



By GrabAds



Mother's Day

Shopper Insights 2021



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Mother's Day Shopper Insights 2021



Last year, Mother's Day was one of Grab's highest user traffic days of the year in Philippines, Singapore, and Malaysia. We really love our mums.



67%

intend to shop for
Mother's Day gift(s)¹

78%

intend to buy via apps
like Grab this year¹



+30%

increase in average spend
per GrabFood daily order²

+10%

increase in average spend
per GrabMart daily order²

Sources:

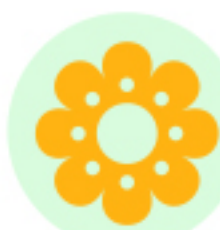
*Ranked #1, #7 and #11 respectively for the comparable period 1 Oct 2020-1 Oct 2021

1. Mother's Day insights among N=1,992 Grab users in Philippines, Malaysia & Singapore

2. Grab Internal Data, 1 Jan 2021-31 Dec 2021

Did you know?

Last year, Mother's Day was one of Grab's highest user traffic days of the year for Philippines, Singapore and Malaysia*



In Singapore, Grab delivers **20 times more flowers** than usual, even more than on Valentine's Day—carnations, roses and sunflowers being the most popular flowers on Grab



In Philippines, Mother's Day even beats Christmas Day as the **#1 traffic day** of the year



Malaysians shower mums with lots of sugar:
3X increase in cakes and pastries but also
2X increase in baking ingredients



Traffic on the Grab app
spikes during Mother's Day²



Traffic on the Grab app
spikes during Mother's Day²

Father's Day
June 20, 2021

