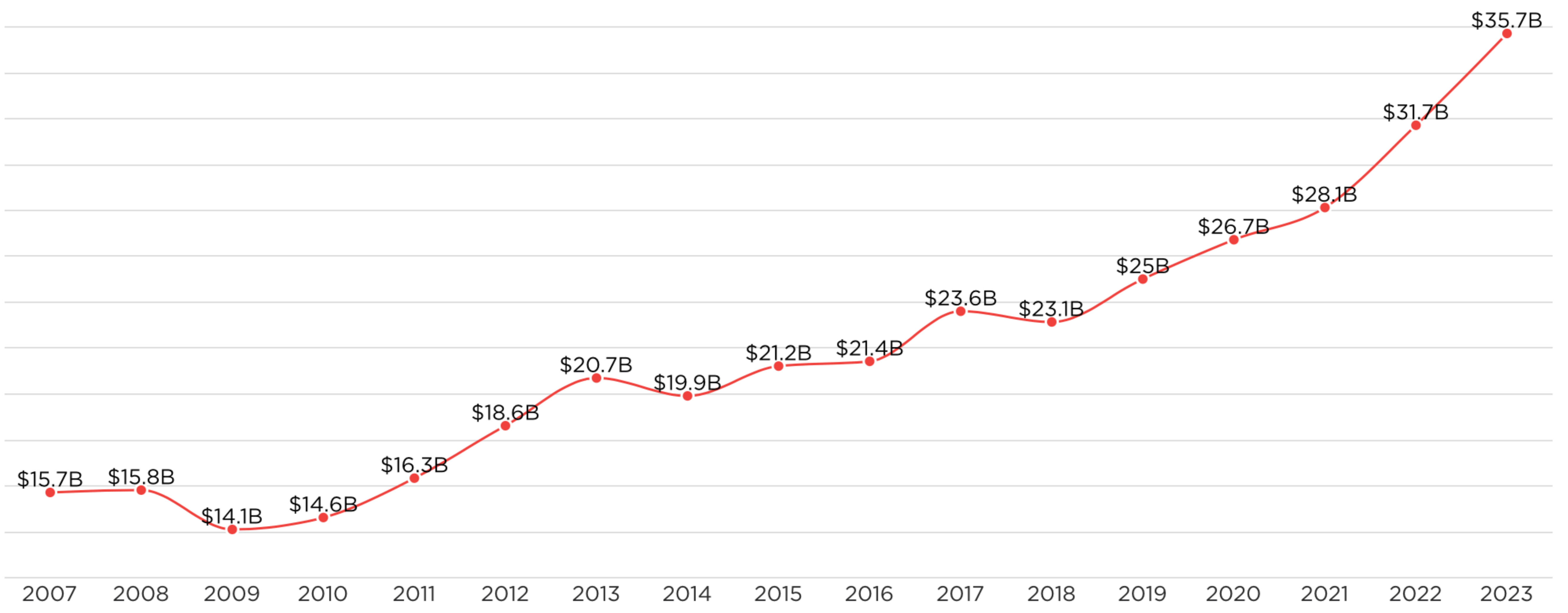
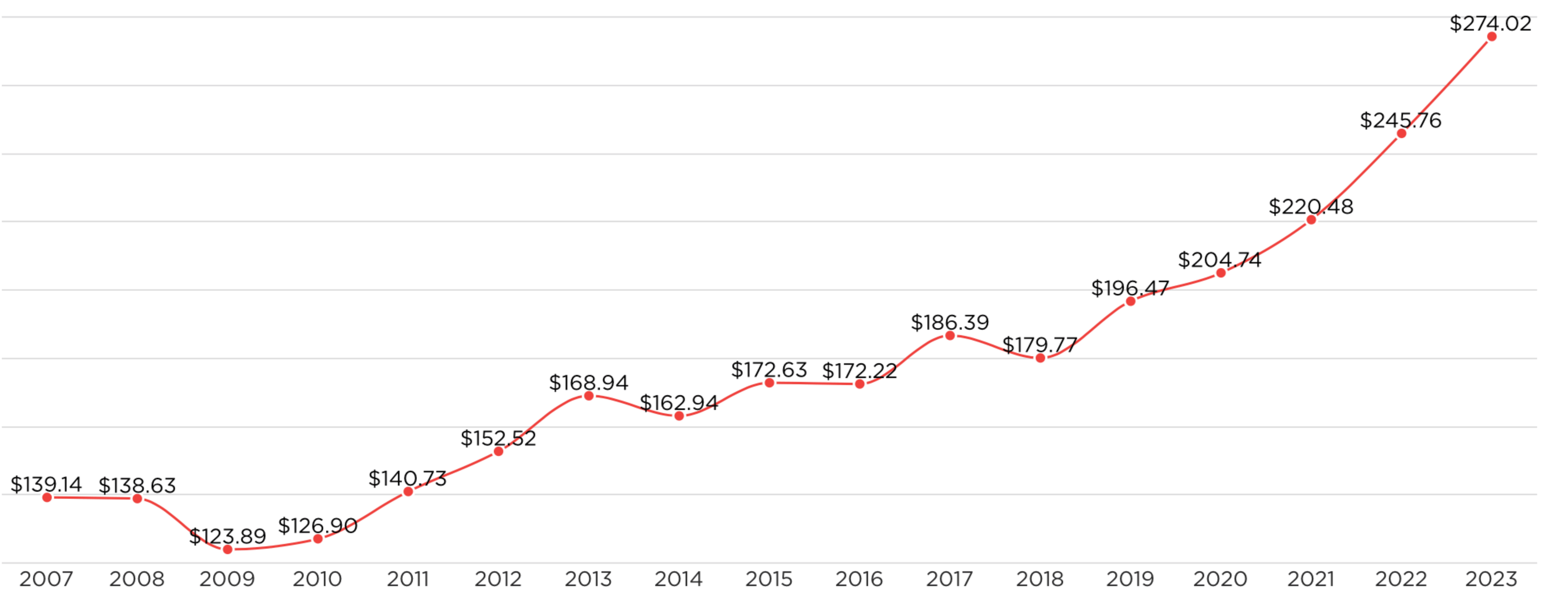


Total Mother's Day Spending



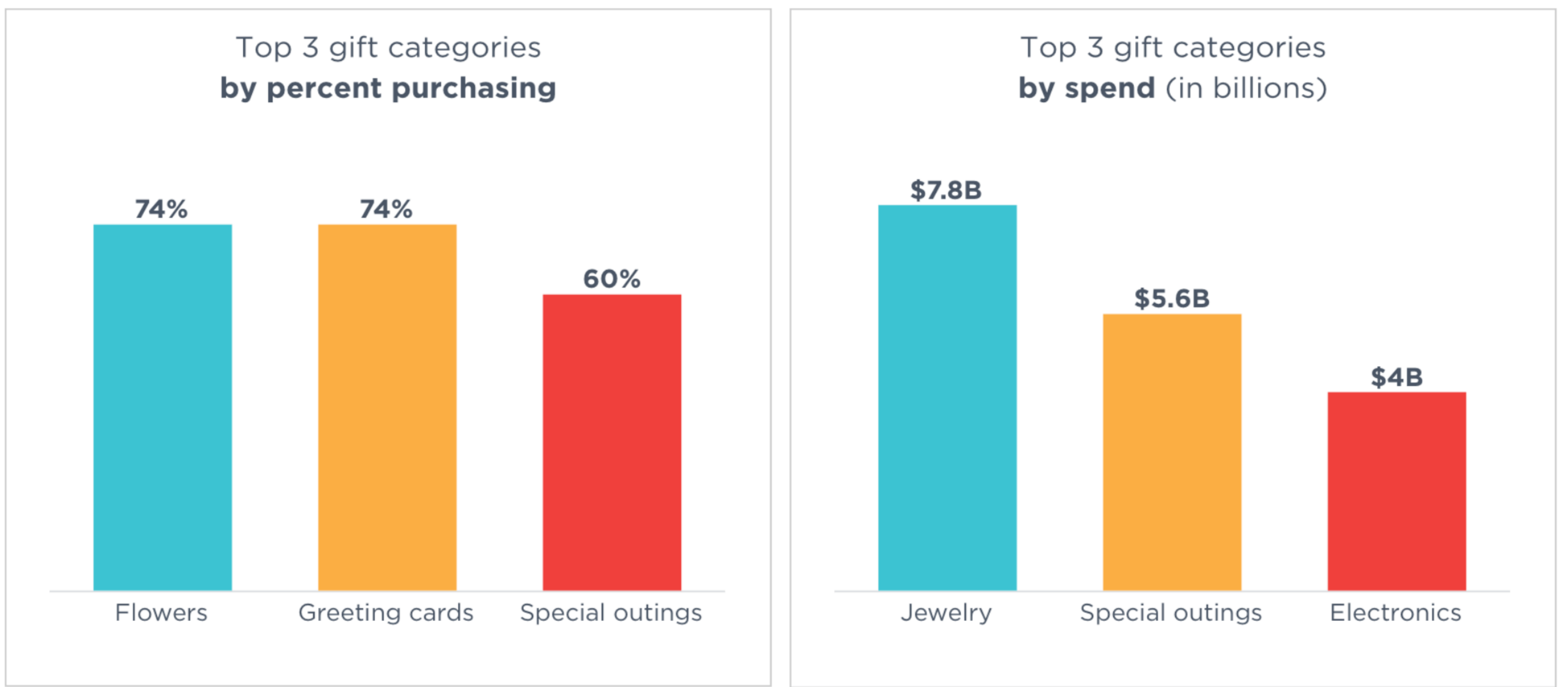
Spending per household



Source: NRF's Annual 2023 Mother's Day Spending Survey, conducted by Prosper Insights & Analytics



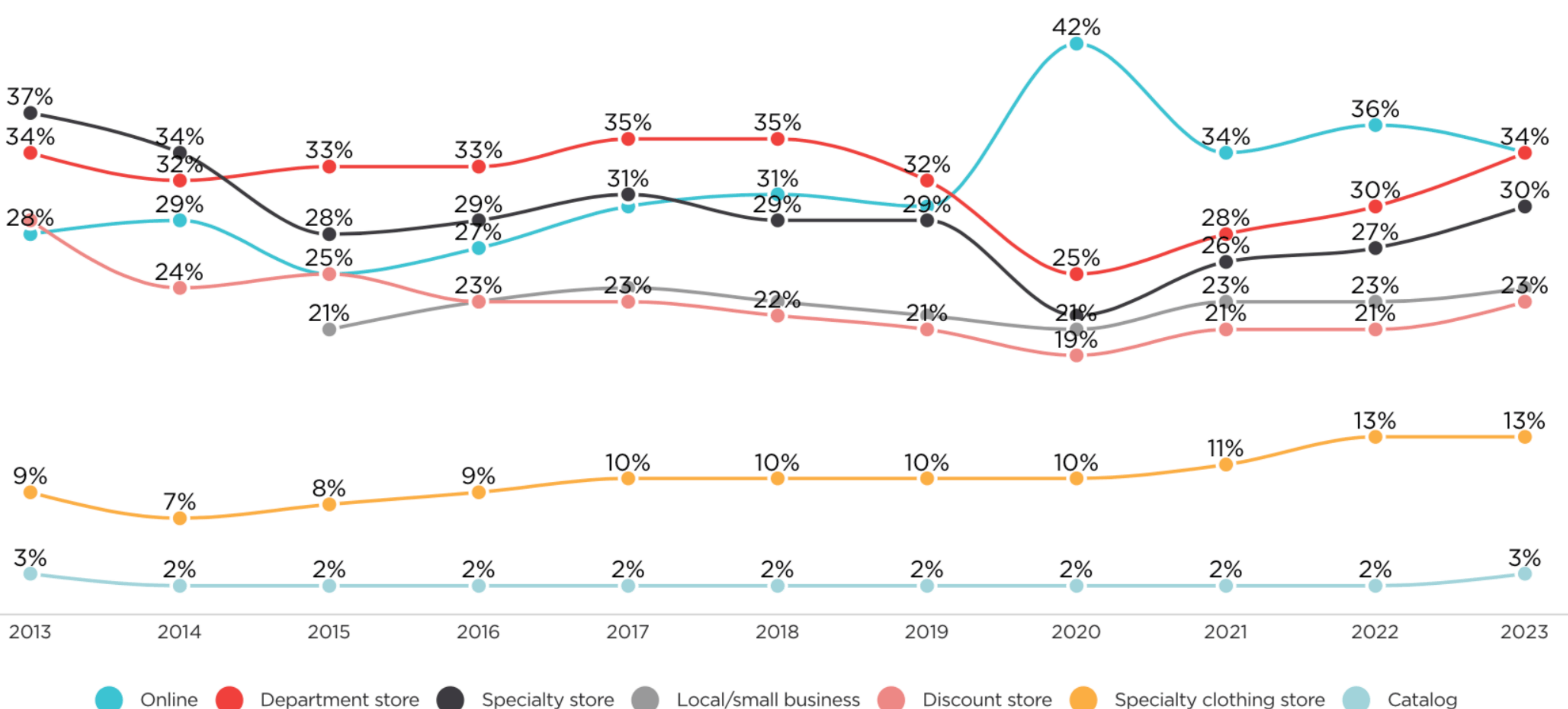
Mother's Day top gift categories



Source: NRF's 2023 Mother's Day Spending survey, conducted by Prosper Insights & Analytics



Mother's Day shopping destinations



[Download data](#)

Source: NRF's 2023 Mother's Day Spending survey, conducted by Prosper Insights & Analytics

