

**MEDIA RELEASE**

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## Flowers top Mother's Day gifts as Australians favour simple, meaningful celebrations

**Mother's Day in 2026 will see Australians continue to favour simple and traditional ways to celebrate, with flowers the most popular gift for the third consecutive year according to Australian Retail Council (ARC).**

The latest ARC-Roy Morgan survey shows 39 per cent of Australians planning to purchase flowers, followed by food and alcohol (24 per cent) and experiences such as dining out or trips away (11 per cent) among those who know what they plan to buy, highlighting a continued preference for traditional and meaningful gifts.

Celebrations are also set to remain close to home, with nearly one in three Australians (31 per cent) planning to mark the occasion with a meal at home, compared to 8 per cent dining at a restaurant and 7 per cent visiting a café.

Overall, 30 per cent of Australians – around 7 million people – plan to celebrate Mother's Day by buying a gift, unchanged on last year, with participation remaining steady across key age groups.

Mother's Day remains one of the most important seasonal moments in the retail calendar, providing a timely boost to discretionary spending across florists, food, hospitality and specialty retail.

Total spending is expected to remain in line with 2025, with average spend forecast at \$144 per person, while 86 per cent of Australians plan to spend the same or more than last year, reinforcing stable spending intentions for the occasion.

Younger and mid-life Australians continue to drive participation, with 33 per cent of those under 35 (2.5 million) and 33 per cent of those aged 35–49 (1.9 million) planning to celebrate, while participation is slightly lower among older Australians.

In addition, 14 per cent of Australians plan to purchase a Mother's Day gift for someone other than their birth mother, most commonly another family member, a mother-in-law or a partner.

**ARA Chief Industry Engagement Officer Fleur Brown said the results show Australians are focusing on meaningful and practical ways to celebrate Mother's Day in an increasingly tough economic climate:**

*"Mother's Day remains an important occasion for Australians and retailers, and this year as Australian households continue to navigate budget pressures, we're seeing a clear preference for simple, thoughtful gifts," Ms. Brown said.*

*"Flowers have once again come out on top, alongside food and experiences, showing Australians are focusing on meaningful gestures and celebrating at home with family.*

*"While overall spending remains consistent with last year, Australians are being more deliberate in how they spend, maintaining their celebrations while keeping budgets in check."*

*"We encourage Australians to back the retailers that back Australia by choosing to shop local wherever possible this Mother's Day."*

**The ARC-Roy Morgan Snap SMS survey was conducted with a representative cross-section of 4,764 Australians aged 18+ from April 9–13, 2026.**

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**About us: Australian Retail Council (ARC)** represents a \$444 billion sector that employs 1.4 million Australians across metropolitan, regional, and remote communities – making retail the largest private sector employer in the country and a significant contributor to the Australian economy. Our membership spans the full spectrum of Australian retail, from family-owned small and independent retailers that make up 95% of our membership, through to our largest national and international retailers that employ thousands of Australians and support both metropolitan and regional communities every day.

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