

Father's Day to account for in excess of £330 million in retail sales

Whilst still a relatively new holiday compared to Mother's Day, Father's Day has become a key date in the retail calendar, accounting for circa £330 million in retail sales last year [Mintel 'Seasonal Shopping' report, UK, August 2014]. Unsurprisingly, a growing number of consumers are now turning to the internet, with an estimated 46% of Father's Day consumers utilising online channels (Hermes 2015 consumer survey).

According to a recent survey by [Rakuten Marketing](#), this year's annual celebration of fatherhood will see shoppers spending on average £69.30 on their dads, a 5% uplift on last year.



Retailers should give key consideration to the holiday when planning their optimisation strategies this June. Online retailers love to mark key occasions and Father's Day is no exception. The run up should include promotion of a broad range of products including sportswear, male fragrance, watches and footwear.

Advertising for the event has taken prime position on many e-commerce sites. These include top supermarkets [ASDA](#), department stores such as [Debenhams](#), [House of Fraser](#), and fragrance retailers such as [Fragrance Direct](#).

Several retailers are offering targeted promotions to gain business on this key marketing day, timing the event with discounts on gift ranges or offering voucher codes and competitions.

This year, Father's Day coincides with the Summer Equinox, serving as an opportunity to promote summer purchases as well as the standard purchases of greeting cards, socks and novelty mugs.

Although the number of people who default on buying greeting cards of all types is rising (up from 5% in 2006 to 17% in 2013 Mintel 2013), almost one third (30%) of Brits still send a Father's Day card. Furthermore, nearly one in five (18%) purchase a gift.

Spending on online sales typically begins rising two to three weeks before Father's Day, peaking on the week of Father's Day itself. Hermes consumer survey (2015) found almost half of consumers (44%) planned to buy their gifts the week before Father's Day, whilst nearly a quarter (22%) waited until the day before the event. Historically, this would appear extremely last-minute however with the growing availability of next day delivery and seven day delivery services, consumers can now leave even their online shopping that bit later.

Based on the product data within the Intelligent Reach Platform, using a sample of UK retailers, product interactions and overall profitability both saw considerable YoY increases in the 2 week run up to Father's day, particularly across Shopping Search (incl. Google Shopping).

- **Product Clicks rose 59% YoY.**
- **Revenue increased 53% YoY.**
- **Orders increased 51%YoY.**

Historically the following categories perform exceptionally well over this period:

- **Sports equipment & outdoor gear:** YoY orders up 295% in 2 week run up, associated Revenue up 206%.
- **Appliances:** Orders up 147% in 2 week run up, associated Revenue up 113%.
- **Garden:** Revenue up 250%, from 50% more Product Clicks.

We predict that retailers will experience even greater uplifts this year, driven by both the increased usage of Shopping Search/Google Shopping and the timing of the holiday coinciding with the Summer Equinox. In addition the general increase in online purchasing, coupled with mobile browse to purchase uptake will no doubt produce encouraging results for retailers.

Our Top tips to retailers' wishing to gain a competitive advantage online this Father's Day:

- **Specific promotions:** Ensure Father's Day and any special offers are included in your promotional product descriptions.
- **Utilise online channels:** Intel's 2014 'Seasonal Shopping' report (August 2014) found that online shoppers spend 31% more, on average, than high-street shoppers. Retailers should use this trend to their advantage by offering extensive product ranges and full item information through their e-commerce sites.
- **Holiday promotions:** Consider offers, discounts and promotions in the run up to Father's Day, everyone loves a bargain. However ensure margin is maintained
- **Optimise for mobile:** This year mobile is already dominating 'Father's Day' terms, producing over 60% of traffic [Google internal data]. With this in mind it is vital

that e-commerce sites offer a simple, enjoyable user experience, regardless of device type.

- **Targeted Keywords:** Google revealed that the top gift-related search terms include “Fathers Day gifts” and “Father’s Day gifts” (note the difference in punctuation), as well as “Fathers Day presents”, “Fathers Day cards” and “Fathers Day quotes”.

Whilst the most frequently-mentioned requirements for Father’s Day presents are “fun” and “practical”. In order to maximise visibility, retailers should incorporate such terms into their product descriptions and SEO campaigns in the run up to the event.