

News Release

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Customers tipped to spoil mum this Mother's Day

Mother's Day shoppers are expected to spend more than half a billion dollars over the Mother's Day weekend, according to analysis of ANZ customer data.

In 2023, ANZ's Australian customers spent a total of \$543.5m over the Mother's Day period, an increase of 6% on the previous year.

ANZ data suggests Australians will continue to spend millions of dollars in 2024 on restaurants, cafés and takeaway – with \$74.9m spent on these items on Mother's Day 2023, up 7% year-on-year (YoY). Wineries and bottle shops saw a 15% surge YoY in 2023, with a total of \$27.55m spent on Mother's Day.

ANZ Deposits and Payments Lead, Australia Retail, Yiken Yang said: "Precious stones, watches and jewellery continue to be popular gifts, with ANZ data revealing \$5.97m was spent on those items for Mother's Day in 2023 – an 8% increase year-on-year."

"Similarly, expenditure on personal health, beauty and hairdressing rose by 9% year-on-year to \$9.75m, reflecting a continued appetite to spoil mum," Mr Yang said.

"We also saw spending on flowers skyrocket by \$3.34m to \$4.75m over the Mother's Day period last year, which represents a 242% expenditure increase on the average May weekend," he said.

While traditional Mother's Day gifts such as flowers, self-care and dining out continue to be popular, expenditure on items such as travel took a 7% fall YoY, totalling \$13.75m in 2023. Mother's Day spending on clothing and accessories saw a 3% dip YoY, to \$27.75m in 2023.

Victorians spent the most on Mother's Day itself, but Queensland and the ACT spent more over the entire Mother's Day weekend, compared to other weekends in May 2023.

ANZ customers continue to use unique phrases to send money over the Mother's Day period with some of the most popular transaction messages including: *Mother's Day lunch; Mother's Day dinner; Love you Mum; Best Mum; Flowers for Mum; and Love you.*

STATE BY STATE COMPARISON – ANZ CUSTOMER DATA

Victoria

- Victoria's total Mother's Day spend last year was \$155.02m, an increase on \$147.57m in 2022.
- Victoria's Mother's Day spending in 2023 was the highest in Australia.
- Victorian customers spent the most on health, beauty, and hairdressing, followed by floristry, then precious stones and jewellery.

New South Wales

- In NSW, total spending on Mother's Day in 2023 was \$144.47m, up from \$139.23m in 2022.
- ANZ customers in NSW spent the second-highest amount of any Australian state on Mother's Day last year. NSW customers spent the most on precious stones and jewellery, followed by floristry products and books and stationery.

Queensland

- Queensland customers spent \$105.22m on Mother's Day last year. The total Queensland spend in 2022 on Mother's Day was \$98.5m.
- Queensland was the third-highest spending state on Mother's Day itself, behind Victoria and New South Wales.
- Queensland customers' highest spending category was precious stones and jewellery, followed by books and stationery, and then floristry items.

Western Australia

- In total, WA customers spent \$73.71m on Mother's Day in 2023, an increase from \$68.24m in 2022.
- The product category with the highest spend among WA customers was precious stones and jewellery, followed by floristry products and photographic equipment/services.

South Australia

- South Australian customers spent \$38.91m in 2023 on Mother's Day, up from \$36.94m in 2022.
- Precious stones and jewellery was the category with the highest spend among South Australian customers, followed by floristry, and then books and stationery.

Tasmania

- Tasmania's total Mother's Day spend last year was \$11.96m, a marginal increase from \$11.38m in 2022.
- The books and stationery category topped the list for highest spend by customers in Tasmania, followed by floristry products, and precious stones and jewellery.

Northern Territory

- Customers in the NT spent \$5.14m on Mother's Day last year, up from \$4.68m in 2022.
- NT customers' top spending category was precious stones and jewellery, followed by floristry products, and photographic equipment.

Australian Capital Territory

- In total, customers in the ACT spent a total of \$9.06m on Mother's Day last year. The 2022 spend on Mother's Day was \$8.49m.
- ACT customers spent the most on health, beauty and hairdressing, followed by precious stones and jewellery, and floristry products.

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