

# Mother's Day Has Become Important for Online Retailers

---

/EINPresswire.com/ Mother's day has become a valuable business for [online retailers](#). In 2012, Rakuten Linkshare saw sales spikes in fashion, luxury and jewellery, with sales of flowers rising significantly in the week leading up to Mother's Day.

According to a research from Experian Hitwise one million hours will be spent online shopping for Mother's Day gifts. The research also showed an increase in order value from 2011 to 2012, a trend which is likely to continue.

Mother's day has become a valuable business for online retailers. In 2012, Rakuten Linkshare saw sales spikes in fashion, luxury and jewellery, with sales of flowers rising significantly in the week leading up to Mother's Day.

The way we shop for Mother's Day is evolving; just 48%, said that they will be buying from a bricks and mortar store. 40% said they will be buying online and the remaining 12% on a tablet or smart phone. The survey also found that incentives for purchasing online, such as free shipping 31%, price cuts 31% and coupons 20%, all enticed consumers to buy Mother's Day gifts in this way.

Hitwise also revealed that 11 per cent of all searches for Mother's day online included the word 'when', so for any of you who have forgotten Mother's Day is this Sunday (10 March).

In the UK, the average spends for Mother's Day is £30, which is quite high in comparison with the average spends for Father's Day (only £10).

The top gifts for mothers are flowers, chocolate, alcohol, beauty treatments, cards and [scented candles](#).

[Robert Dyas](#) was founded in 1872. It operates a portfolio of 96 stores located across the south of England and has a strong ecommerce business. Its retail proposition is to offer well priced products for the home from convenient high street locations to a loyal and growing customer base.

It employs over 1,200 people in its retail chain and its headquarters are in Leatherhead, Surrey.

Issued on behalf of Robert Dyas' parent company Cleeve Court Holdings Limited, Cleeve Court, Cleeve Road, Leatherhead, Surrey KT22 7SD.

Media Contact:

Sandra

Threepipe

+44 (0)20 7025 2720

<http://threepipe.co.uk>

Press Release courtesy of Online PR Media: <http://bit.ly/ZxyvC>

---

This press release can be viewed online at: <https://www.einpresswire.com/article/140606710>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2023 Newsmatics Inc. All Right Reserved.