

Americans Turn to Amazon to Celebrate Mom this Mother's Day

Consumers turn online to shop for Mom; 40 percent spending less than last year

REDWOOD CITY, Calif. -- April 22, 2020 -- Although the impact of COVID-19 is being felt across the country, the majority of Americans still plan on celebrating Mom come May 10. The celebration may just look a little different than last year.

[Shopkick](#), a leading shopping rewards app, surveyed more than 25,000 consumers to gain insights into Mother's Day plans and preparations during this uncertain time and found that most shoppers are turning online, but will hand-deliver gifts to Mom.

Key Findings (across demographics):

- **Celebrating Mom:** The majority of consumers (80 percent) are still planning to celebrate Mother's Day this year, and about half of Americans (52 percent) will do it in person; 27 percent plan to celebrate via video call.
- **MOMLINE:** Most consumers are shopping online (62 percent) this year and 67 percent of them will shop on Amazon to find Mom's gift, followed by Walmart (38 percent), Target (34 percent), TJMaxx (10 percent), and Marshalls (9 percent). Twenty-four percent of consumers plan to turn to online florists.
- **Walking Into Walmart:** Of those shopping in-store for Mom (38 percent), the majority (58 percent) plan to purchase at Walmart, while others will be shopping at a local neighborhood store (32 percent), Target (29 percent), and the grocery store (27 percent).
- **Flower Power:** While slightly less than half of Americans (47 percent) plan to purchase a Mother's Day gift this year, 50 percent of those consumers will be buying flowers for their moms and 49 percent will be purchasing gift cards. Other top gift categories include clothing or accessories (23 percent), beauty and wellness products (19 percent), and arts and crafts supplies (9 percent).
- **Signed, Sealed, Delivered:** Once the gifts have been purchased, half of all respondents said they plan to hand-deliver the gifts to their mom's doorstep. The other half plans to have them shipped.
- **Tightening Mom's Belt:** Fifty-two percent of consumers said they plan to spend about the same amount of money on Mother's Day this year compared to last, while 40 percent say they plan to spend less.
- **Cost Over Convenience:** When asked what is most important when making a purchase decision this year, the majority of consumers (59 percent) said cost and value, while 30 percent said convenience of delivery. Just 11 percent said style is most important.

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About Shopkick, Inc.

Shopkick, a Trax company, is a leading shopping rewards app, bringing moments of joy to everyday shopping - both on- and off-line. For brands and retailers, Shopkick provides high consumer engagement along the entire path to purchase. The company's unique pay for performance model has been proven to deliver high ROI, while driving incremental traffic, product engagement, and sales. Some of its leading brand and retail partners include Kraft-Heinz, Barilla, Best Buy, eBay, GE, Kellogg's, TJ Maxx and Unilever, among others.

Shopkick is available for free on iPhone from the App Store and for Android from Google Play. For more information, please visit www.shopkick.com.

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