



Mother's Day 2023 Shopping in Canada Survey | National Consumer Research – Caddle & RCC

3 out of 4 Canadians make purchases for Mother's Day



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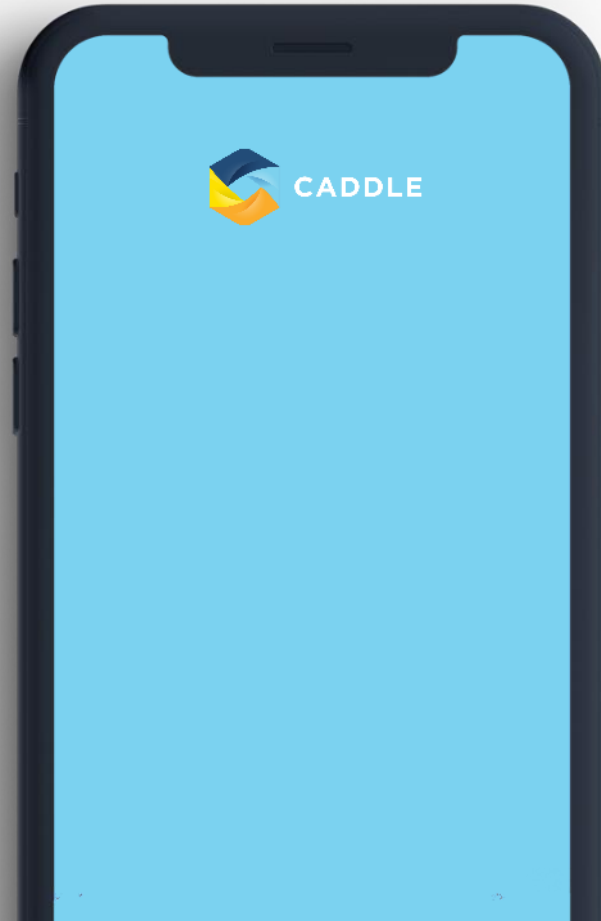


Methodology

Caddle, in partnership with the Retail Council of Canada (RCC), surveyed Canadians from coast to coast to better understand consumers' shopping intentions around Mother's Day.

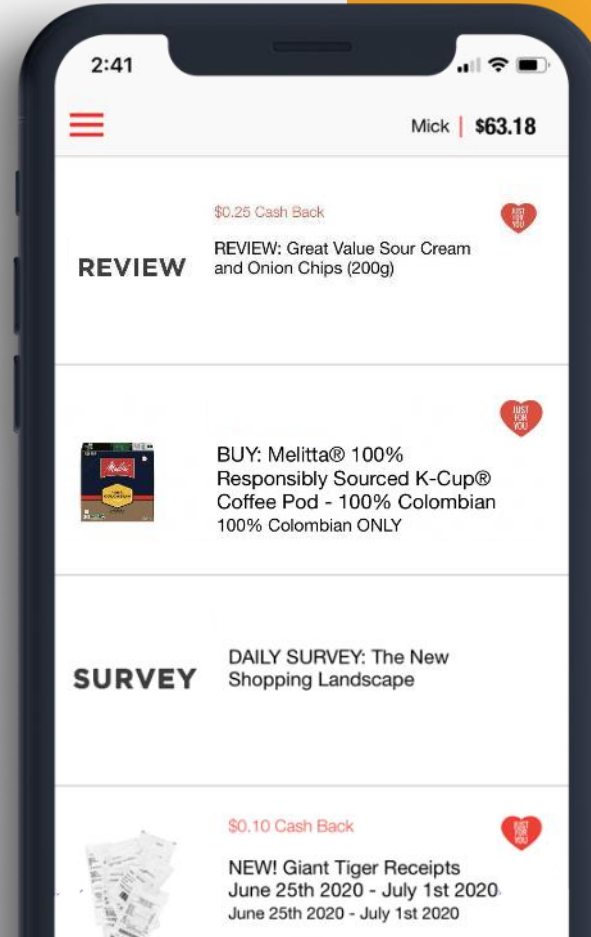
Surveys were conducted in April 2023 using Caddle's mobile platform and online panel amongst a representative randomized sample of n= 10,139 and n= 10,050 Canadian adults.

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.



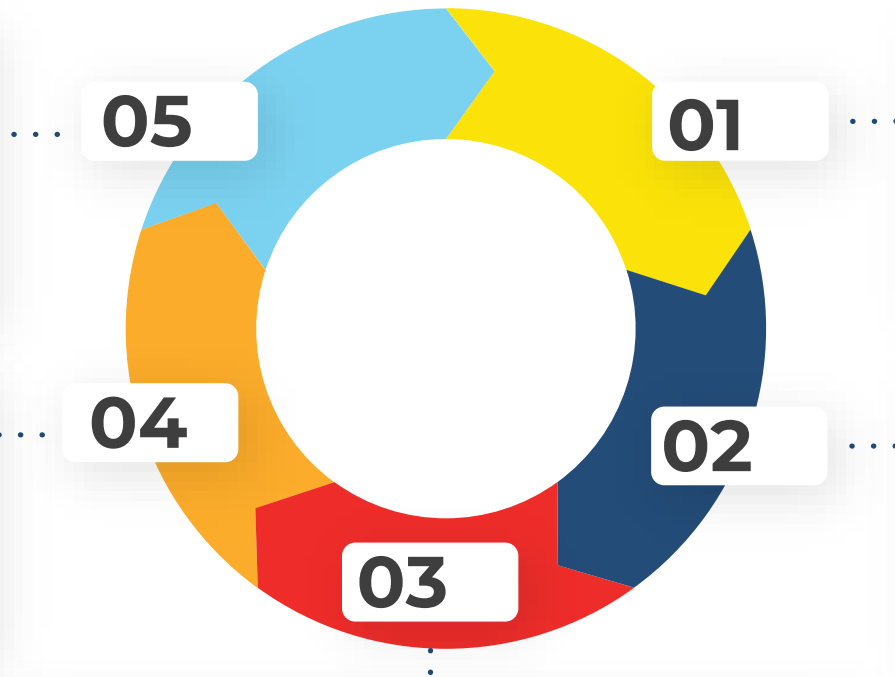
Key Findings on Mother's Day

Where Are Canadians Shopping for Mother's Day?

Big box retailers, (33%) and Food and Beverage retailers (28%) take a 61% share of Canadian's wallets on Mother's Day

What Are Canadians Buying for Mother's Day?

Flowers, Food, Alcohol, Candies Restaurants, etc. are the top spending category for Mother's Day



Who Celebrates Mother's Day?

72 % of Canadians celebrate Mother's Day

How will purchases made this year for Mother's Day compare to last year?

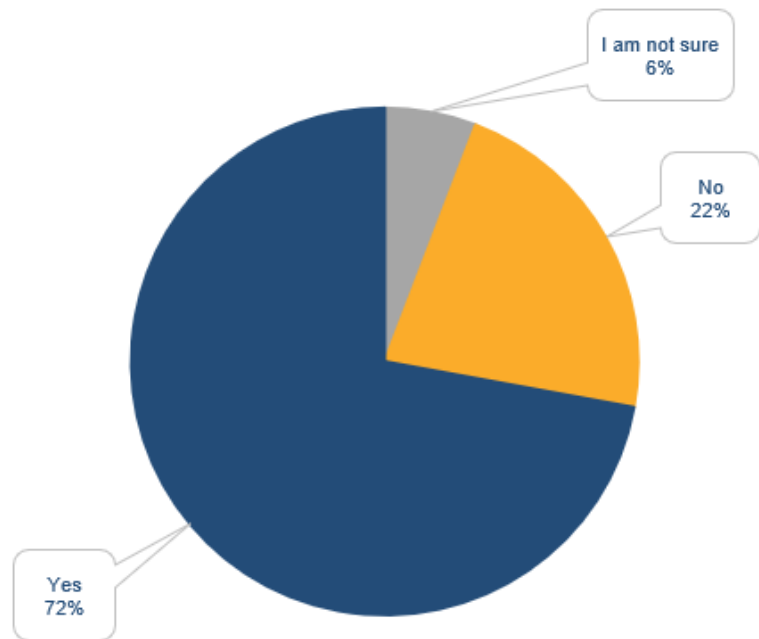
This year, more than 89.4% of Canadians who celebrate Mother's Day, plan to spend the same or more as compared to last year

How Much are Canadians Spending on Mother's Day? 50% of Canadians who celebrate Mother's Day, spend more than \$50

72% of Canadians plan to celebrate Mother's Day in 2023, which was the same in 2022

- 6 % of Canadians in 2023 are not sure whether or not they will celebrate Mother's Day. In 2022 the number of such persons was 4.7%.

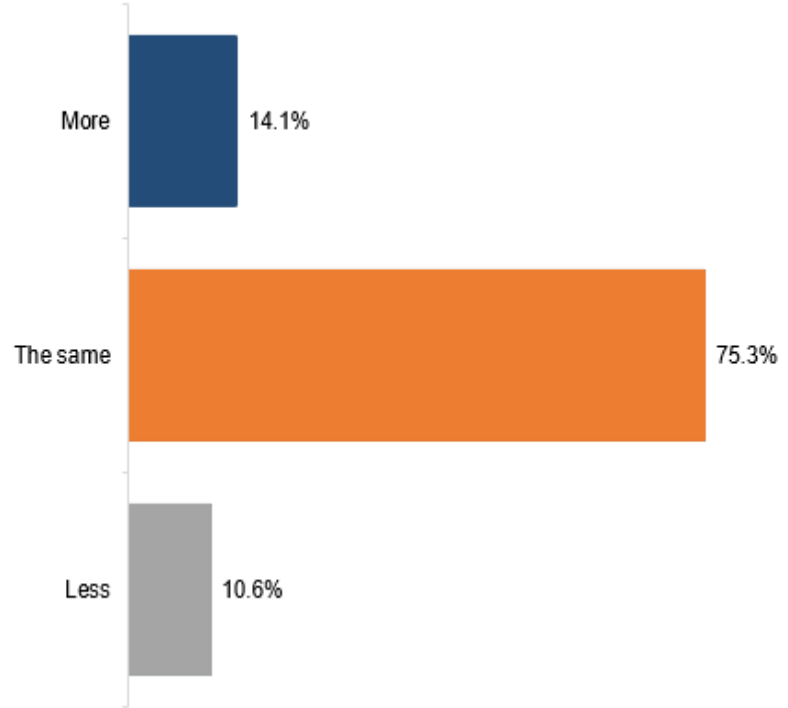
Do you normally celebrate Mather's Day?



This year, more than 89% of Canadians who celebrate Mother's Day, plan to spend the same or more as compared to last year.

- 75.3 % of Canadians expect to spend the same amount of money on celebrating Mother's Day as they did last year
- 14.1 % of Canadians expect to spend more amount of money on celebrating Mother's Day than they did last year, while the same number was 12% in 2022.

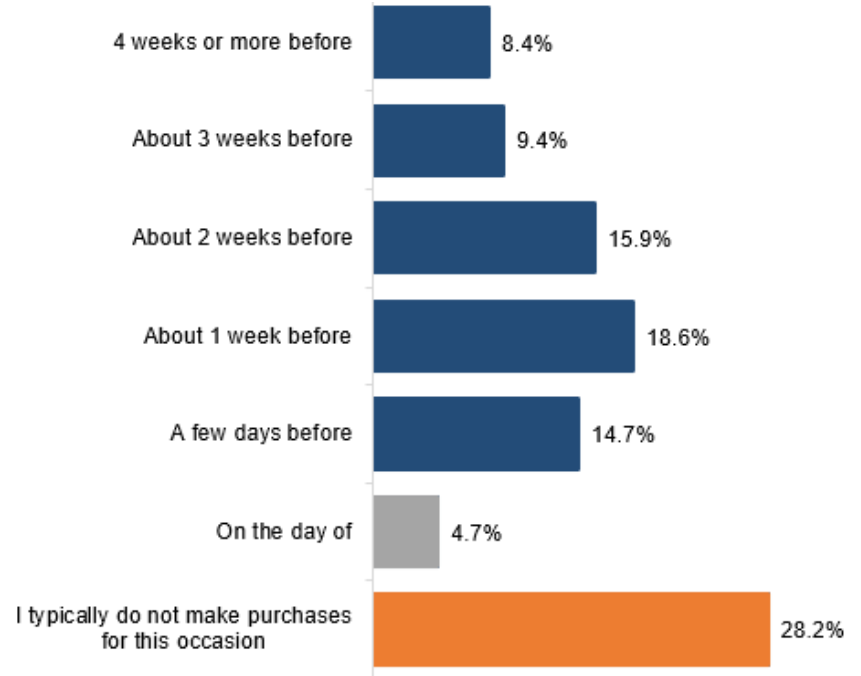
Would you expect to spend more or less on Mother's Day this year compared to last year?



This year, 67% of Canadians plan to make purchases related to Mother's Day, in 2022 this number was 70%

- The largest group (18.6%) makes purchases about 1 week prior to the holiday
- The 2nd largest group (15.9%) makes purchases 2 weeks prior to the holiday
- More than 52.4% of Canadians will plan ahead at least a week before Mother's Day to make purchases

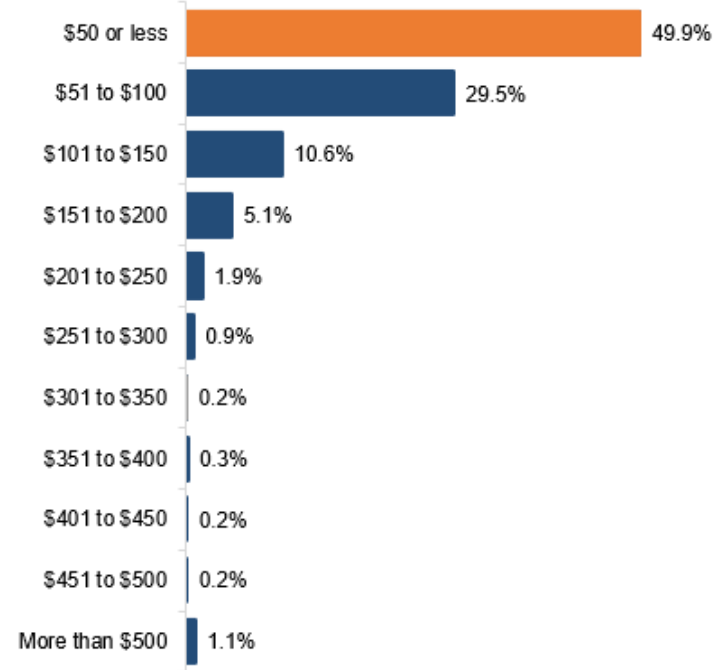
How far in advance do you make purchases related to Mother's Day?



Over 50% of Canadians who celebrate Mother's Day, spend more than \$50

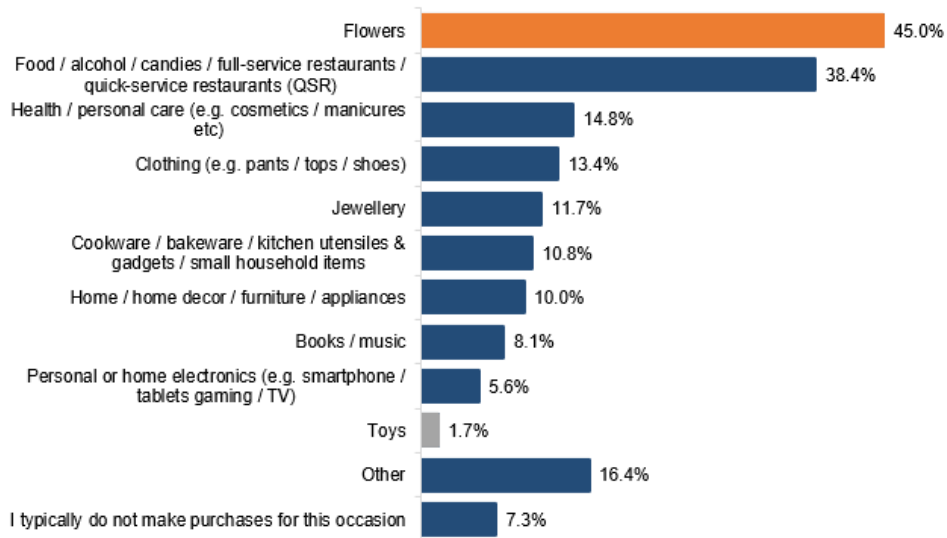
- Almost 50% of Canadians spend \$50 or less on Mother's Day
- This is followed by 29.5% of Canadians spending between \$51-\$100, and 10.6% spending between \$101-\$150 on Mother's Day

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



Food/Alcohol/ Candies/ Restaurants etc is the top spending category for Mother's Day

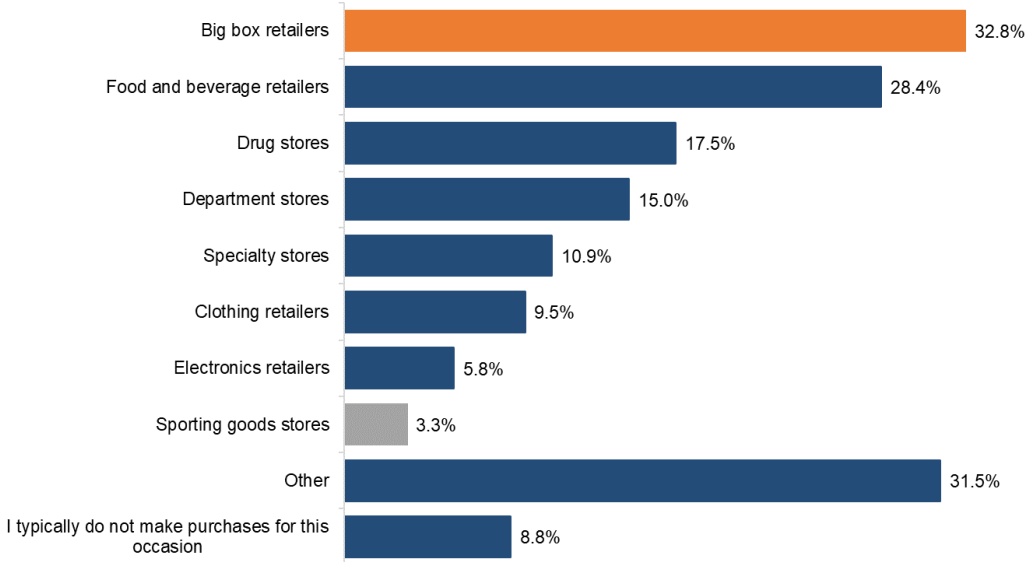
Which of the following do you spend money on as gifts or as items specifically associated with Mother's Day?



For those celebrating Mother's Day, top spending categories include Flowers (45%), Food/alcohol/candies/restaurants (38.4%), and next is Health / Personal care (14.8%).

Big box retailers and Food and beverage retailers take the biggest share of Canadian's wallets on Mother's Day

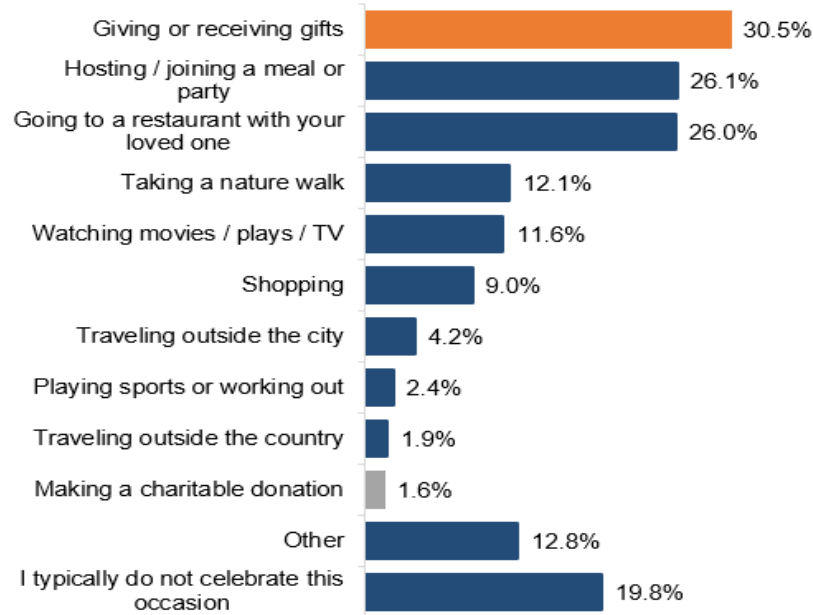
Which of the following stores do you normally make purchases related to Mother's Day?



For those celebrating Mother's Day, the top three retail categories shopped are Big box retailers (32.8%), Food and beverage (28.4%), and Drug stores (17.5%)

This year, around 26% of Canadians will be Hosting / Joining a meal or Party on Mother's Day

Which of the following do you normally do during Mother's Day?

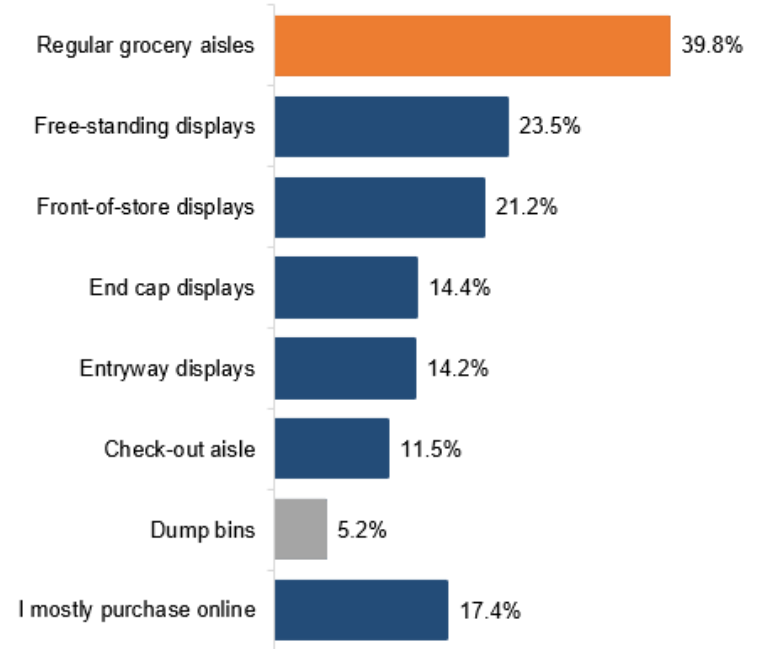


The top three activities Canadians normally do during Mother's Day include Giving or Receiving Gifts (30.5%), Hosting / Joining a meal or Party (26.1%), and Going to a restaurant with a loved one (26.0%)

Around 40% of Canadians search for Mother's Day products in the Regular grocery aisles

- 39.8% of Canadians purchase Mother's Day products in the regular grocery aisles
- This is followed by Free-standing displays (23.5%) and Front of store displays (21.2%)
- This year 17.4% of Canadians plan to purchase something for Mother's Day online, while in 2022 online purchase plans were 16.6%

Where in the store do you normally purchase the items for Mother's Day?

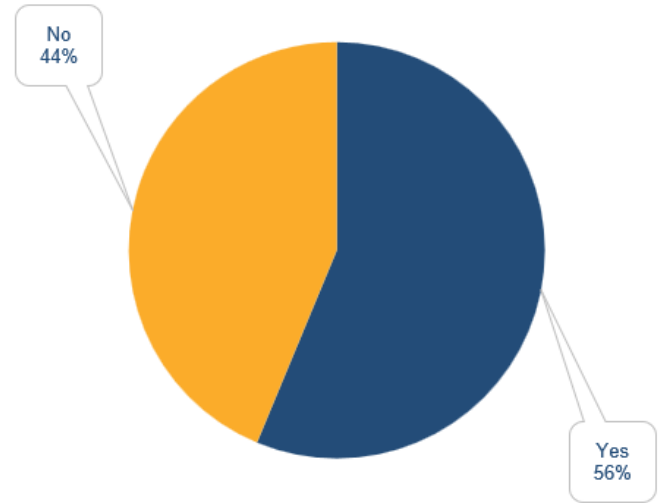


44% of Canadians tack on Mother's Day items to an existing shopping trip

In 2022 only 37.6% of Canadians tacked on Mother's Day items to an existing shopping trip

- 56% of Canadians make a dedicated trip for Mother's Day shopping. The corresponding figure last year was 62.3%.

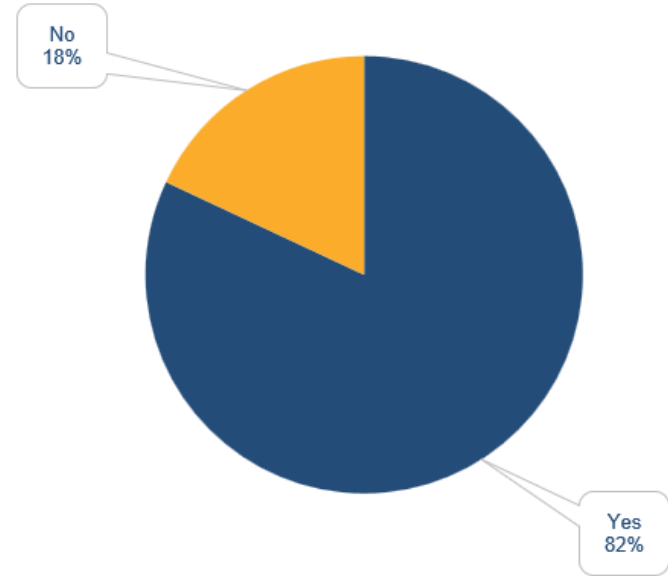
Do you normally make a dedicated trip to buy things for Mother's Day?



82 % of Canadians will shop locally in person this Mother's Day

During Mother's Day in 2022, 55% of Canadians planned to shop locally in person.

Would you prefer to shop locally in person instead of online this year for Mother's Day?





Let's talk insights.

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