

E-Gifting Insights: Mom and Dad Edition

E-gifting helped last minute shoppers get it right and get it there in time

43% of Mother's Day e-gifts were sent last minute



38% of Father's Day e-gifts were sent last minute

Last minute defined as an e-gift sent the day before or day of holiday

How well did e-gift shoppers do?

90%

90% of moms and 93% of dads accepted their e-gift, only choosing size, color or style!

93%

Accepted e-gifts (customized before shipping) mean fewer returns

Who bought e-gifts for Mom and Dad?

Women sent the most e-gifts, but men spent the most money



Women sent 59% of all e-gifts for Mother's Day



Women sent 75% of all e-gifts for Father's Day



For Mother's Day, men spent 27% more on e-gifts than women



For Father's Day, men spent 13% more on e-gifts than women



On average, 11% more was spent on e-gifts for moms than dads

What were the top e-gifts?



Mother's Day



Father's Day