inmarket insights

Mother's Day 2019 Foot Traffic Predictions

Overview

Everyone loves mom, and not just because moms make the best home cooked dinners or know how to cheer you up when you're down -- Mothers Day is one of the biggest spending days of the year, and that means huge opportunities for brands to drive revenue. Mothers Day spending is expected to reach a record high of $25 billion this year, and thanks to inMarket's first-party SDK derived location data, we've predicted the restaurant and retail chains that will receive the largest bumps in consumer traffic this Mothers Day.
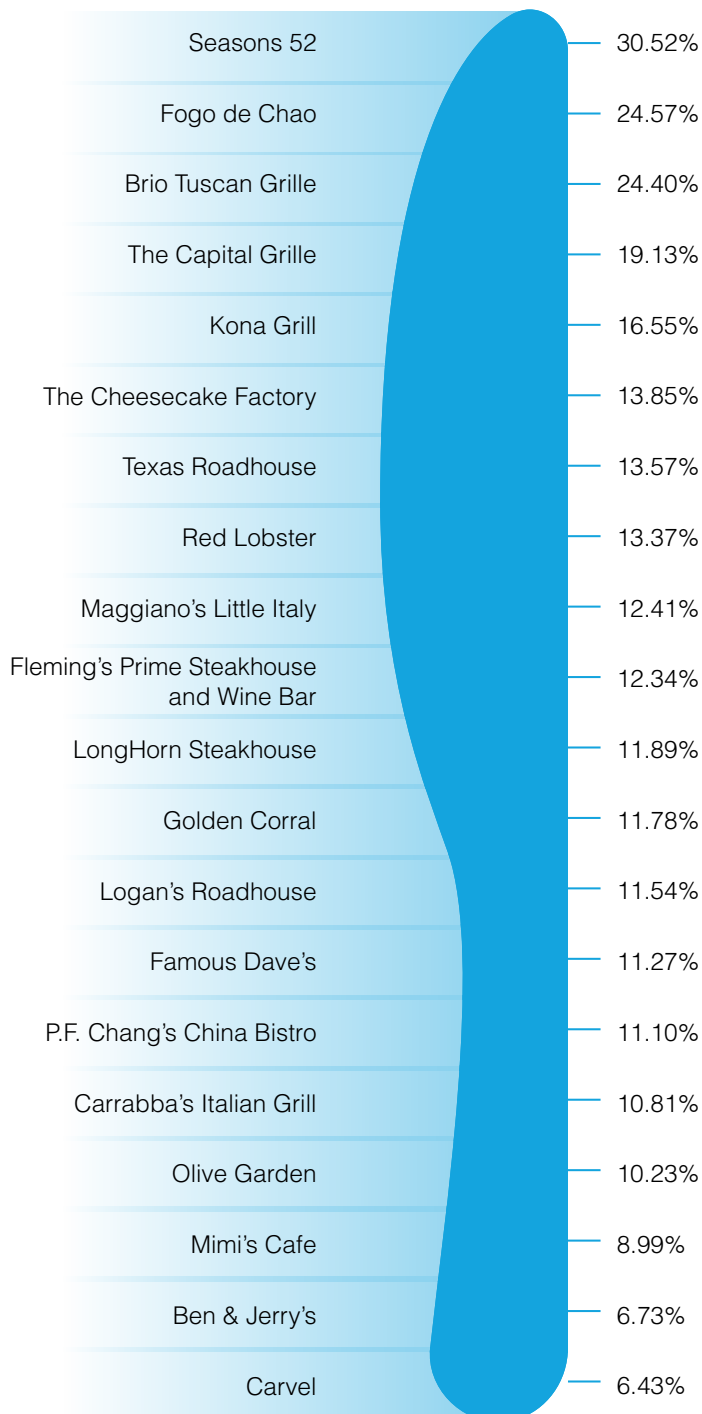
In this inMarket inSights Report, we've analyzed multiple years of our SDK derived, always-on, precise location data with advanced AI algorithms in order to predict the big winners in visitation increase this Mothers Day. We first analyzed each location's average traffic in the weeks leading up to Mothers Day, then observed how much traffic increased on Mothers Day, and finally ranked each location by percent of visit growth from highest to lowest. What emerged is a clear list of high performers, some of which were expected, while others were wild cards that would surprise even the most astute industry analysts.

Predicted Mother's Day 2019 Winners

Top 20 Restaurants

Restaurant	%
Seasons 52	30.52%
Fogo de Chao	24.57%
Brio Tuscan Grille	24.40%
The Capital Grille	19.13%
Kona Grill	16.55%
The Cheesecake Factory	13.85%
Texas Roadhouse	13.57%
Red Lobster	13.37%
Maggiano's Little Italy	12.41%
Fleming's Prime Steakhouse and Wine Bar	12.34%
LongHorn Steakhouse	11.89%
Golden Corral	11.78%
Logan's Roadhouse	11.54%
Famous Dave's	11.27%
P.F. Chang's China Bistro	11.10%
Carrabba's Italian Grill	10.81%
Olive Garden	10.23%
Mimi's Cafe	8.99%
Ben & Jerry's	6.73%
Carvel	6.43%

The top 4 group includes upscale restaurants, as families will likely show their appreciation for mom by wining and dining her at a fancy restaurant.

Kona Grill, which filed for bankruptcy in April 2019, is among the top 5 restaurants to see foot traffic higher than its typical average. Mothers Day is expected to provide this restaurant a much needed boost.

Several well known casual dining chains are predicted to be popular as well, suggesting that a more relaxed, kid-friendly environment appeals to other families.
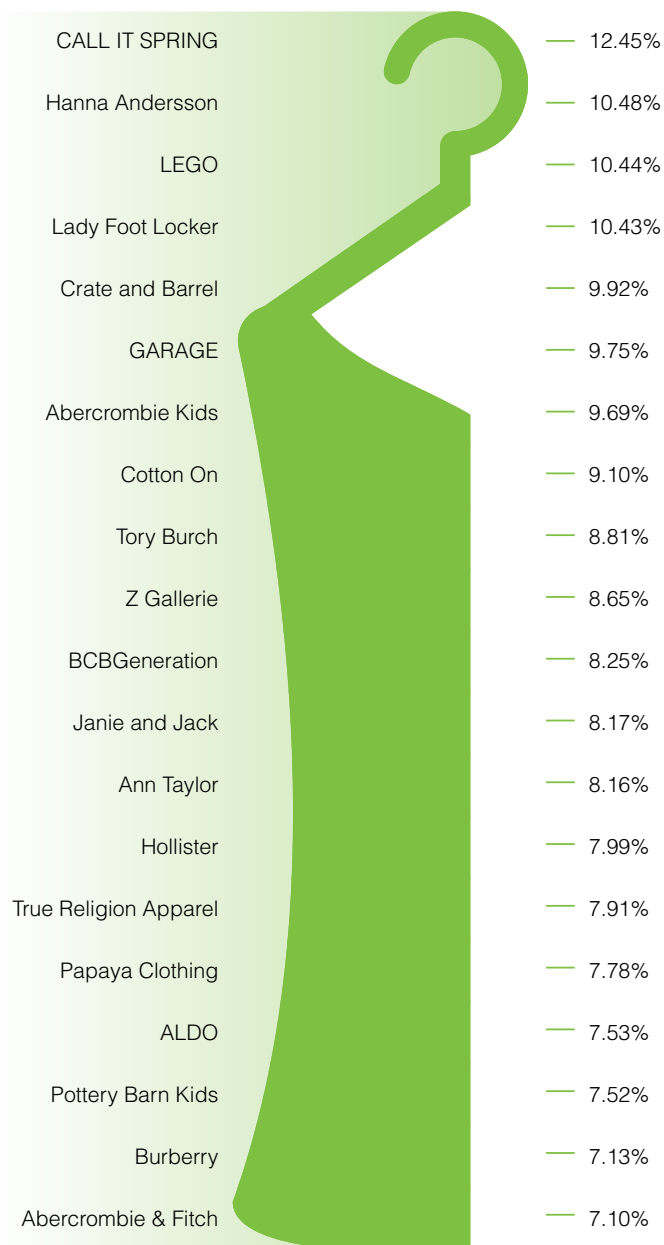
While restaurants are predicted to be popular, ice cream chains like Ben & Jerry's and Carvel are also expected to see higher than normal traffic. Whether after an upscale steak dinner, or a belt-loosening buffet, Mothers Day celebrators will always leave room for dessert.

Interestingly, although Mothers Day is widely known as a brunch or breakfast holiday, chains like Denny's (-8.31%) or Waffle House (-10.78%) are expected to see lower foot traffic.

Ranked by % of growth of average visits before Mothers Day 2018 vs. Mothers Day 2018.

Top 20 Retail Chains

Retail Chain	%
CALL IT SPRING	12.45%
Hanna Andersson	10.48%
LEGO	10.44%
Lady Foot Locker	10.43%
Crate and Barrel	9.92%
GARAGE	9.75%
Abercrombie Kids	9.69%
Cotton On	9.10%
Tory Burch	8.81%
Z Gallerie	8.65%
BCBGeneration	8.25%
Janie and Jack	8.17%
Ann Taylor	8.16%
Hollister	7.99%
True Religion Apparel	7.91%
Papaya Clothing	7.78%
ALDO	7.53%
Pottery Barn Kids	7.52%
Burberry	7.13%
Abercrombie & Fitch	7.10%

Ranked by % of growth of average visits before Mothers Day 2018 vs. Mothers Day 2018.

Although foot traffic increases significantly at obvious "mom" retailers (like Ann Taylor), there are also increases for several children's and teen-centric chains (like LEGO and Hollister) as well. Mothers Day isn't just about mom -- in this case, it's about the family.

Mothers Day is a reason for families to get together, and the data predicts that families will browse stores together.

Many chains that see lower than average foot traffic are places moms traditionally need to go: non-luxury Household Goods chains like Bed Bath & Beyond (-6.57%) and craft stores like Michaels (-8.05%) will see a drop on this holiday. These chains are frequent "mom" destinations, so families take her elsewhere on Mothers Day.

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