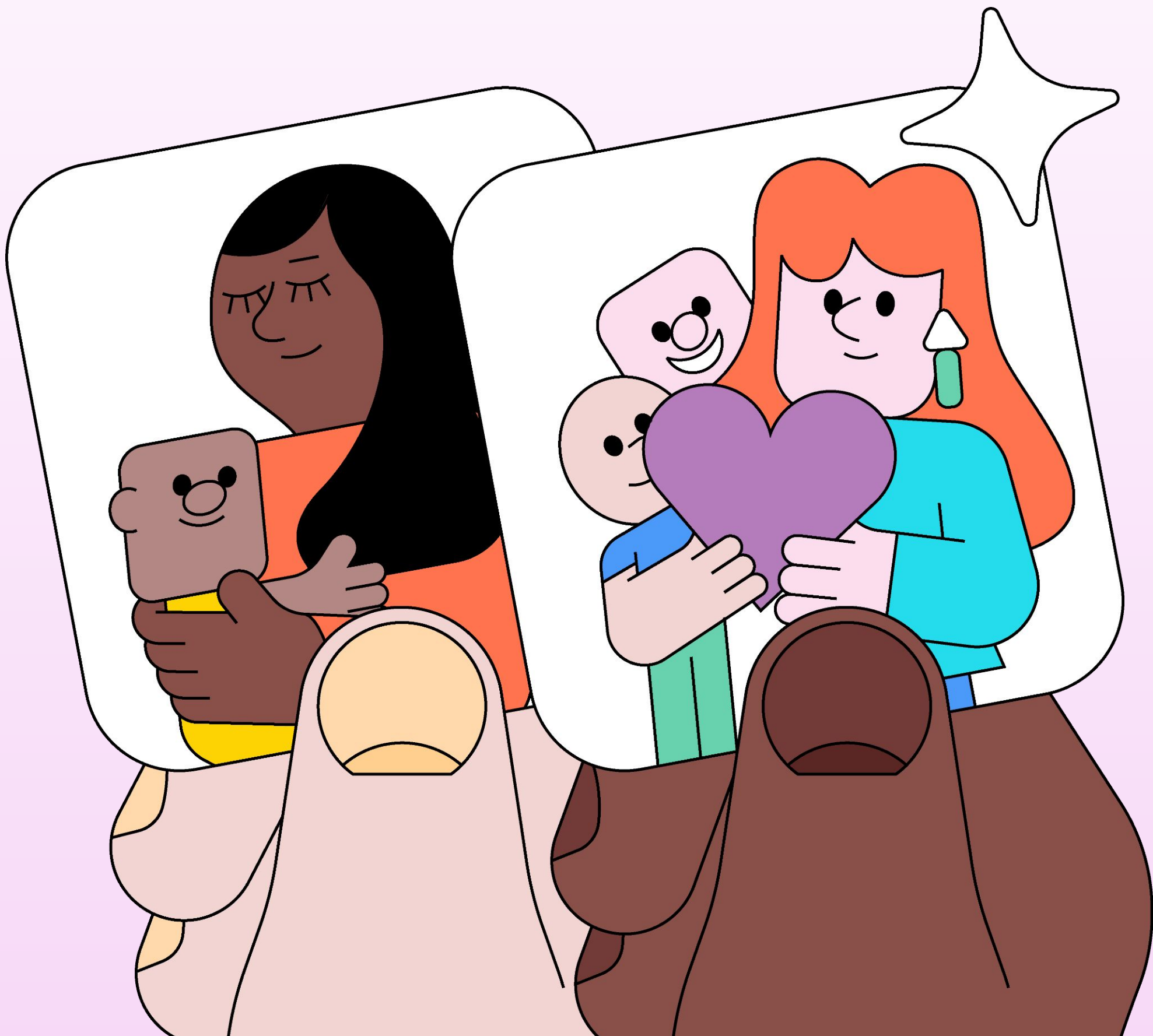




# MOTHER'S DAY INSIGHTS 2025

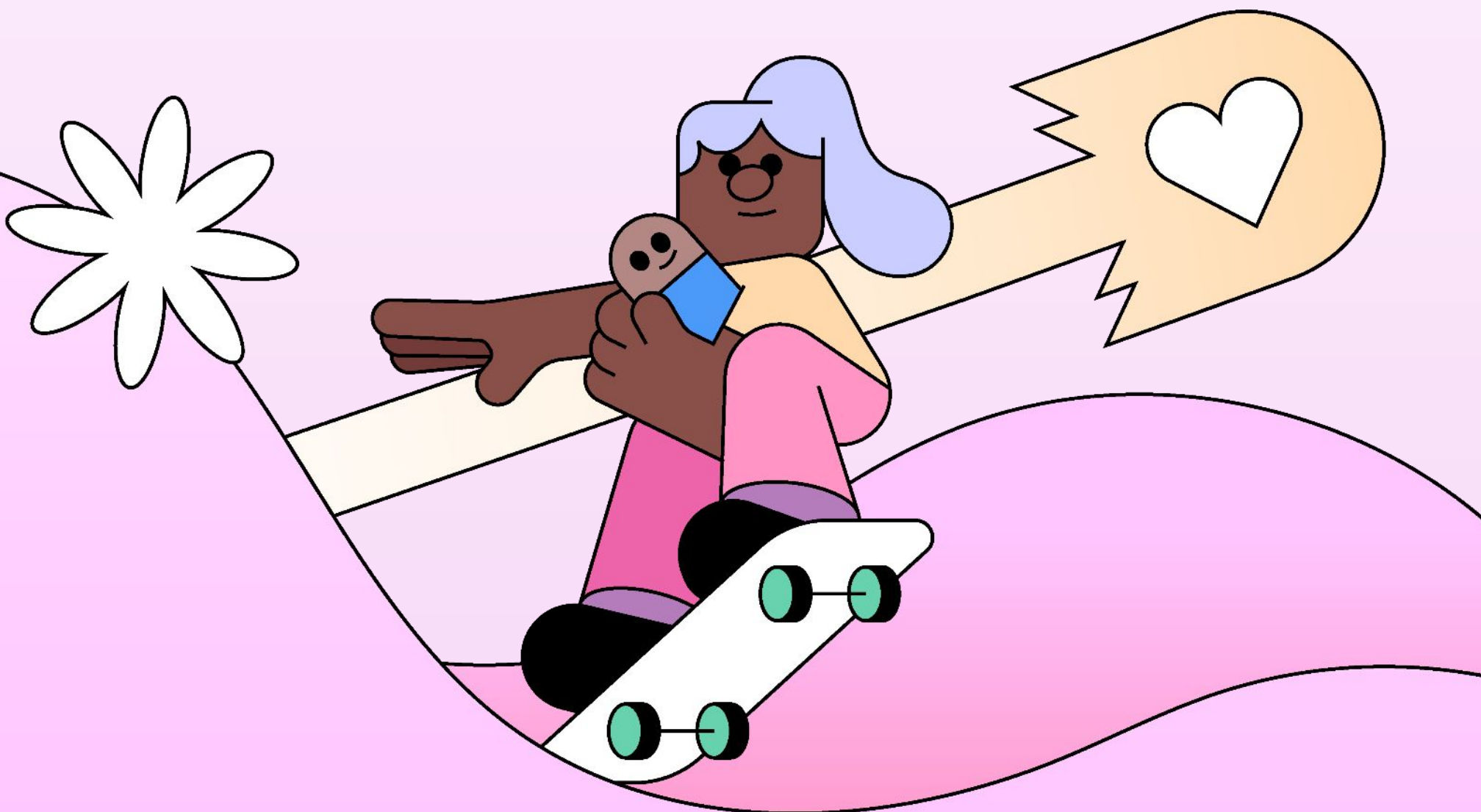


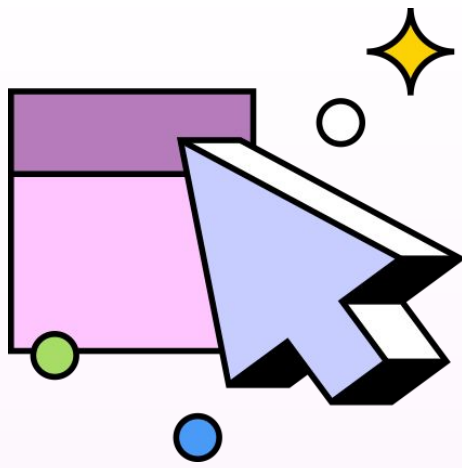


# Mom's are Trending

**Searches for "Mother's Day" are up +586% QoQ and +40% MoM, as of mid April.**

People are in urgent decision mode—looking for ideas, answers, and fast solutions.  
This week is the final decision window.

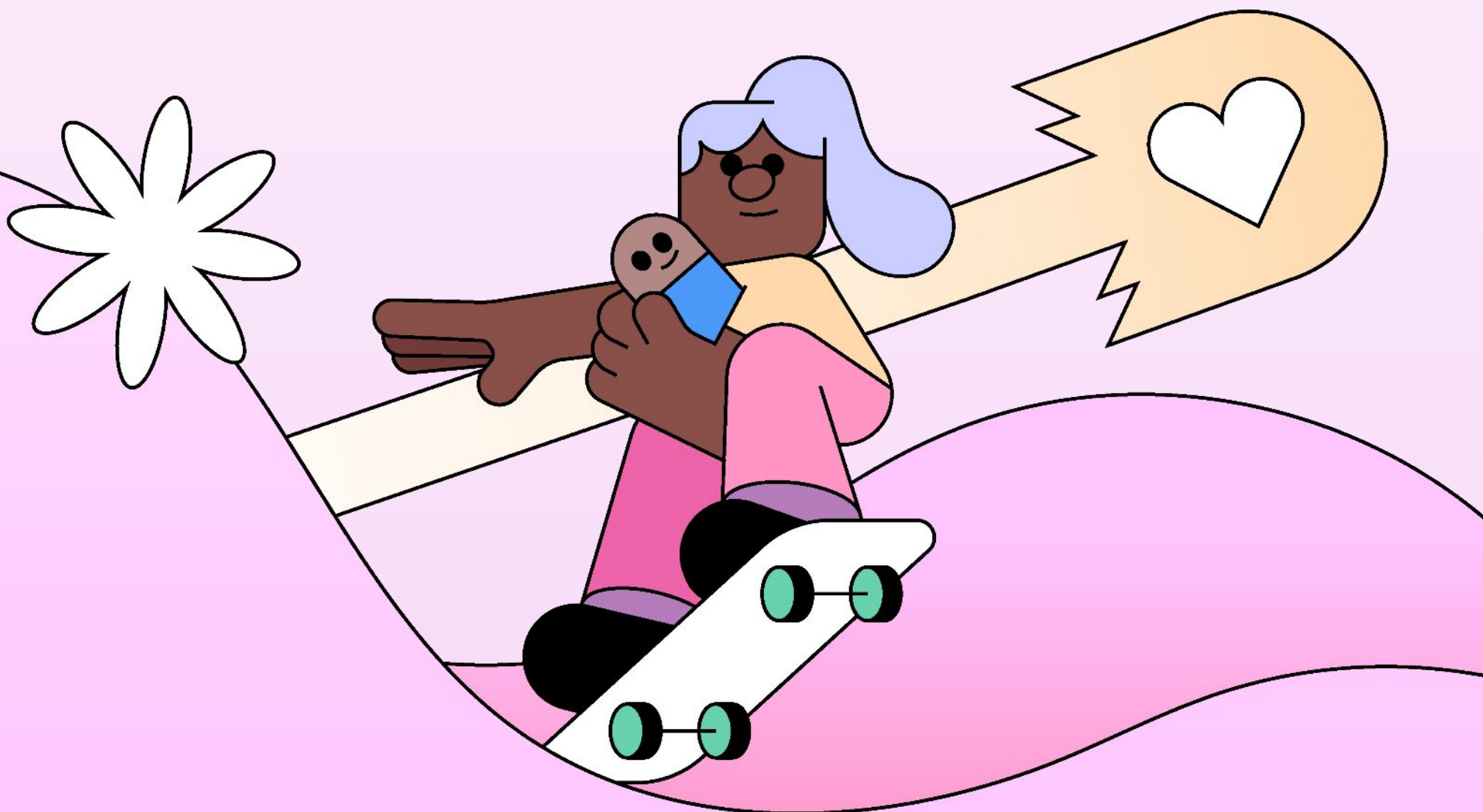


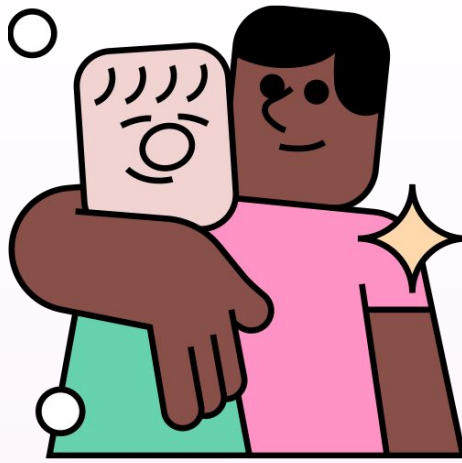


# The Search Is the Story

**Top Google queries? “When is Mother’s Day,” “gift ideas,” “flowers,” “cards,” “quotes,” “brunch.”**

Consumers crave inspiration, emotion, and ease—the best content wins by solving for all three.

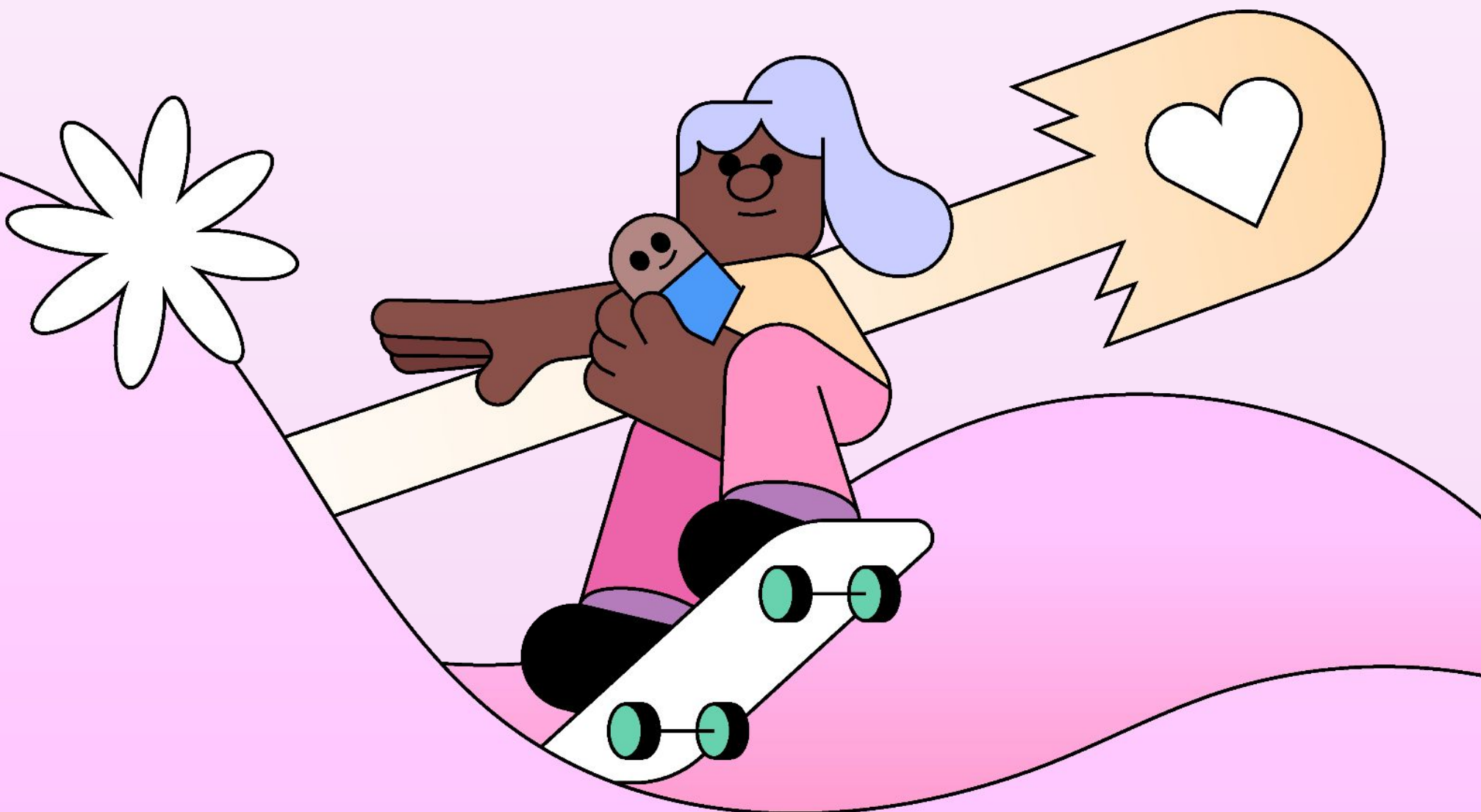




## **Nationwide Celebration, but the South Shows up Most**

**Mother's Day is one of the most recognized holidays (96.4%), ranking just behind Thanksgiving.**

Top-searching states? Louisiana, Nevada, Arizona, Alabama, Texas, Georgia, Mississippi.



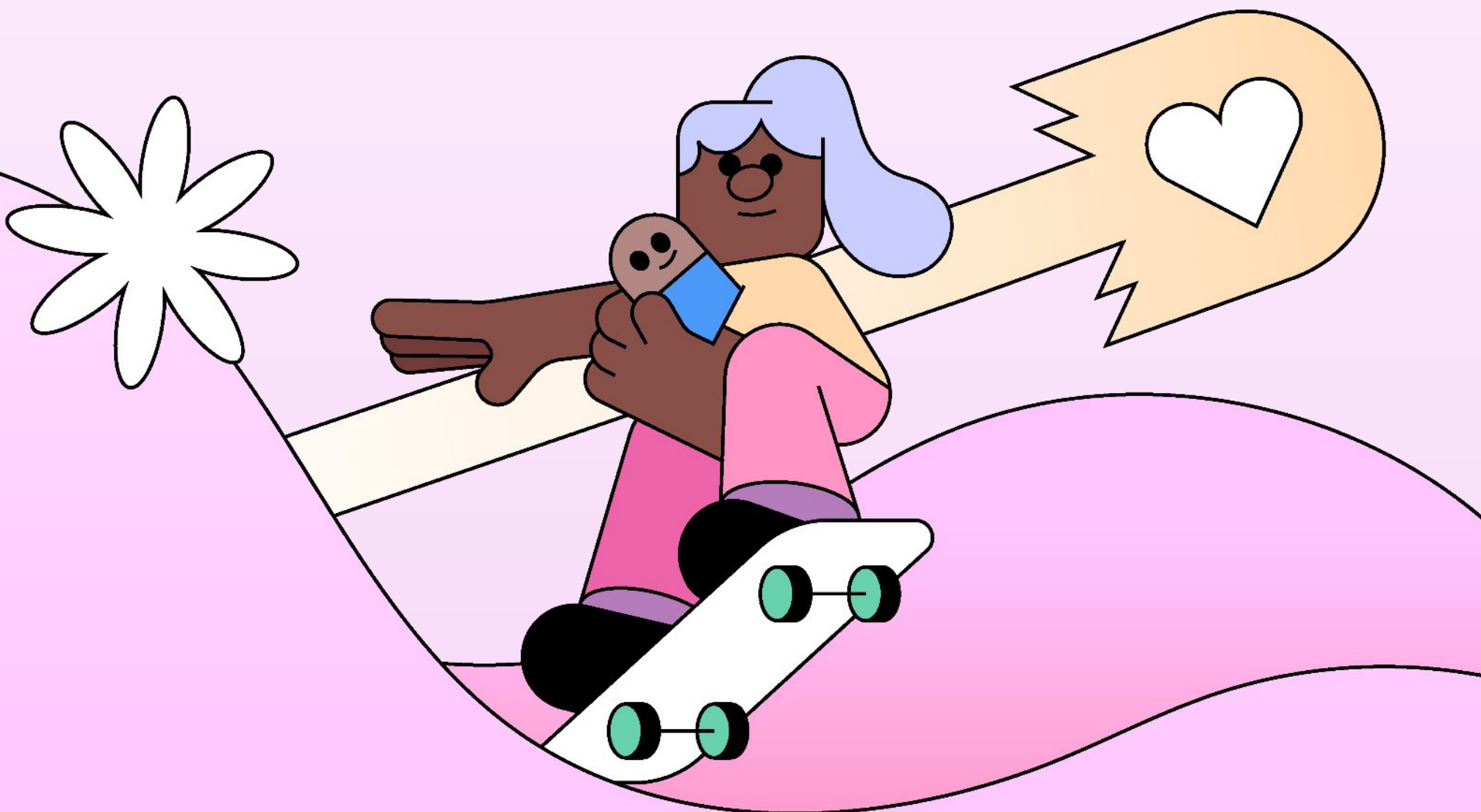




# Mother's Day > Father's Day (but only in spend + sentiment)

❤️ **The emotional load is heavier for Mother's Day.**

31.5% of shoppers spend more on Mother's Day than they do Father's Day; only 4.6% spend more on Father's Day.

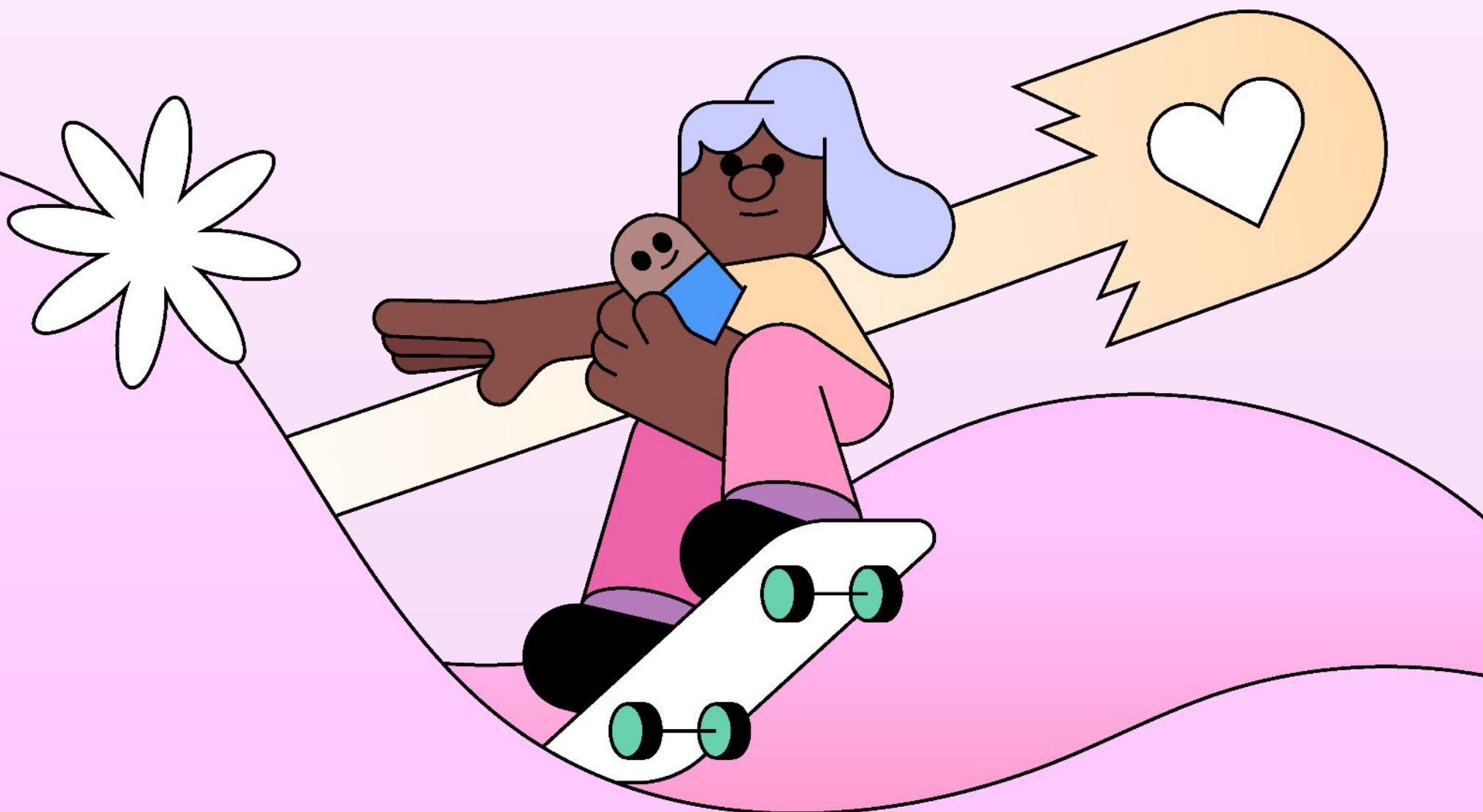




# Not Just Celebrating Your Mom

**Audiences are celebrating their moms, but also all moms in their lives: grandmothers, daughters, wives, sisters, etc.!**

This moment is multigenerational—tap into it with inclusive, flexible messaging for all kinds of families.



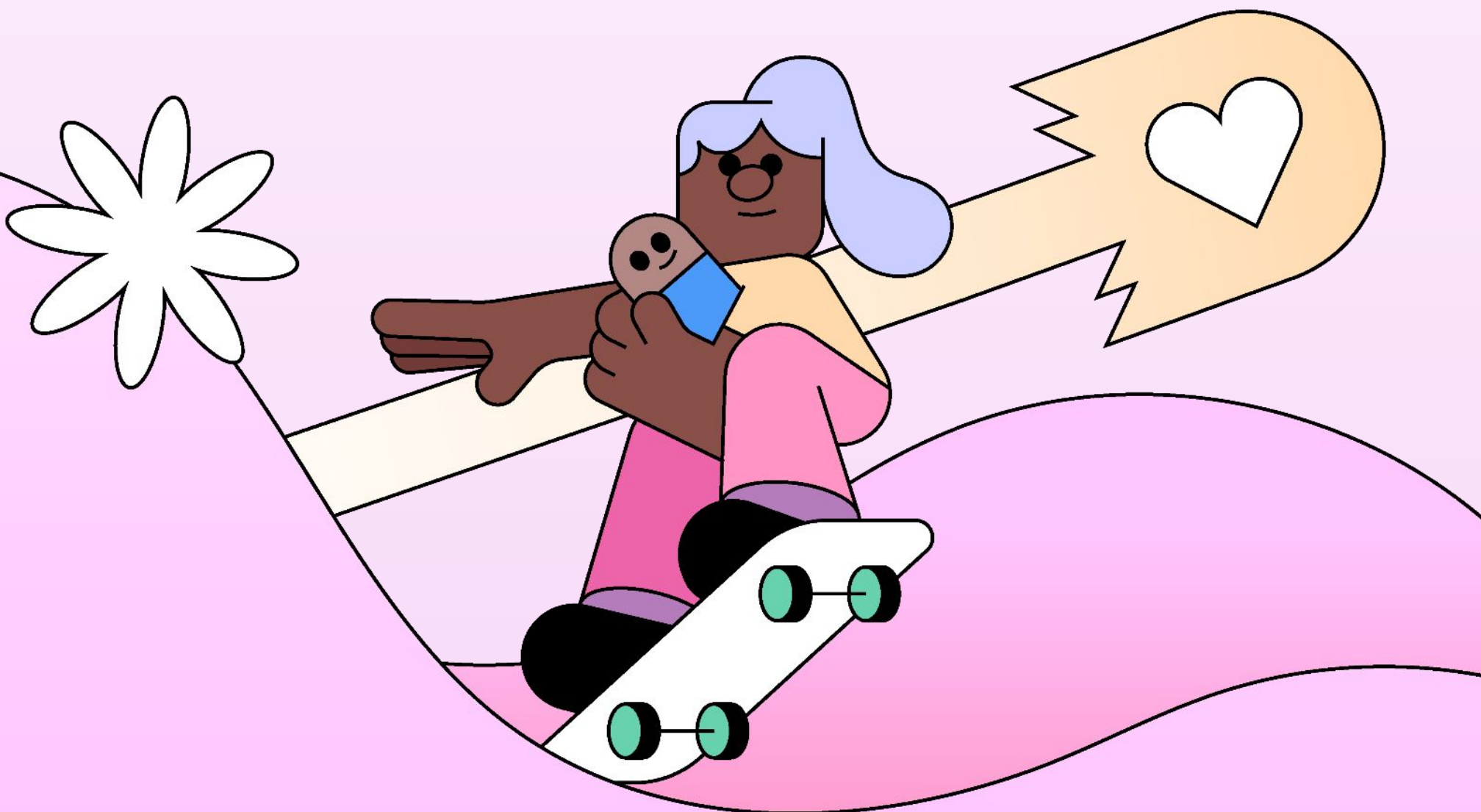


## Celebrate Her Anywhere

**44.1% celebrate Mother's Day in person;  
34.2% do it from home.**



Mother's Day isn't just a brunch date—it's cozy, virtual, and flexible.

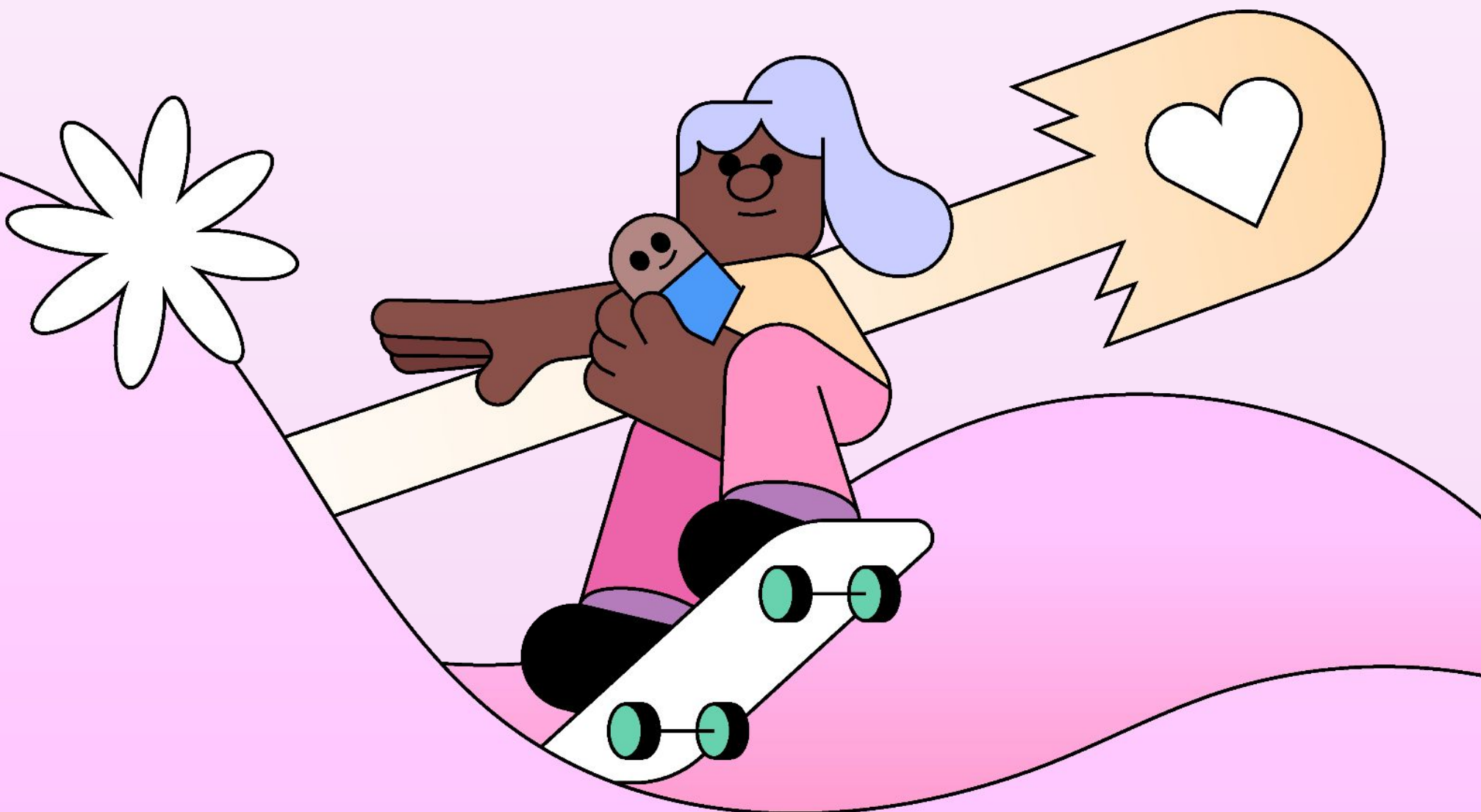




# **It's the Thought that Sells**

**50.1% say the thoughtfulness behind the gift matters most.**

It's not about price or even the brand—it's about meaning, memory, and intention.



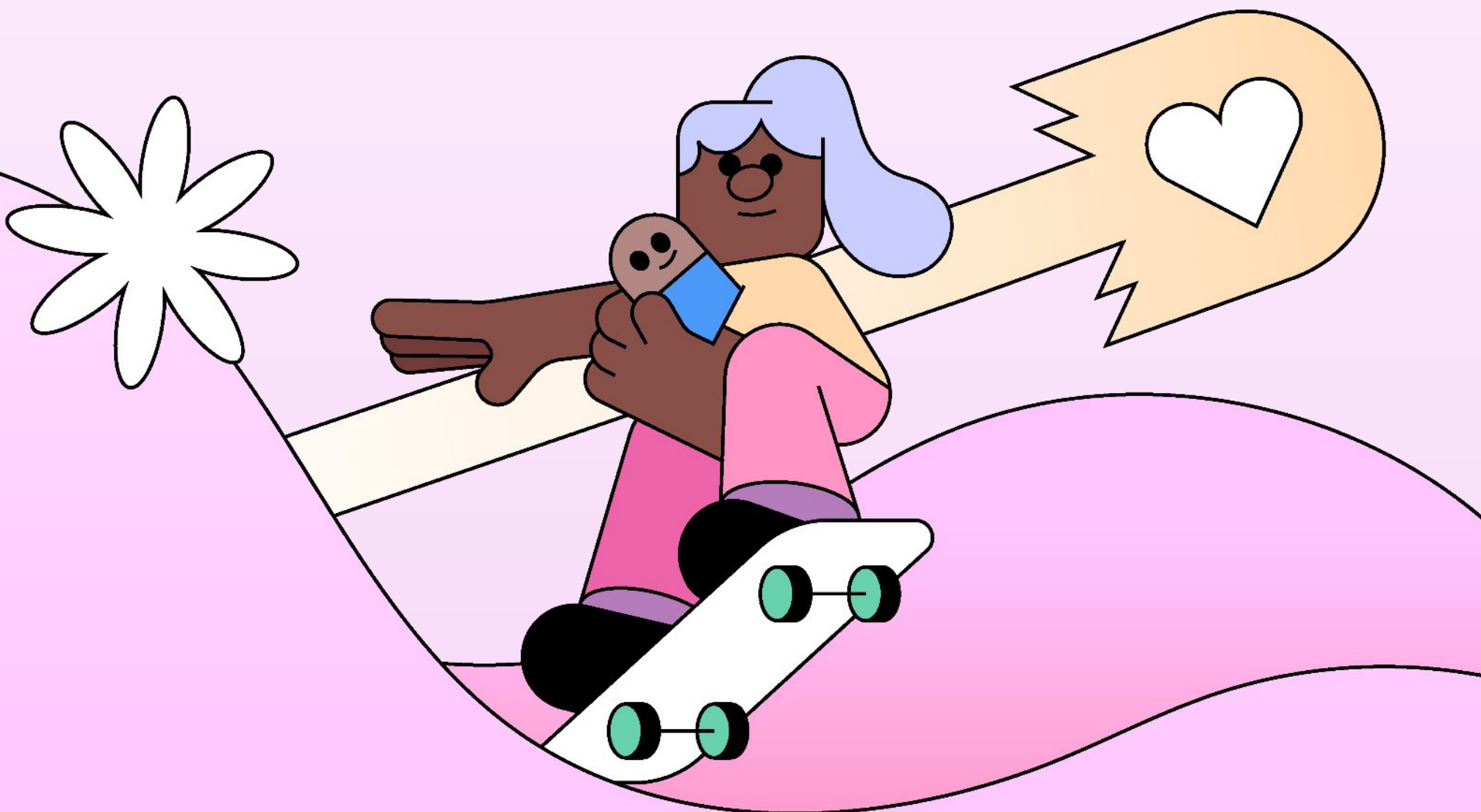




# What to Gift Mom for Mother's Day

## **Cards, Flowers, and Personalization Still Win.**

Top gift mentions: flowers (28.8%), cards (25.8%), personalized gifts (25.7%), gift cards (22.7%).





# **Mother's Day Is Here. And It's Just The Beginning.**

If this guide sparked ideas, good. Spring's just getting started. Use these insights to sharpen your next move — from Mother's Day to Spring Cleaning, Graduation, and beyond.

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