

US consumers will spend over \$28 billion this Mother's Day

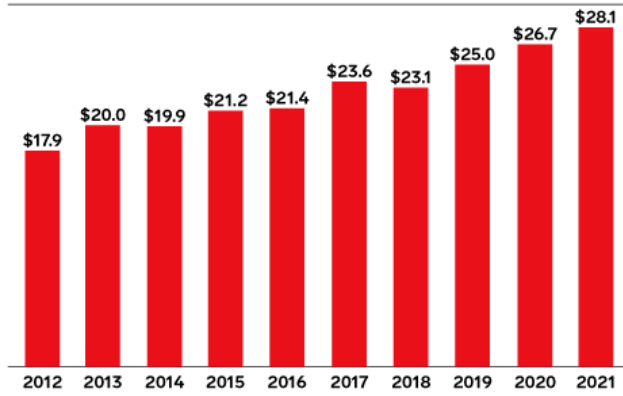
Article

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US Mother's Day retail gift spending will total **\$28.1 billion** this year, up **\$1.4 billion** from 2020 —on trend with previous years. In fact, gift spending for Mother's Day has increased by more than **\$10 billion** over the past 10 years.

US Mother's Day Retail Gift Spending, 2012-2021

billions



Note: ages 18+

Source: National Retail Federation (NRF), "Mother's Day Spending Survey" conducted by Prosper Insights & Analytics, April 22, 2021

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