

# Fiserv Consumer Insights

## SPECIAL REPORT: MOTHER'S DAY 2025

### Showing love for Mom, but on a budget...

Fiserv compared Mother's Day holiday spending activity across same-store sales during May 9-12, 2025 and May 11-14, 2024. The population included both large and small businesses.

#### Key Takeaways:

1. Consumer spend in key Mother's Day categories\* did not reach year-ago levels. Scaling back was more significant in some industries than others.
2. The primary factor driving slow sales growth was significantly reduced transactions (foot traffic). Transactions were down in every key category except Beauty Shops and Discount Stores.
3. Changes in average ticket sizes were not as impactful on sales. Florists had the biggest year-over-year increase among the key categories for the 3 days leading up to Mother's Day (+6.5%). Upscale Dining had the biggest average ticket increase YoY on Mother's Day (+2.8%).
4. Discount Stores were the big winner, delivering YoY sales growth of +7.9% for the 3 days leading up to Mother's Day, and +9.9% growth on the holiday itself. A surge in foot traffic was responsible for the sales growth (expanding over +10% across the extended weekend).
5. If we exclude Discount Stores, Mother's Day 2025 proved to be significantly slower than last year when aggregated across the key categories:

4 days ending May 11, 2025 YoY Growth	Sales	Transactions	Avg Ticket
Key Categories Combined (no Discount Stores included)	-11.9%	-10.7%	-1.7%
All Key Categories Combined (with Discount Stores included)	-2.3%	3.5%	-5.7%

	Sales Growth YoY				Average Ticket in 2025			
	3 days prior to Mother's Day		Mother's Day		3 days prior to Mother's Day		Mother's Day	
	2024	2025	2024	2025	Avg Ticket	vs. YoY	Avg Ticket	vs. YoY
Florists	7.9%	6.1%	-16.4%	-5.7%	\$106	6.5%	\$85	1.6%
Women's Accessories	1.9%	-26.7%	0.1%	-20.7%	\$128	-20.0%	\$116	-18.7%
Jewelry Stores	6.2%	-3.7%	10.4%	-5.9%	\$428	3.7%	\$341	-1.9%
Gifts, Cards, Novelty	3.8%	-5.0%	1.2%	-5.3%	\$42	-4.1%	\$42	-2.2%
Beauty / Barber Shops	-1.9%	-14.8%	-5.2%	-13.0%	\$76	1.9%	\$77	1.3%
Upscale Dining	2.7%	-15.8%	2.7%	-11.2%	\$154	1.3%	\$185	2.8%
Luxury Brands	1.3%	-14.2%	5.7%	-17.0%	\$873	-6.8%	\$661	-11.2%
Discount Stores	13.8%	7.9%	11.4%	9.9%	\$61	-2.0%	\$60	-2.0%

## Upscale Dining Still Proved to Be a Popular Way to Honor Mothers

Treating mom to a nice dining experience on Mother's Day remained a very popular option for those who had room in their budget – and a meaningful choice for restaurants that offered Upscale Dining. While YoY sales were down, upscale establishments showed significant growth over the prior week.

## Taking Mom Out for a Meal on Mother's Day (2025)

Year-over-year sales for Upscale Dining were slow...

- Sales growth YoY: -11.2%
- Transaction growth YoY: -13.7%
- Average ticket growth YoY: +2.8%

Compared to the previous Sunday (May 4, 2025), it was definitely a win for Upscale Restaurants,

- Sales growth week over week: +65%
- Transaction growth week over week: +37%
- Average ticket growth week over week: +18%
- Average ticket size: \$185.44

\*Key Mother's Day categories identified based on traditional spending trends for gifts and services purchased for the holiday.

source: Fiserv card processing data