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important men in their lives, nearly mirroring last year's expected average spending of \$174.10.

May. 26, 2022



Consumer spending this Father's Day is expected to total \$20 billion, nearly on par with last year's record-setting figure of \$20.1 billion, according to the [annual consumer survey](#) from the National Retail Federation and Prosper Insights & Analytics. Approximately 76 percent of U.S. adults are expected to celebrate Father's Day.

"Despite growing concerns about inflation, consumers plan to spend approximately the same amount as last year in celebration of Father's Day," NRF President and CEO

Matthew Shay said. “Spending patterns also reflect the sentimental nature of the

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The most important factors influencing Father’s Day purchases are “finding a gift that is unique or different” (44%) and “finding a gift that creates a special memory” (37%).

One-quarter of consumers (25%) plan to give “gifts of experience” such as tickets to a concert or sporting event. Another 37 percent are interested in extending the longevity of the celebration by gifting a subscription box service.

“Spending in the most popular gift categories closely mirrors last year’s projections despite inflation woes,” Prosper Vice President of Strategy Phil Rist said.

Almost two-thirds of consumers (64%) report having seen higher prices when

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Retailers play an important role in influencing shoppers' gift purchases: 30 percent of consumers report that they look to retailers for gift inspiration.

Forty percent of consumers plan to shop for Father's Day gifts online while 34 percent plan to shop at department stores; specialty stores (greeting card/gift stores, electronics stores) and discount stores are tied at 22 percent.

The survey of 8,297 consumers was conducted May 2-9 and has a margin of error of

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