

Father's Day spend on par with Mother's Day: survey

Some might think that the general spend in South Africa for Father's Day gifts lags behind Mother's Day, but they would be mistaken. According to a survey by global customer science company dunnhumby, 57% of respondents said they spend the same amount for Father's Day as they do on Mother's Day but the majority of men (53%) admitted to spending more on gifts for their moms than they do their dads.



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When it comes to gifts for dad, 30% plan to purchase apparel or clothing items, while 24% will opt for experience gifts such as an outing or special dinner with the family; 12% of fathers will receive a greeting card only and 7% can expect a book or CD.

The survey also found that 18% shoppers would pick out a tool or appliance as a gift for dad or personal care products. Additionally, 39% said they choose gifts based on their dad's wish list, while 30% said they plan a personal gift idea themselves. 46% of shoppers said the main reason behind buying the gift was in order to spoil dad as opposed to items he needs, which 34% of respondents said they used as a gift-choosing mechanic.

Not surprisingly, 47% of consumers said that shopping for Mother's Day gifts was hands down easier than shopping for Father's Day gifts, as stores seem better prepared to celebrate mom and 37% found both occasions tough to shop for in general. Interestingly, 66% of respondents said they prefer to shop in store as opposed to online despite many online retail options available - 22% said they make the decision instore from promotions, 18% get inspiration from media publications or blogs and a further 15% from themed emailers.

Results from last Father's Day grocery sales in mainstream South African retail outlets reveal that in true human nature style, South Africans leave shopping for both Mother's and Father's Day to the day before, generally in the afternoon. Common grocery items in baskets the day before Father's Day include red wine and luxury chocolates and biltong, as well as a clear increase in breakfast items for the traditional 'breakfast in bed' strategy.

Lucrative potential

Dunnhumby South Africa GM, Graeme Tulloch comments, "With 43% spending between R100-R300 and 57% of respondents noting that they spend this same amount on Mother's Day gifts, Father's Day now has the potential to become

as lucrative a consumer holiday for retailers.

“From our findings, it has also been really interesting to note that kitchen accessories fall within the top 5 gifts to buy for dad – perhaps proving that SA dads really are as great in the kitchen as they are perceived to be outdoors with a braai,” concludes Tulloch.

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