

Optimove Insights Mother's Day 2025 Consumer Shopping Trends Report

*Why Knowing and Anticipating
Your Customer is Everything*

I. Executive Summary

The Optimove Insights Mother's Day 2025 Consumer Shopping Trends Report underscores a reality for retailers this Mother's Day: success depends not just on responding to customer needs, but on anticipating them. Consumers are shopping later, valuing quality and sustainability, and expecting seamless omnichannel experiences. Marketers must be ready to personalize, pivot, and optimize instantly.

Positionless Marketing offers the framework to meet this challenge—empowering every marketer to act independently, create personalized experiences at scale, and optimize campaigns in real time.

Key findings from Optimove Insights' survey show that consumers prioritize:

- Quality over price
- Omnichannel convenience
- Authentic sustainability
- Early promotional opportunities

Retailers who anticipate these behaviors—and build Positionless Marketing capabilities—will lead customer engagement in 2025 and beyond.

The report underscores that great marketing doesn't just react — it anticipates. Our 2025 Mother's Day Survey shows brands that know and adapt to evolving customer needs will win. Success hinges on real-time agility, seamless execution, and deep customer insight — the hallmarks of Positionless Marketing.

II. Survey Methodology

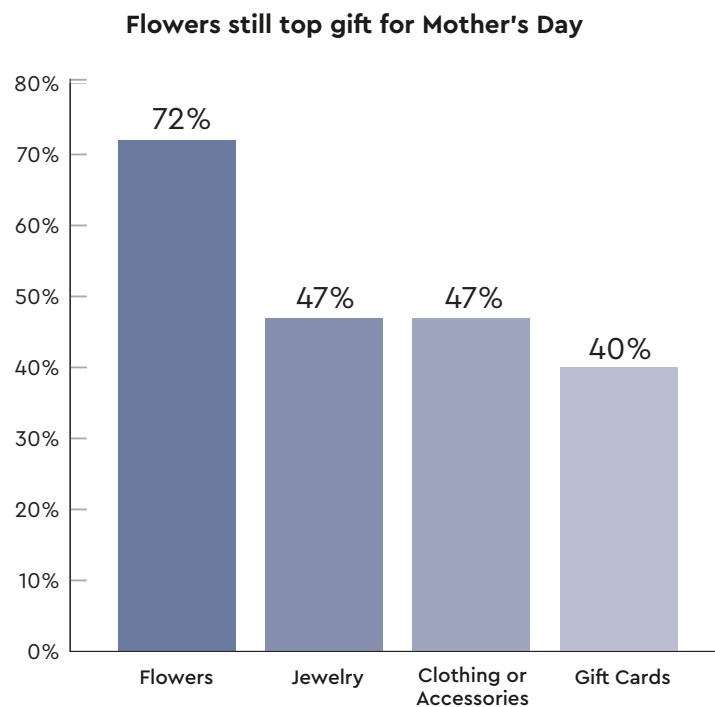
The survey was fielded in April 2025 to 320 US citizens, 18–65 years old with household income of \$75,000+.

III. Survey Results

1. Consumers Buy the Classics—Personalized Marketing Messages Win

Flowers (72%) and jewelry (47%) remain top choices for Mother's Day gifts, while clothing and accessories (47%) and gift cards (40%) also command significant interest.

Opportunity: Marketers must combine timeless offerings with tailored recommendations. A one-size-fits-all approach misses the mark — personalization wins.



Based on a 2025 survey of 320 U.S. consumers (ages 18–65, household income \$75,000+)

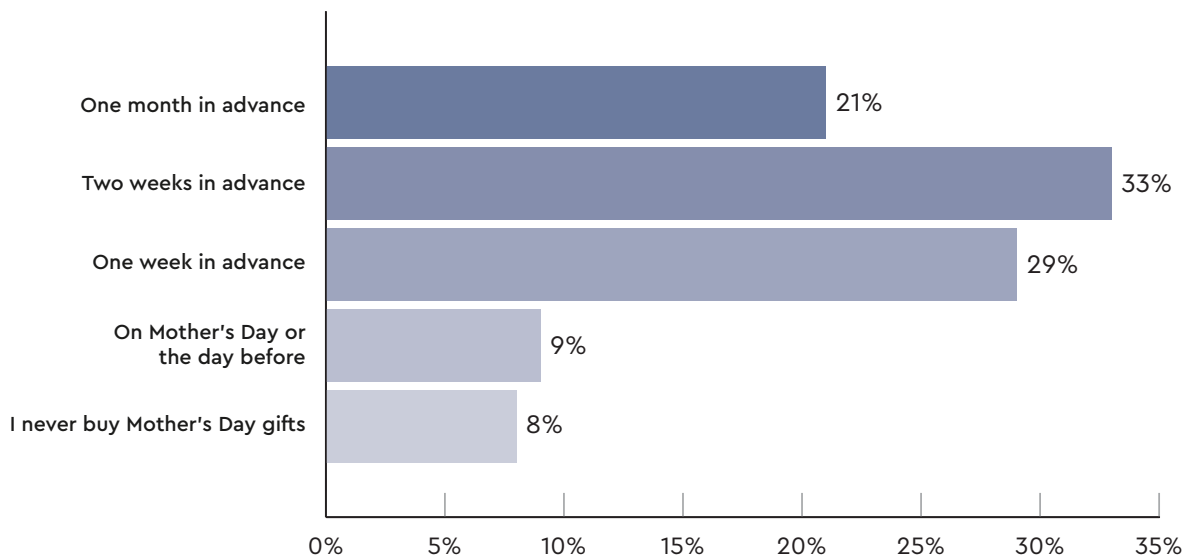
Source: Optimove Insights 2025 Mother's Day Shopping Survey

2. Last-Minute Shoppers Are the Majority

Most consumers are making purchases close to the holiday: two weeks in advance (33%) or one week in advance (29%).

Opportunity: Retailers need to anticipate surges and deploy campaigns instantly. Agility is critical to capture late-buyer momentum.

More than half by Mother's Day gifts at least two weeks in advance



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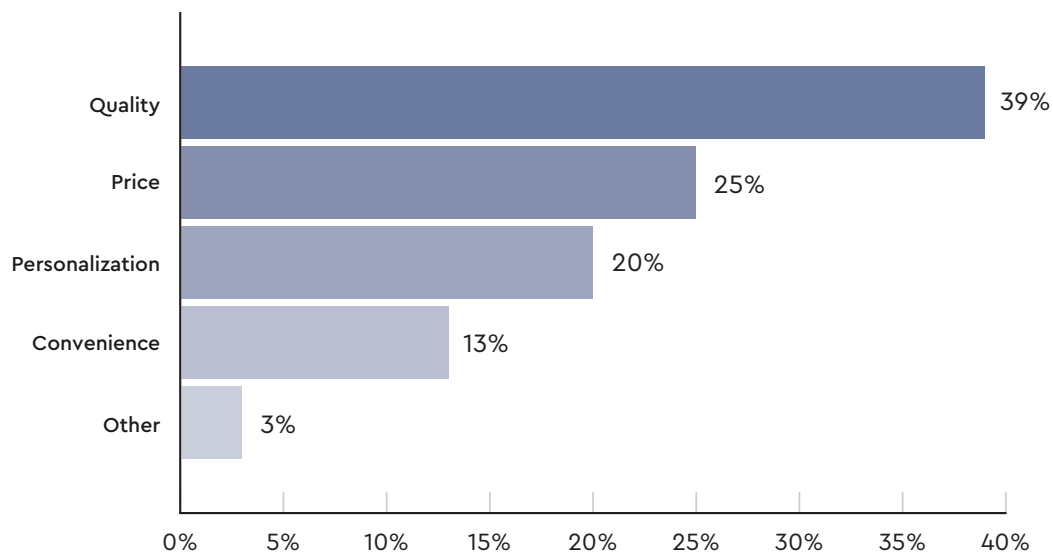
Source: Optimove Insights 2025 Mother's Day Shopping Survey

3. Quality Matters More Than Price

When choosing gifts, 39% of consumers prioritize quality, while only 25% rank price as the top factor.

Opportunity: Messaging should lead with craftsmanship, durability, and customer satisfaction—not just discounts.

Quality is the most important factor when choosing a Mother's Day gift



Based on a 2025 survey of 320 U.S. consumers (ages 18–65, household income \$75,000+)

Source: Optimove Insights 2025 Mother's Day Shopping Survey

4. Omnichannel Is the Norm

Shopping methods are split across online and offline channels, with 40% shopping both online and in-store.

Opportunity: Retailers must offer seamless experiences across channels — or risk losing customers who expect fluid, flexible options.



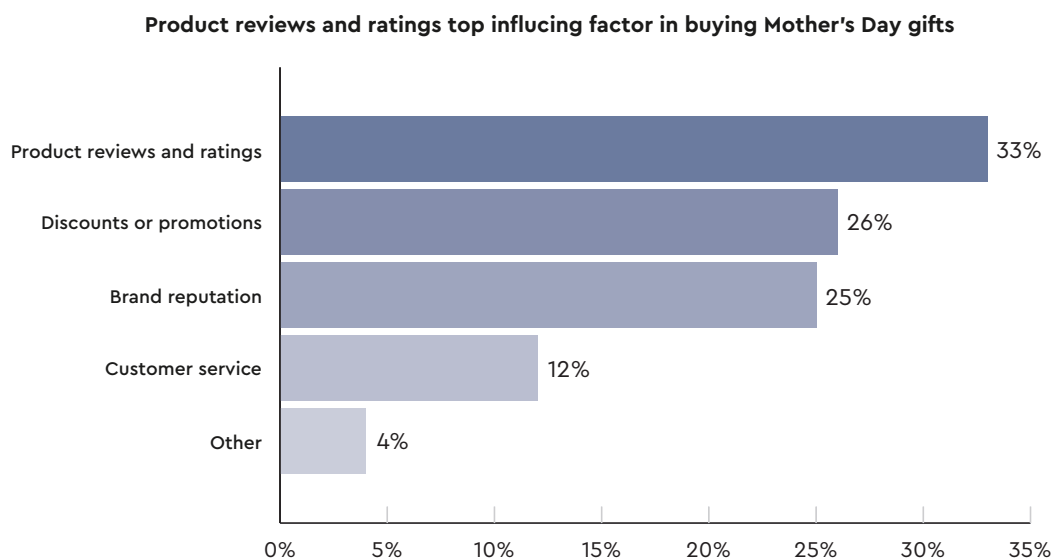
Based on a 2025 survey of 320 U.S. consumers (ages 18–65, household income \$75,000+)

Source: Optimove Insights 2025 Mother's Day Shopping Survey

5. Product Reviews Matter

Consumers value peer validation over promotions, with 33% citing product reviews as the most important shopping factor.

Opportunity: Retailers should integrate ratings and testimonials prominently to build trust and drive conversions.



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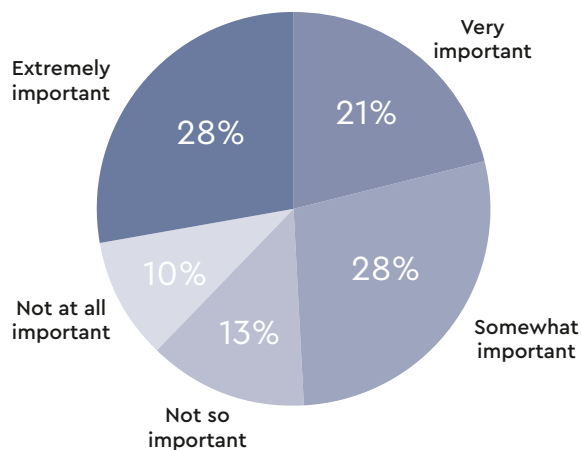
Source: Optimove Insights 2025 Mother's Day Shopping Survey

6. Sustainability Remain Important

Over 76% of shoppers say eco-friendliness is at least somewhat important when buying Mother's Day gifts.

Opportunity: Brands that showcase sustainability—authentically—will tap into growing consumer loyalty.

Over 75% of consumers prioritize eco-friendly products and retailers for Mother's Day gifts



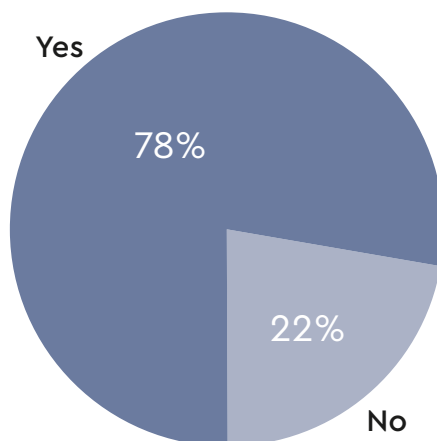
Based on a 2025 survey of 320 U.S. consumers (ages 18–65, household income \$75,000+)
Source: Optimove Insights 2025 Mother's Day Shopping Survey

7. Early Promotions Drive Early Action

78% of consumers say early sales motivate them to buy sooner.

Opportunity: Early promotions ahead of peak purchase timing are highly effective.

Would a Mother's Day item going on sale early, before you are ready to buy, motivate you to buy now?



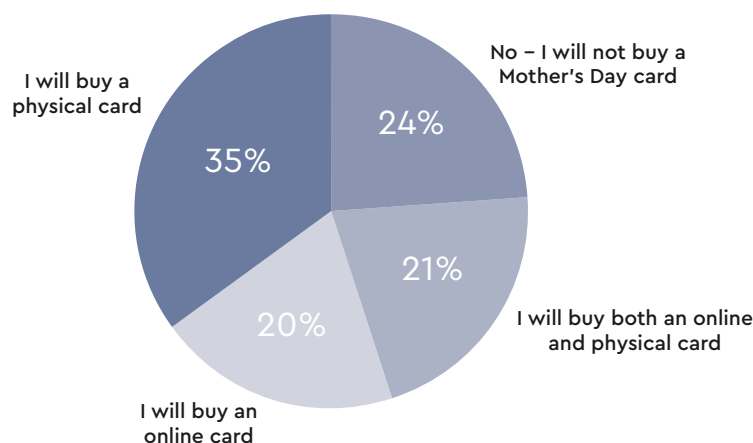
Based on a 2025 survey of 320 U.S. consumers (ages 18–65, household income \$75,000+)
Source: Optimove Insights 2025 Mother's Day Shopping Survey

8. Greeting Card Purchases Remain Strong

More than 75% of shoppers plan to buy some form of Mother's Day card, highlighting an opportunity for upselling.

Opportunity: Offering card options—both digital and physical—can drive additional revenue.

More than three-quarters of consumers will buy a Mother's Day greeting card



Based on a 2025 survey of 320 U.S. consumers (ages 18–65, household income \$75,000+)
Source: Optimove Insights 2025 Mother's Day Shopping Survey

IV. Recommendations for Retail Marketers

To meet consumers in the moment and operate as Positionless Marketers, retail brands must:

1. **Leverage Real-Time Data:** Instantly uncover customer insights to anticipate shifting preferences and buying windows.
2. **Deploy Personalized Experiences Quickly:** Empower marketers to create and launch channel-ready content—without waiting for creative or technical teams.
3. **Optimize Continuously:** Implement always-on testing and AI-driven optimization to maximize engagement at every stage.
4. **Embrace Omnichannel Fluidity:** Deliver seamless shopping experiences across physical stores and digital platforms.
5. **Promote Early—But Flexibly:** Launch early sales campaigns but be ready to adjust offers in real time based on shopper behavior. Tailor promotions based on consumer interests and their loyalty to brands.
6. **Highlight Sustainability Authentically:** Showcase eco-friendly practices and products transparently to align with growing consumer values.

Positionless Marketing enables retailers to deliver on these recommendations—removing traditional silos and empowering every marketer to act with the speed and precision today's consumers' demand.

V. Positionless Marketing Helps Meet Consumers In the Moment

The bottom line is that today's Mother's Day consumer is:

- Last-minute, yet quality-driven.
- Omnichannel, yet demanding personalized experiences.
- Eco-conscious, yet still highly convenience-driven.

To meet — and anticipate — these needs, marketers must be able to act instantly across the full customer lifecycle.

Positionless Marketing empowers every marketer to execute data-driven, personalized, optimized campaigns—without waiting for data teams, creatives, or technical support.

- Data Power lets any marketer immediately discover customer insights for precise targeting and hyper-personalization — without waiting for engineers
- Creative Power enabling marketers to instantly create channel-ready assets like copy and visuals — without waiting for creative experts
- Optimization Power that lets any marketer run campaigns that optimize themselves through automated journeys and testing — without waiting for analysts .

With Positionless Marketing, retailers aren't just responding to customer needs — they're leading them.

In 2025 and beyond, Positionless Marketing empowers marketers to anticipate each customer's needs. It beats reaction. Positionless Marketing ensures brands get there.

To unlock Positionless Marketing and lead the customer experience, contact us at [Optimove.com](https://www.optimove.com).

About Optimove

Optimove, the leader in Positionless Marketing, frees marketing teams from the limitations of fixed roles, giving every marketer the power to execute any marketing task instantly and independently. Positionless Marketing has been proven to improve campaign efficiency by 88%, allowing marketing teams to create more personalized engagement with existing customers.

Optimove is recognized as the Visionary Leader in Gartner's Magic Quadrant for Multichannel Marketing Hubs. Being a visionary leader is a hallmark of Optimove. It was the first CRM Marketing Platform to natively embed AI with the ability to predict customer migrations between lifecycle stages in 2012.

Today, its comprehensive AI-powered suite is at the leading edge of empowering marketers to optimize workflows from Insight to Creation and through Orchestration. Optimove provides industry-specific and use-case solutions for leading consumer brands globally. For more information, go to [Optimove.com](https://www.optimove.com).

About Optimove Insights

Optimove Insights is the analytical and research arm of Optimove, dedicated to providing valuable industry insights and data-driven research to empower B2C businesses.

For more information on this report and to get a demo on how to unlock Positionless Marketing and lead the customer experience, contact us to request a demo.