

BRITISH RETAIL CONSORTIUM

To all economic, consumer and retail journalists

*For immediate release
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BRC MOTHER'S DAY FACTS

- **Mother's Day is worth approximately £1.3billion on to the retail sector**
- **Around £45 million is spent on Mother's Day cards with around 30 million cards sent**
- **Around £55 million is spent on chocolates, with around 4 million people buying a box for their Mum**
- **Approximately 7 million bunches of flowers and 5 million plants are sold for Mother's Day, with a total of £250 million being spent**
- **7.6 million people will buy clothes for their Mum, spending a total of £152 million**
- **6.8 million people will buy Jewellery for their Mum, spending a total of £340 million**
- **13.2 million people will buy their Mother a home furnishing/gardening item, spending a total of £264 million**
- **Men buy 20% of all Mother's Day cards compared to 80% by women**

BRC Director General, Kevin Hawkins, commented:

“Mothers Day is a big day in the UK as it gives us the opportunity to thank our Mums and show them just how much they mean to us.

“It's clearly an important day for families, but its also another important date in the retail calendar, especially for retailers of cards, chocolates, flowers and jewellery. Trading on the high street is tough for many and so retailers do look at special days and events such as Mothering Sunday as an opportunity to boost trading and stand out from the crowd.”

Note to Editors:

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The British Retail Consortium is the lead trade association representing the whole range of retailers, from the large multiples and department stores through to independents, selling a wide selection of products through centre of town, out of town, rural and virtual stores. www.brc.org.uk