

Mother's Day by the Numbers

Mother's Day is right around the corner and this means big business for the greeting card and floral industries. According to the National Federation of Retailers, Mother's Day is a \$28.09 billion industry. After the winter holidays, Mother's Day is the second largest U.S. consumer spending holiday. Let's take a peak at the numbers behind this holiday.



1. There are around **127.4 million moms** in the U.S. On average how much of that \$28.09 billion is spent on one mom?
2. According to National Federation of Retailers, around \$2.66 billion in flowers will be given in the U.S. for Mother's Day. Considering that there are about 127.4 million moms in the U.S. how many dollars is spent for flowers for the average mom for Mother's Day?
3. The \$2.66 billion in flowers sold for Mother's day makes up 25% of annual U.S. flower sales (2nd only to the winter holidays). Determine how much is spent on flowers in the U.S. annually.
4. According to Hallmark, we give roughly **113 million Mother's Day cards** each year. This may seem like a lot, but if there are around **127.4 million moms** in the U.S. How many Mother's Day cards does the average mom get?
5. If the average Mother's Day card costs in the range of \$2 to \$4, around how much is spent annually on Mother's Day cards?
6. One other big part of Mother's Day is food. Research shows that 49% of us take mom out to eat spending a total \$4.14 billion in the U.S. Assuming that only 49% of moms are taken out to eat, how much does the typical Mother's Day restaurant bill cost?

Source: http://www.nrf.com/modules.php?name=News&op=viewlive&sp_id=1114
<https://nrf.com/media-center/press-releases/mothers-day-spending-total-281-billion>
<https://www.statista.com/statistics/289506/us-mother-s-day-expenditure-by-category/>