













Planned Gift Purchases for Father's Day 2019

Americans are expected to spend more than ever on gifts for Father's Day this year: **\$15.3B***

1	KIND OF GIFT	1) Planning to purchase	2) Expected average per person spending	3) Expected total spending
2	 Greeting Cards	61.7 %	\$ 7.22	\$ 830 Million
3	 Special outing	46.8 %	\$ 29.10	\$ 3.3 Billion
4	 Clothing	46 %	\$ 21.88	\$ 2.5 Billion
5	 Gift Cards	43 %	\$ 19.64	\$ 2.3 Billion
6	 Books / CDs	21.5 %	\$ 5.12	\$ 588 Million
7	 Personal care	20.5 %	\$ 7.88	\$ 905 Million
8	 Electronics	20.4 %	\$ 15.80	\$ 1.8 Billion
9	 Tools or appliances	17.6 %	\$ 7.51	\$ 863 Million
10	 Home improvement or gardening supplies	16.5 %	\$ 8.07	\$ 927 Million
11	 Sporting Goods	16.3 %	\$ 7.16	\$ 822 Million
12	 Automotive accessories	15.7 %	\$ 6.17	\$ 708 Million
	 Other	16.6 %	\$ 3.41	\$ 392 Million

- Father's Day spending has grown 70 percent, approximately \$6.6 billion, since 2009.
- The biggest drivers of Father's Day spending are growth in spending by consumers ages 35-44, and spending on clothing, special outings and gift cards.
- This year, 75.9% of people plan to celebrate and are expected to spend a record \$138.97, up from last year's \$132.82, and up from \$91 in 2009.
- Consumers ages 35-44 plan to spend the most at an average \$197.66, over \$100 more than this age group spent 10 years ago.
- Men planned to spend the most for Mother's Day this year and are also likely to spend more than women for Father's Day at \$160.74 compared with \$118.29