

# How Mother's Day Plays Out in the Digital World

## AUDIO |

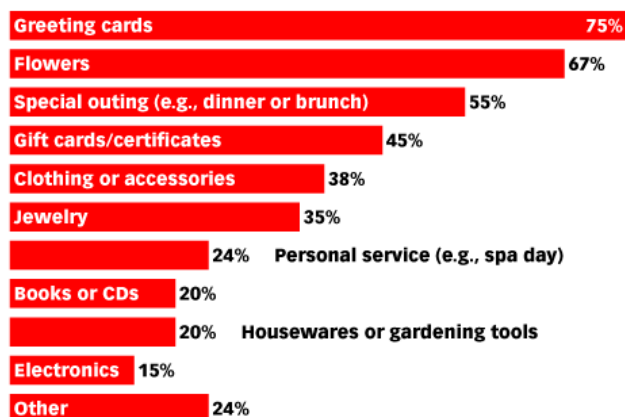
### eMarketer Editors

eMarketer vice president of research Jennifer Pearson and principal analyst Mark Dolliver discuss Mother's Day shopping, spending and digital usage habits in the US.

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#### Product Categories that US Internet Users Plan to Purchase for Mother's Day, April 2019

% of respondents



Note: ages 18+

Source: National Retail Federation, "Mother's Day Spending Survey," April 25, 2019

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