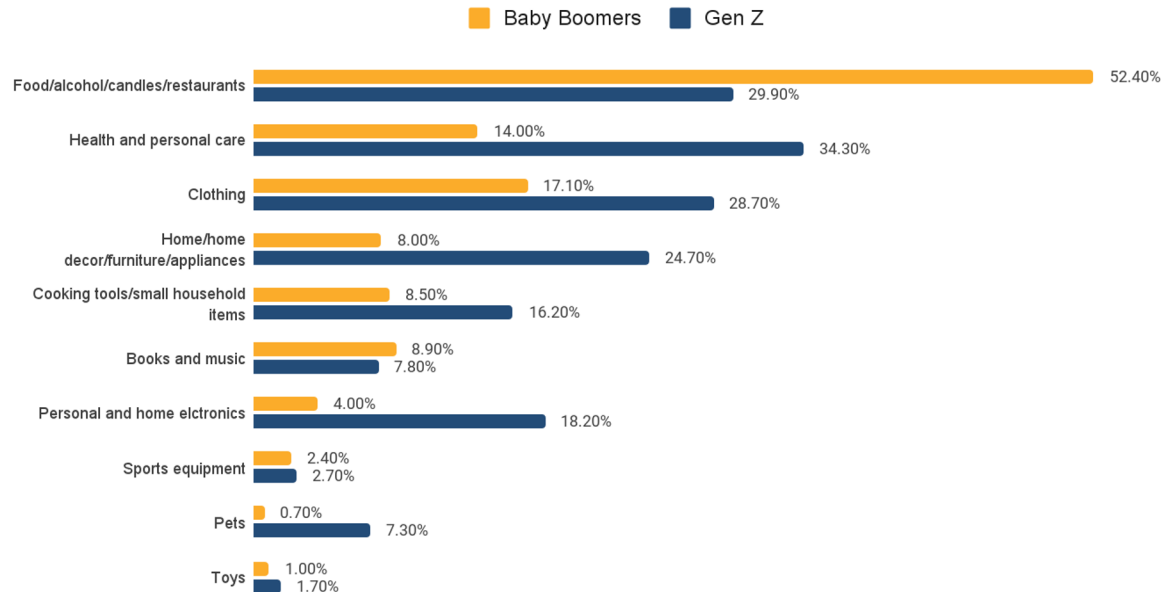
(Select all that apply)



For those celebrating Mother's Day, top spending categories include Food/alcohol/candies/restaurants (43.1%), Personal Care (22.3%), and Clothing (19.3%)

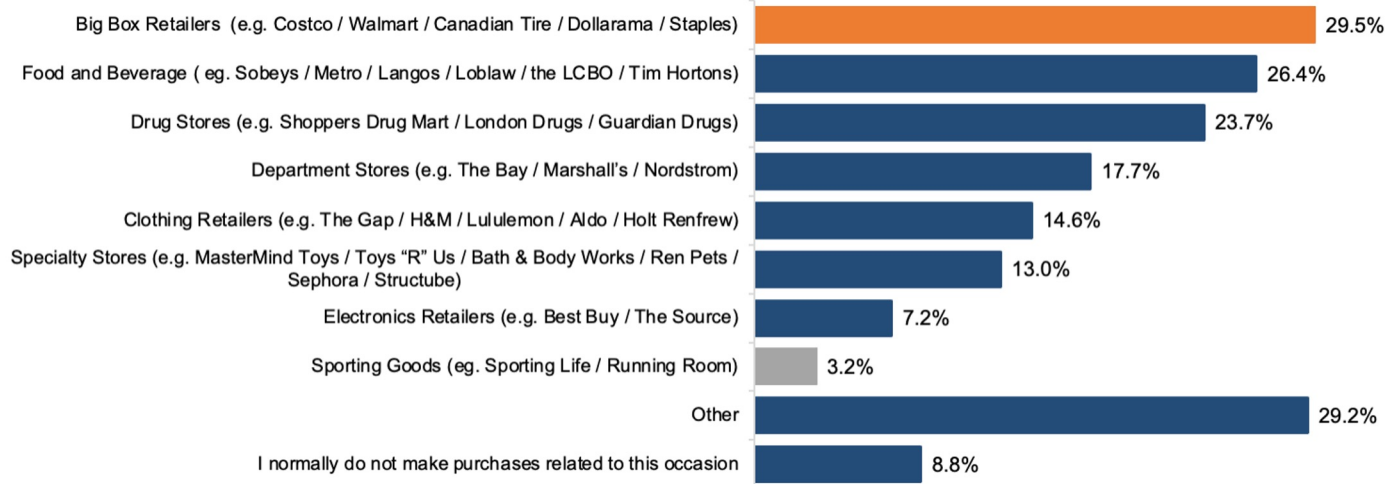
Boomers Spend on Going out more than Gen Z

Which of the following do you spend money on as gifts or as items specifically associated to Mother's Day? (Select all that apply)



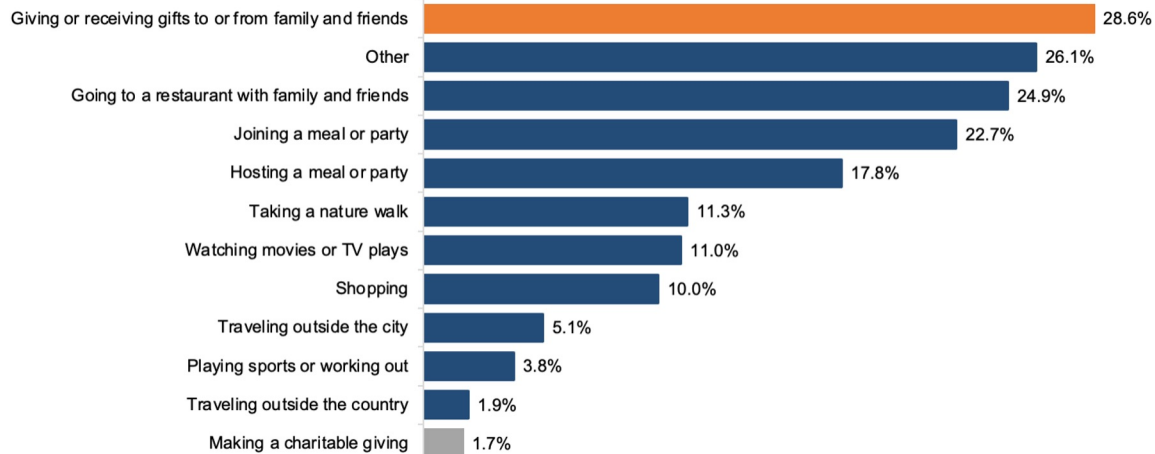
Food and Bev retailers and big box retailers take biggest share of Canadian's wallets on Mother's Day

Which of the following stores do you normally make purchase related to Mother's Day? (Select all that apply)



For those celebrating Mother's Day, top three retail categories shopped are box retailers (29.5%) Food and beverage (26.4%), and Drug stores (23.7%)

This year, about 1 in 4 Canadians will be going out to a restaurant with family and friends for Mother's Day

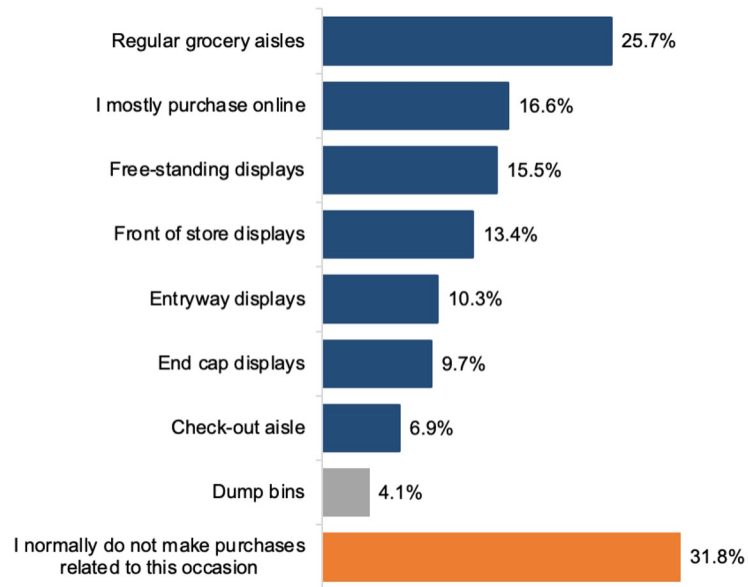


The top three activities Canadians normally do during Mother's Day include giving or receiving gifts with family and friends, going to a restaurant and others.

Majority of Canadians search for Mother's Day products in the grocery aisles

- 25.7% of Canadians purchase Mother's Day products in the regular grocery aisles
- This is followed by online stores (16.6%), and free-standing displays (15.5%)
- 13.4% of Canadians purchase something for Mother's Day from front of store displays

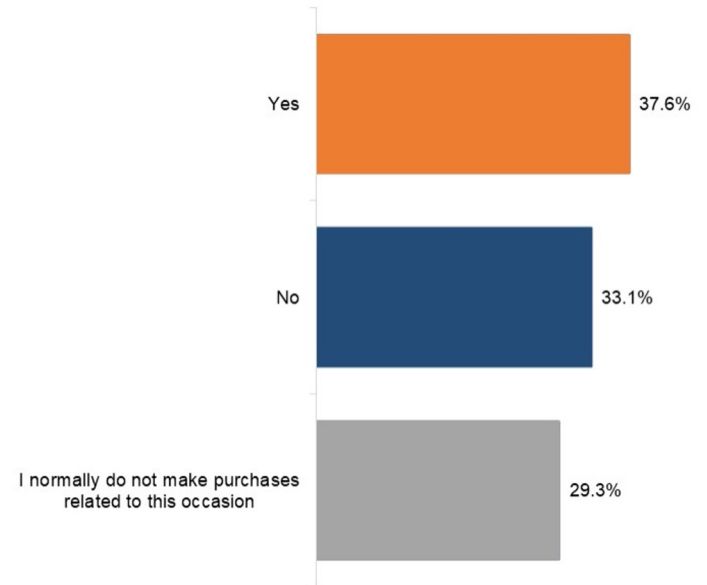
Where in the store do you normally purchase the items for Mother's Day? (Select all that apply)



Many Canadians specifically make a shopping trip for Mother's Day items

- 33.1% of Canadians do not make a dedicated trip for Mother's Day holiday shopping
- About 4 in 10 Canadians make a dedicated trip specific for purchasing Mother's Day items

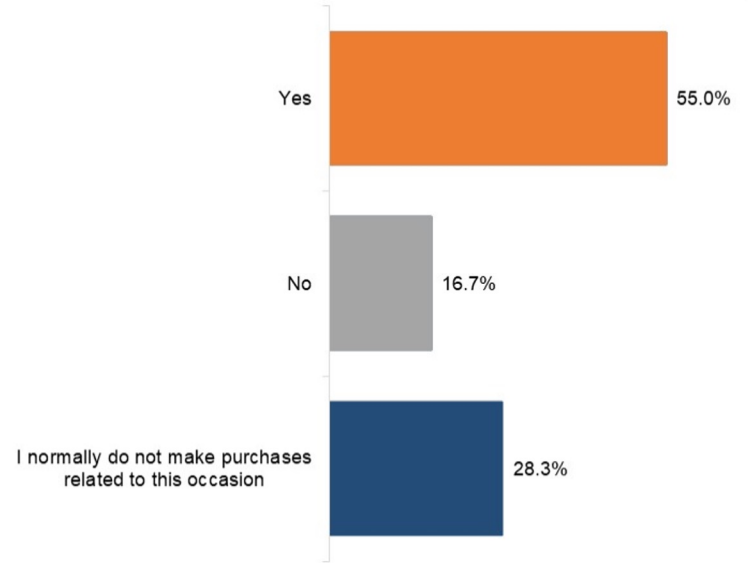
Do you normally make a dedicated trip to buy things for Mother's Day?



Strong sentiment to support local / brick and mortar this Mother's Day

- Majority (55%) of Canadians prefer shopping local / brick and mortar businesses instead of online for their Mother's Day purchases this year

Would you prefer shopping locally in-person instead of online this year for Mother's Day to support local businesses impacted by the COVID-19 pandemic?





Let's talk insights.

Anuj Punni

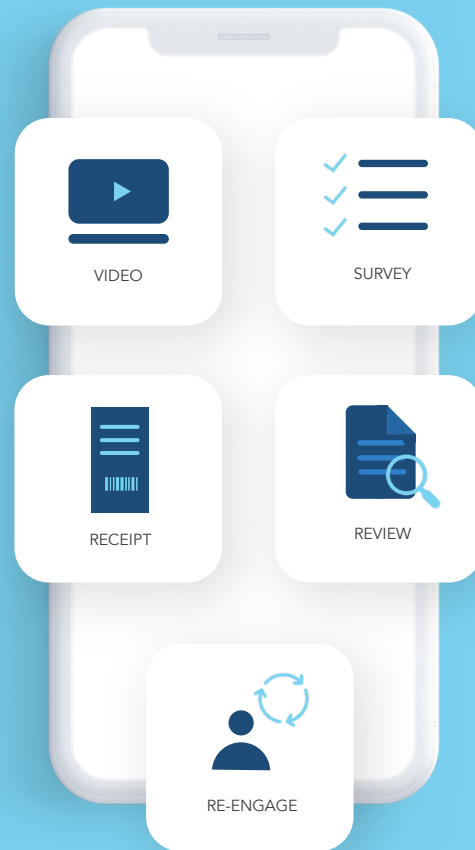
Manager Insights Solutions, Sales

anuj.punni@caddle.ca

How It Works

Capture relevant insights for any challenge or opportunity. Engage seamlessly with shoppers at every stage of the consumer journey by leveraging the **Caddle suite of tools**.

Caddle rewards panel members for actions ranging from video, survey, receipt capture, reviews, and more.





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