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Customers tipped to spend more than half a billion dollars this Mother's Day

ANZ shoppers could spend up to \$569m during the 2025 Mother's Day weekend, a projected growth of 2.5% on the previous year, according to ANZ customer data.

Food, clothing, personal beauty, and jewellery have again been tipped as key spending categories for the year, making up around 41% of total spending in 2024.

ANZ expects Victorian customers to spend up to \$158m, followed by NSW (up to \$147m), with the highest Year-on-Year (YoY) growth expected to be seen across airlines, duty-free stores, personal health, and photographic equipment.

ANZ Managing Director Everyday Banking, Yiken Yang, said: "Australians are set to spend generously and spoil their mums this Mother's Day, with data showing a trend in wining and dining experiences. We expect food, takeaway, wineries and bottle shops will continue to dominate customer spending this year – a promising sign for businesses and traders across the country.

"Conversely, while we still expect them to be popular places for customers to spend, we do anticipate some reduction in spend in flower shops, department stores, jewellery stores, and clothing stores," Mr Yang said.

In 2024, florists saw a drop of 5.22% in spend compared to the prior year but still experienced an additional \$3.1m compared to a normal weekend.*

For a second year in the row, men spent more in total on Mother's Day, with an average spend of \$131. Gen X spent the most (\$189m), followed by Millennials (\$184m). While Gen Z spent the least (\$78m), however they had the highest yearly increase of 15%.

2024 data also showed that customers spent the most between 9am and 6pm, with 28% of spend coming from the hours between 12pm and 2pm.

Publican John Elsey, Managing Director of Maitland restaurant The Whistler, said Mother's Day is one of the biggest days of the year for the craft beer bar.

"Mother's Day is always one of our busiest days. Everyone wants to treat their mum to a special outing, and what better way to do it than with a pub meal and a glass of champagne?"

"Every year, we offer a Mother's Day special, and we usually get fully booked a week in advance. We're expecting this year to be no different, so if you haven't organised something special for mum yet, make sure you lock something away this week."

2024 SPEND SUMMARY AND TRENDS – ANZ CUSTOMER CREDIT & DEBIT CARD DATA

- In 2024, total spend increased by 1.4%, reaching \$555 million during Mother's Day weekend, compared to the previous year (2023).
- Per capita, every state spent over 20% more during the Mother's Day weekend, compared to a normal weekend.
- Victorians spent the most overall during Mother's Day weekend (\$155m).
- QLD, SA, and NT had the largest YoY increase in spend, with 3.8%, 3.6%, and 3.4%, respectively.
- ACT had the highest spend per capita at \$256, in line with the previous year.
- NSW had the greatest increase in spending during the Mother's Day weekend compared to a normal weekend, spending an additional \$5.6m (4.1% uplift).
- For a second year in a row, men spent more in total on Mother's Day, and across most key categories. YoY growth for men was minimal, while women had negative YoY growth.
- People spent the most between 9am and 6pm, contributing ~77% of the total spend during the Mother's Day weekend, with 28% spend coming from the hours between 12pm and 2pm.
- People spend slightly more on Saturday (57% of the overall spend) than on Sunday during Mother's Day weekend, possibly due to preparations and last-minute gift buying for the Sunday event.

**Normal weekend spend included two weekends in May following Mother's Day (averaged).*

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