

# 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



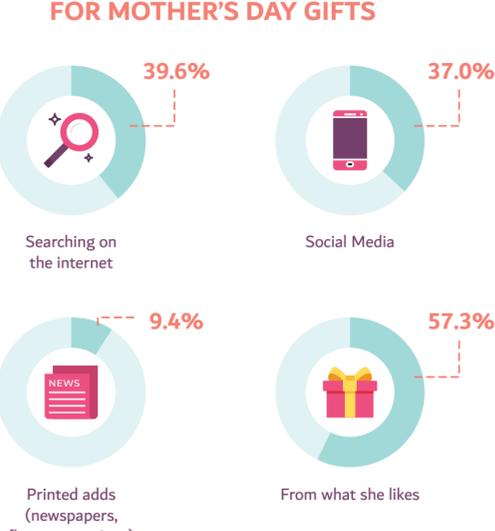
## PARTICIPANTS WILL BUY A GIFT TO



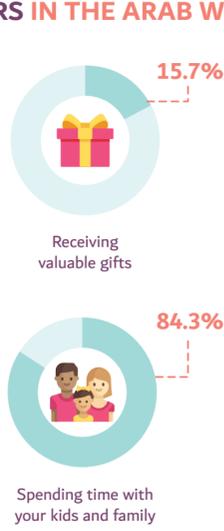
## WHERE PEOPLE ARE SHOPPING FOR MOTHER'S DAY



## WHERE DO PEOPLE FIND INSPIRATION FOR MOTHER'S DAY GIFTS



## WHAT IS MOST IMPORTANT FOR MOTHERS IN THE ARAB WORLD?



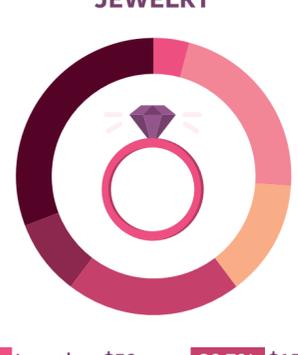
## TOP SHOPPING CATEGORIES FOR MOTHER'S DAY



## WHAT MOTHER'S ACTUALLY WANT IN MOTHER'S DAY



## JEWELRY



## SKINCARE, MAKEUP, PERFUME



## HOME APPLIANCES



## 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



**69.2%**  
WILL USE SOCIAL MEDIA TO EXPRESS THEIR FEELINGS ON MOTHER'S DAY

