

Father's Day

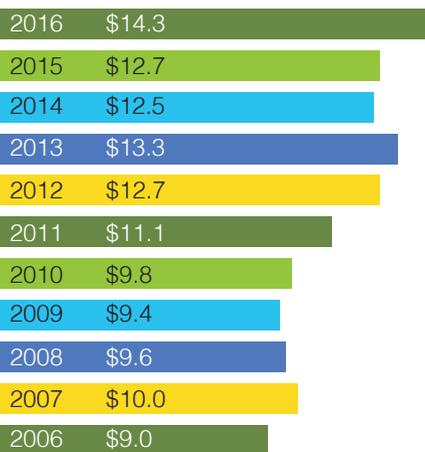
Although it's not a typical flower holiday, you can create opportunities for sales.

According to the **National Retail Federation**, Americans planned to spend a record \$14.3 billion on Father's Day in 2016. Take a look at the data and merchandising tips we have gathered here and discover opportunities for sales for 2017. Father's Day is June 18 this year.

a holiday on the rise

Spending on Father's Day has risen 58.9 percent since 2006.

Year Spending (in billions)



\$125.92

That's what each consumer planned to spend, on average, in 2016, up 9.0 percent from 2015's \$115.57.

who receives gifts

Americans buy for more than their own dads on Father's Day.

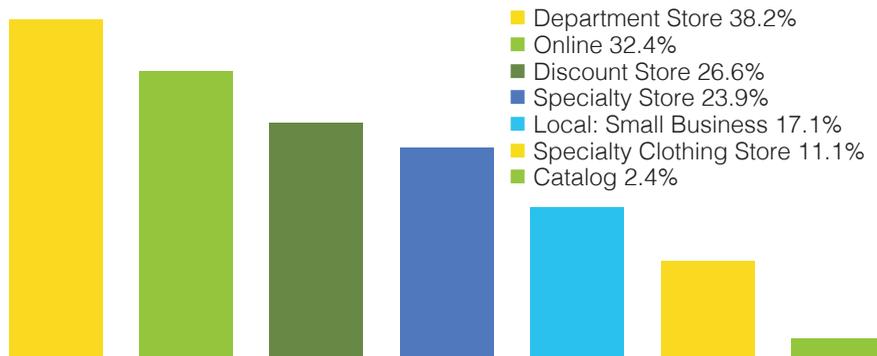


Merchandising tip: In your signage, remind customers to remember all the fathers in their lives, not just their own.

what people purchase for dads

Category	Amount (in billions)
Special Outing	\$3.1
Clothing	\$2.0
Gift Certificates/Cards	\$2.0
Consumer Electronics	\$1.7
Greeting Cards	\$0.8
Home Improvement/Gardening Supplies	\$0.8
Tools or Appliances	\$0.8
Personal Care	\$0.7
Sporting Goods/Leisure Items	\$0.7
Automotive Accessories	\$0.7
Books or CDs	\$0.6
Other	\$0.4

where customers buy their gifts



Merchandising tip: Make it convenient for customers to purchase their Father's Day gifts from you. Create a display of grab-and-go gift items, including greeting cards, and have signage that tells shoppers they can satisfy all their Father's Day needs at your store. Advertise your Father's Day products through social media, emails and bag stuffers.

belated day for dads

It took Father's Day a long time to get official U.S. recognition. While Mother's Day was recognized in 1914, when President Woodrow Wilson approved a resolution that made the second Sunday in May a holiday in honor of mothers, such recognition didn't come for fathers until 1972. That's when President Richard Nixon signed a law making the third Sunday in June a day to recognize the contributions of dads. **sf**