

## Consumers to Spend \$5 Billion on Jewelry This Mother's Day

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Edited by JMA (Source: National Jeweler)

The National Retail Federation (NRF) and Prosper Insights & Analytics recently conducted their annual survey about the holiday from April 4 to 11, asking 7,406 consumers about their Mother's Day gifting plans.

Total spending for the holiday this year is expected to reach \$23.6 billion, the highest number in the survey's 14-year history and topping last year's record of \$21.4 billion.

The increase is expected to be driven largely by an uptick in spending on jewelry, the NRF said, which is up 19 percent to a predicted \$5 billion.

Consumers are expected to spend an average of \$186.39 for the holiday, up from last year's \$172.22.

When it comes to shopping for their Mother's day gifts, 35 percent of consumers will head to department stores and 31 percent will shop at specialty stores like florists, jewelers or electronics stores, while 24 percent plan to shop at a local small business.

Meanwhile, 30 percent will shop online, which is up from 27 percent last year.