

Mother's Day 2023

Kepler Analytics

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Presented by

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How much will consumers spend this Mother's Day

↑ AU Mother's Day Total Retail forecast +22% to \$925M[^]
 fairing even better than US expectations of +13%^{^^}

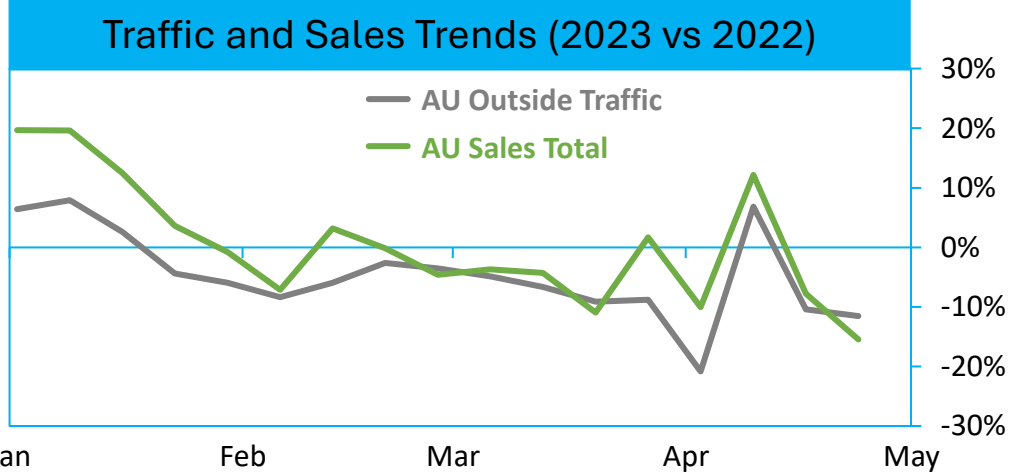
[^] Roy Morgan & ARA.
^{^^} National Retail Federation (NRF)

↓ Kepler forecasts decline of 5%* for Specialty Retailers this Mother's Day with declining trends

* KRI Kepler Retail Index. 1800+ stores

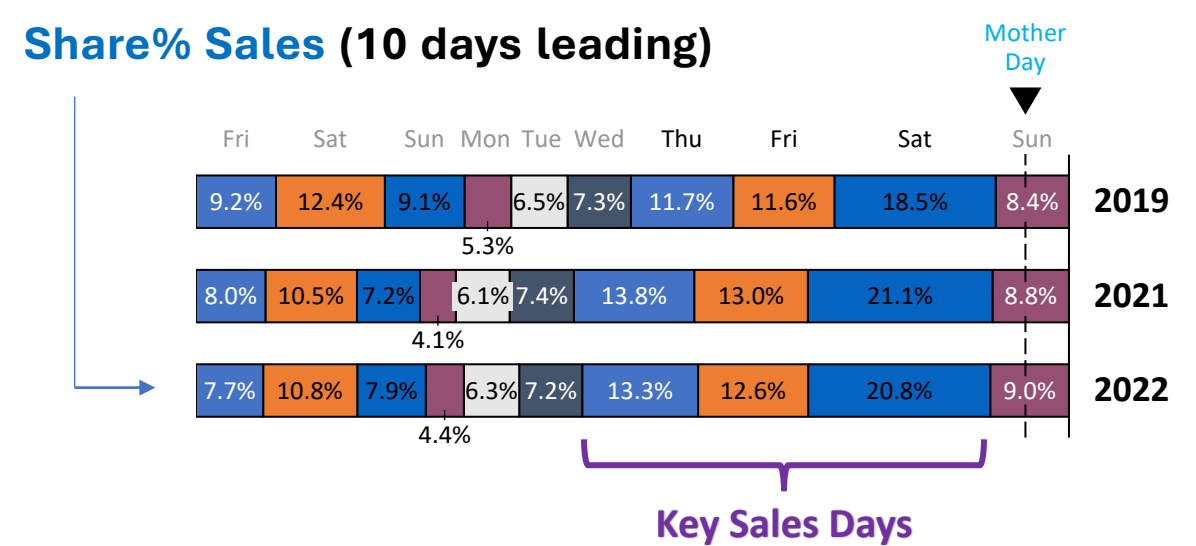
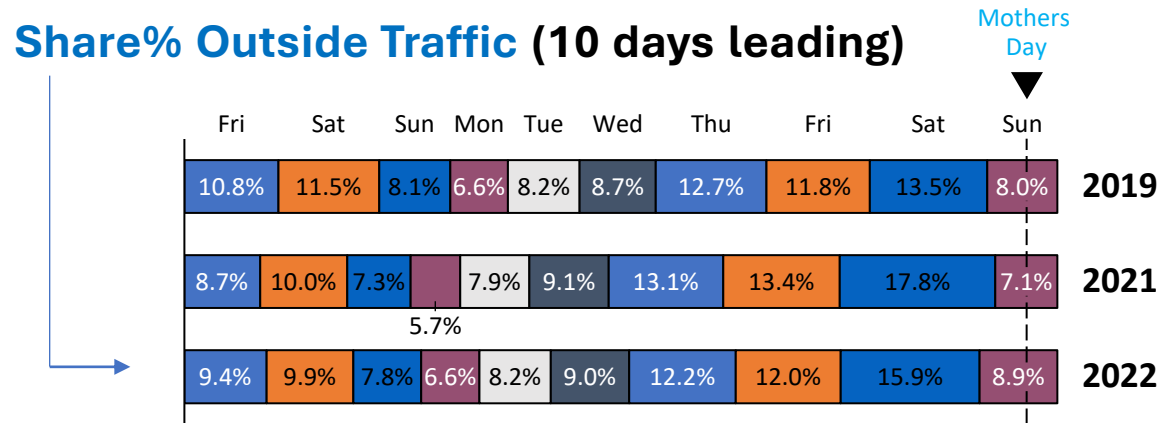
ABS Retail Sales Monthly Year-On-Year comparison (\$'m)

	Food retailing	Household goods	Clothing, footwear	Department stores	Other retailing	Cafes, rests & T/A	Total
Jan	596.4	-66.6	438.8	265.4	120.2	1086	2440.2
Feb	1022.2	-137.6	172.4	135.2	164.3	766.9	2123.2
Mar	1112.8	-350.7	103.1	84.7	83.4	772.4	1805.8
	↗	↘	▬	▬	▬	↗	



Spending in categories will favour special outings and dining

Pre-search has remained constant, as more purchases are delayed



Difference in Share% Outside Traffic vs Sales (10 days leading)

	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun
2019	-1.6%	0.9%	1.0%	-1.3%	-1.8%	-1.5%	-1.0%	-0.2%	5.0%	0.4%
2021	-0.7%	0.5%	-0.1%	-1.5%	-1.8%	-1.7%	0.7%	-0.3%	3.3%	1.7%
2022	-1.7%	0.8%	0.1%	-2.3%	-1.8%	-1.8%	1.1%	0.6%	4.9%	0.1%

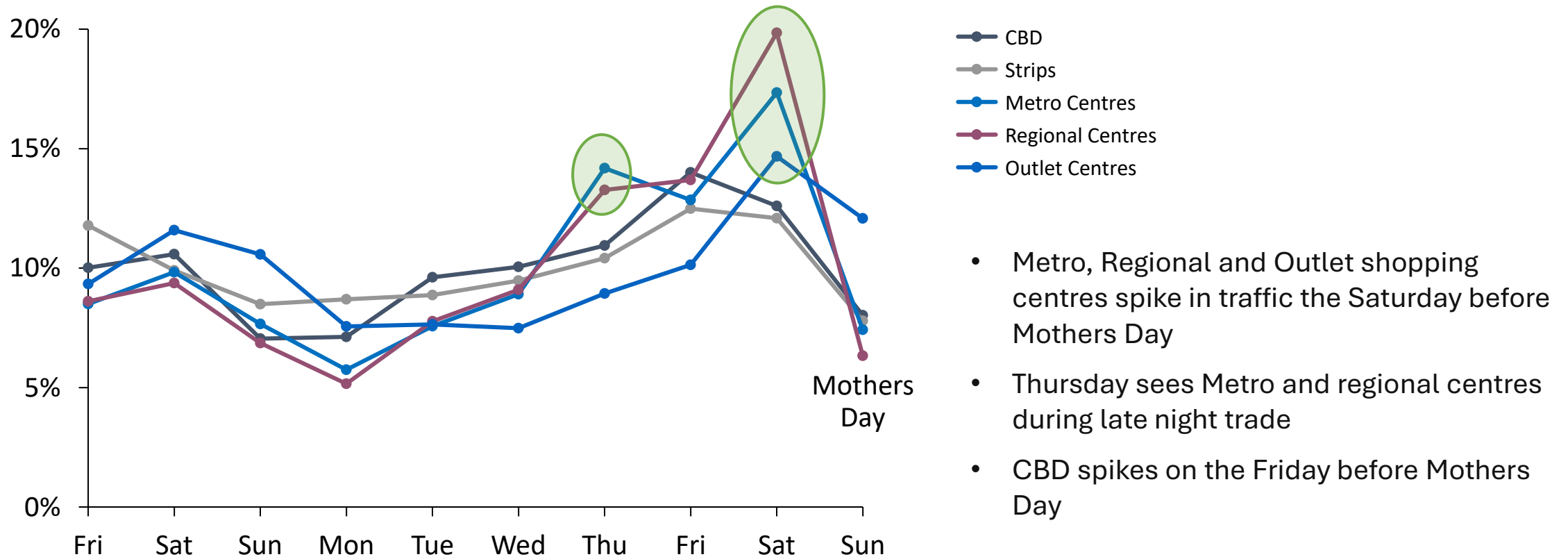
Under-utilised traffic (Monday to Wednesday)

Source: Kepler Retail Index. 1300+ stores. 2019, 2021, 2022

**Shoppers will likely purchase the 3 days before Mothers Day.
Retailers need to be ready and resource**

Where are consumers shopping this Mothers Day?

%Share of Outside Traffic by Shopping Precinct 2022 (10 days leading)



- Metro, Regional and Outlet shopping centres spike in traffic the Saturday before Mothers Day
- Thursday sees Metro and regional centres during late night trade
- CBD spikes on the Friday before Mothers Day

Source: Kepler Retail Index. 1300+ stores. 2022 results

Get the most out of targeted activations/campaigns – align to traffic spikes will provide the most return

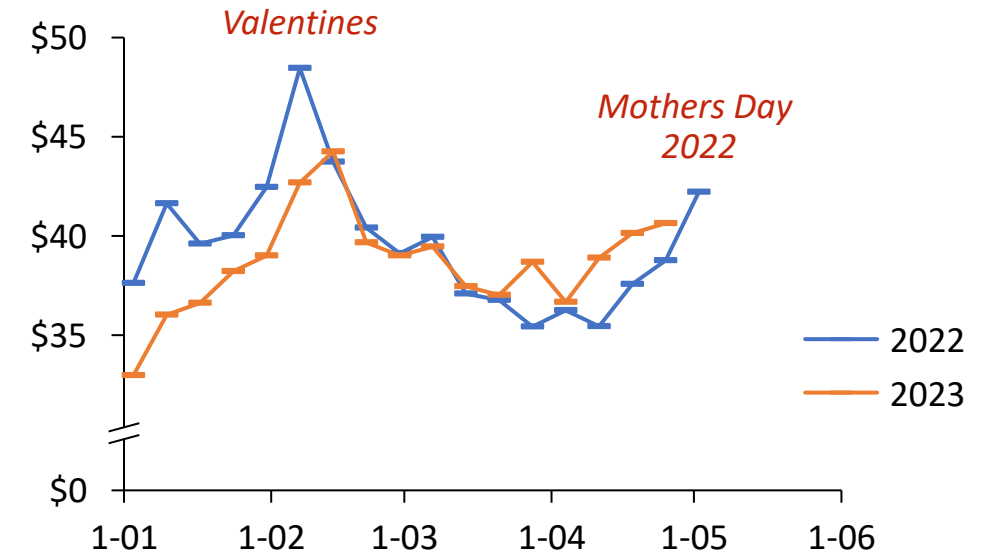
Average Unit Price values are declining year on year



Of those celebrating Mother's Day, most (57%) are purchasing gifts for a mother or stepmother, followed by a wife (23%) or daughter (12%).

Source: National Retail Federation (NRF)

Average Unit Price -1.8% YoY (2022 vs 2023)



- Average Unit Price (AUP) historically spikes during Valentine's Day and Mother Day
- Positive sign AUP is starting to improve – up 5.4% in April, though still below CPI. Although likely due to price increases flowing through to customers. Retailers are possibly discounting at comparable % discount rates as previous years

Source: Kepler Retail Index. 1300+ stores. 2023 vs 2022 results

Stronger signs during April with +5.4% AUP

Key Take Outs – Mother's Day 2023

1. Mother's Day 2023 will be a decline in Sales \$ for Specialty Retail in 2023 vs 2022.
Sales don't have to be in decline.
2. Customers are leaving Mother's Day purchases later each year. In 2022 changing traffic trends meant that over 55% of sales for the 10 day period occurred in the last four days. This is despite less than 49% of shopping precinct traffic happening over these days.
Traffic is under-utilised in the lead up to the key sales period.
3. Not all locations are equal. Outlet centres peak early, with mainstream metro and regional centres peaking on the weekend itself.
Maximising capacity and offers for the weekend will yield results.
4. Spend levels are recovering somewhat with gift buying driving up spend.
Average Unit Prices are rebounding.

Get the most out of targeted activations/campaigns – align to traffic spikes will provide the most return

Thank You

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