Mother's Day 2021: why subscription boxes are gaining consumer interest
Since COVID-19 has put a spotlight on opportunities for consumers to show their loved ones they care, this Mother’s Day has the potential to be more meaningful than ever.
Examining current retail trends

86%
Of consumers say Mother’s Day is important to them, given the current state of the pandemic

$26.7B
Total spend reflected in this consumer sentiment

$205
Average amount consumers are planning to spend on meals and gifts for mom

35-44
The age group most likely to be celebrating a spouse this Mother’s Day

Source: 1 Nation Retail Federation May 2020.
Consumers spend an average of $205 for Mother’s Day

Source: National Retail Federation May 2020

Average spend by age and gender

- 18-24: $247
- 25-34: $268
- 35-44: $296
- 45-54: $193
- 55-64: $139
- 65+: $116

Source: National Retail Federation May 2020
Mother’s Day online merchant clicks grew by 69% year over year (YoY), while brick & mortar is up 24%.

Sub-vertical click rank vs. YoY growth

**Online only**

- ↑69% YoY for top advertisers

**Brick & mortar**

- ↑24% YoY for top advertisers

“Families are in an unusual position, and consumers are looking to make up for the fact they can’t take mom out by sending her something a little extra special this year.”

Source: Microsoft Advertising Internal data sub vertical Jan 2020-March 2021

Quote 2: Prosper Insights Executive Vice President of Strategy Phil Rist
Subscription services are on the rise during COVID-19

21% Increase in revenue for subscription services due to surging demand amid social distancing restrictions from COVID-19

There is increased demand for meal kits and apparel subscription boxes since we are preparing meals at home, staying fit, & dressing for remote work

35% Of consumers are interested in gifting a subscription box for Mother’s Day

Source: ¹Nation Retail Federation May 2020 ²IBISWorld.com 2020
Our methodology

Criteria
Users were qualified as having visited or searched for sites related to “subscription services” at least 10 times.

User base
1,000 users and 140K page views were identified as highly qualified shoppers of “subscription services”.

Location
All users analyzed were in the US on a PC device.

Timeline
Data from October 2020 through January 2021.

Source: Microsoft Internal Data, Aug 2020 – January 2021
Predicted revenue from subscription boxes is on the upswing

Source: IBISWorld.com 2020

Forecasted subscription box revenue growth (in percent value)

35% of the total subscription box growth (from 2012 to 2026) is predicted to stem from Mother’s Day gift purchases

Source: IBISWorld.com 2020
Subscription box shoppers convert instantly post COVID-19

User grouped by journey length

User count

1.3 Days
Average of all users

65% of subscription box shoppers converted in one week this last year

Source: Microsoft Advertising Internal Data Oct-Jan 2021
Food and clothing-based subscription boxes are receiving the most online traffic

Source: Microsoft Advertising Internal data Oct 2020-Jan 2021
The correlation between subscription boxes and Mother’s Day searches is also strongest between clothing and food categories.

Source: Microsoft internal data Oct 2020 – Jan 2021
Occasion & Gift advertisers should consider pairing native with search strategies

Gifts & Occasions ad effectiveness study

Users exposed to both Microsoft Search ads & Microsoft Audience ads are more likely to visit a Gifts & Occasions website compared to those who are exposed to only one type of ad.

Notes: Results may vary for each advertiser based on campaign settings, targeted audiences, and other factors. Lift metrics represent an average of all advertisers with completed lift studies to date (Feb. 2021). These advertisers may be a non-representative sample of all advertisers on the marketplace. Lift measured between exposed users and a control group of eligible unexposed users, with lift represented on a per-user basis. Average user count per advertiser study = 680K
Key takeaways

Mother’s Day will be a large celebration this year as total spending should reach $26.7B with the average consumer spending over $200

We’re seeing strong correlations between subscription boxes and Mother’s Day searches, with 35% of consumers expecting to gift a subscription box this Mother’s Day

Studies show that campaigns produce a 8.2X higher conversion rate and 3.9X higher visitation rate when Search and Microsoft Audience Network ads are combined

Drive more customers to your products with engaging experiences through shopping campaigns

Increase coverage within top categories and Mother’s Day queries

Create In-market Audiences across top product categories

Source: Microsoft Internal Data
To get actionable data, insights and best practices to help make decisions and grow your business, visit MicrosoftAdvertising.com/Insights