

# FATHER'S DAY – UK – 2024

Euro 2024 gave retailers a ready-made theme for Father's Day 2024, with a host of sports-themed gifts and products aiming to create a memorable Father's Day experience.



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# Report Content



## EXECUTIVE SUMMARY

- Gift buying for Father's Day boosted the UEFA Euro's
  - Graph 1: number who purchased Father's Day gifts, 2021-24
- 16-34s most likely to buy Father's Day gifts
- Father's Day gifting trends remain stable year-on-year
  - Graph 2: products purchased as Father's Day gifts , 2023-24
- Spending on Father's Day gifts was flat in 2024
  - Graph 3: average amount spent on Father's Day gifts, 2021-24

## DRIVERS OF FATHER'S DAY GIFT PURCHASING

- Low prices on gifts were top priority for Father's Day 2024
  - Graph 4: factors which encouraged shoppers to choose one retailer over another for Father's Day gifts 2024
- John Lewis's dedicated gifting sections provide support for gift shoppers
- Loyalty schemes provide added value for financially stable gift buyers
- Card Factory and Just Eat team up to meet last minute demand

## ATTITUDES TO SHOPPING FOR FATHER'S DAY GIFTS

- Identifying key Father's Day consumer segments
- Gift shoppers take a mindful approach to Father's Day gifting
  - Graph 5: thoughtful gifting attitudes towards Father's Day, 2024
- Last-minute gift shoppers rely on retailers for gifting inspiration
  - Graph 6: convenience and quality-driven gifting attitudes towards Father's Day, 2024
- Almost half of consumers agree its important to avoid overly packaged gifts
  - Graph 7: sustainability-minded gifting attitudes towards Father's Day, 2024

## Father's Day gift shopper typologies

- Identifying key Father's Day typologies
- The five types of Father's Day gift shoppers
  - Graph 8: consumer segmentation of Father's Day gift shoppers, 2024

## The Disengaged Gifting Shopper

- The Disengaged Gifting Shopper: the largest consumer segment and the most complex gift shoppers
- Tap into the deal-seeking side of The Disengaged Gifting Shopper

## The Sustainability Advocate

- The Sustainability Advocate: a smaller, but eco-passionate, shopper segment
- Leverage older consumers' ingrained sustainability practices for Father's Day gifting
  - Graph 9: The Sustainability Advocate segment by age and gender, 2024
- Emphasise the personal touch in second-hand gifts

## The Sentimental Gifter

- The Sentimental Shopper: looks for gifts steeped in meaning
- Help The Sentimental Gifter add a personal touch to Father's Day gifts

## The Selective Environmentalist

- The Selective Environmentalist: second largest segment group driven by value
- Father's Day gifts need to hit the value trifecta
- The Selective Environmentalist are multi-channel shoppers
  - Graph 10: Father's Day shopping types by how they shopped for gifts, 2024

## The Practical Shopper

- The Practical Shopper: are big on affordable yet thoughtful gifts
- 16-34s are the biggest practical gift shoppers
  - Graph 11: The Practical Gift Shopper segment by age, 2024
- Boots lends a helping hand to last-minute shoppers

## Key takeaways for Father's Day 2025

- More from Mintel's seasonal shopping series

## Methodology

- Consumer research methodology

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