



MOTHER'S DAY SURVEY

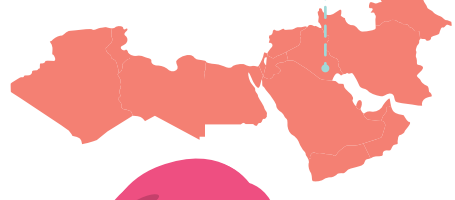
Istibyani



FROM THE MENA REGION

1100

Participants



GENDER

49.7%

50.3%



AGE

15 - 18 YEARS	1.1%
18 - 25 YEARS	10%
26 - 35 YEARS	32.1%
36 - 45 YEARS	31.2%
MORE THAN 45 YEARS	25.6%



84.3%

Celebrating Mother's Day this year



PARTICIPANTS WILL BUY A GIFT TO



Their mom
82.0%



Their mother in law
24.8%



Their wife
24.5%

WHERE PEOPLE ARE SHOPPING FOR MOTHER'S DAY



Online
10.8%



Offline (in store)
45.3%



Both (online and offline)
40.1%

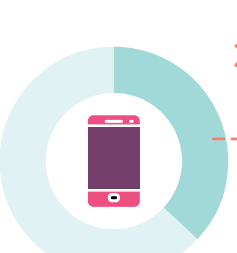


I won't do any shopping this year
3.8%

WHERE DO PEOPLE FIND INSPIRATION FOR MOTHER'S DAY GIFTS



Searching on the internet



Social Media



Printed adds (newspapers, flyers, magazines)

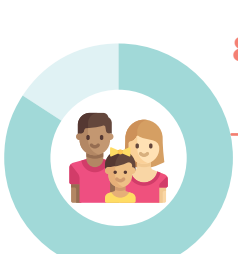


From what she likes

WHAT IS MOST IMPORTANT FOR MOTHERS IN THE ARAB WORLD?

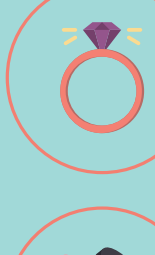


Receiving valuable gifts

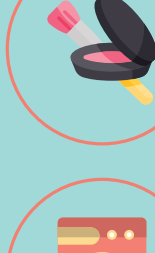


Spending time with your kids and family

TOP SHOPPING CATEGORIES FOR MOTHER'S DAY



Jewelry
29.4%



Skincare, makeup, perfume
22.5%



Home appliances
36.2%



WHAT MOTHER'S ACTUALLY WANT IN MOTHER'S DAY



Jewelry
29.6%

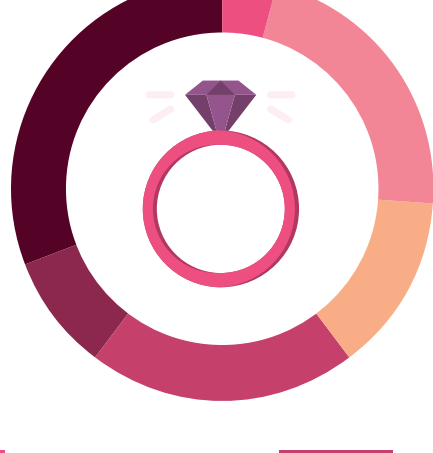


Hotel stay / Trip or travel
10.7%



Home appliances
12.1%

JEWELRY



4.4% Less than \$50

21.9% \$50 - \$100

13.5% \$101 - \$150

20.7% \$151 - \$200

8.8% \$201 - \$250

30.7% More than \$250

SKINCARE, MAKEUP, PERFUME



26.6% Less than \$50

47.9% \$50 - \$100

15.1% \$101 - \$150

5.7% \$151 - \$200

2.6% \$201 - \$250

2.1% More than \$250

HOME APPLIANCES



23% Less than \$50

40.1% \$50 - \$100

13.9% \$101 - \$150

10% \$151 - \$200

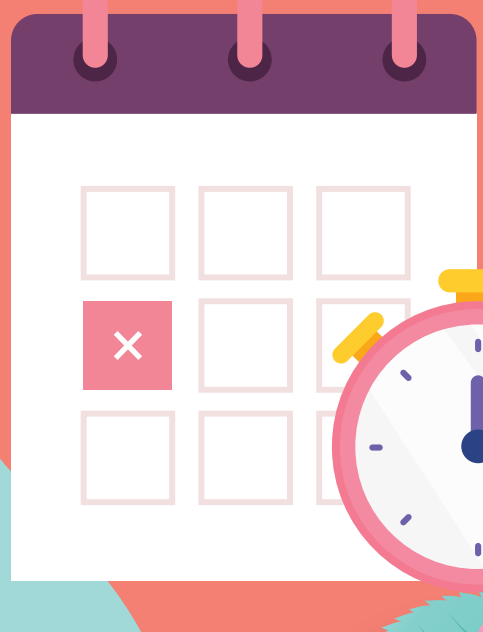
4.9% \$201 - \$250

8.1% More than \$250

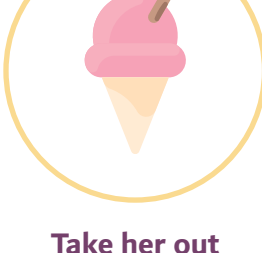


WHEN DO PEOPLE START SHOPPING FOR MOTHER'S DAY GIFTS

FEBRUARY	11.6%
EARLY MARCH	21.8%
THE SECOND WEEK OF MARCH	33.3%
MARCH 20TH	13.8%
MOTHER'S DAY (MARCH 21TH)	19.6%



PLANS FOR MOTHER'S DAY



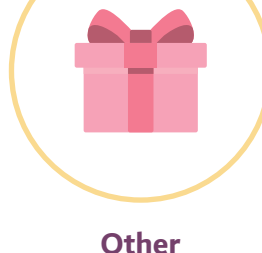
Take her out
20.7%



Bring a cake
27.7%



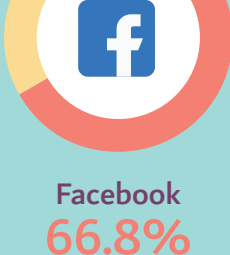
Plan a surprise party
36.1%



Other
31.4%

69.2%

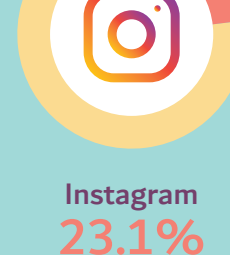
WILL USE SOCIAL MEDIA TO EXPRESS THEIR FEELINGS ON MOTHER'S DAY



Facebook
66.8%



Whatsapp
54.9%



Instagram
23.1%