

Retailers to **ring up R3.7 billion** in sales this Father's Day

Father's Day is less of an event than Mother's Day, but it still presents ample opportunity for a turnover boost, especially for retailers that are willing to offer options beyond socks, biltong gift packs, braai accessories and golf equipment.

According to the Bureau of Market Research, the Father's Day period in 2022 will generate around R3.7 billion rand in retail spending, with general grocers, foods & beverages stores and clothing and footwear retailers emerging as the biggest winners. "While it is true that people spend less on Father's Day than on Mother's Day, there is a noteworthy bump in sales," says Steven Heilbron, CEO of Capital Connect, which provides business funding solutions that enables retailers to outthink, outsmart and thrive. "Retailers and hospitality establishments that are willing to offer something different, will benefit."

Heilbron offers the following tips for retailers and businesses in adjacent sectors to benefit from consumer spending over busy retail periods such as Father's Day:

Cater for changing roles

The belief persists that it is more difficult and more expensive to buy gifts for men than for women. A bunch of flowers and a box of chocolates for a guy, will often not tick the box. However, in considering their options, retailers should bear in mind that traditional roles and expectations are shifting. For example, in a growing number of households men are the primary or only care-givers and would arguably appreciate a convenience

or time-saving gift, such as a voucher for a week's worth of home-cooked meal deliveries.

Leverage the long weekend

This year, Father's Day falls on the Sunday following Youth Day, and it can be expected that a fair number of families will take the Friday off to convert the public holiday into a long weekend. This creates an opportunity to package products, services and experiences into thoughtful and creative gifts.

Offer great in-venue experiences

Father's Day is a big day for dining out, which means foot traffic through shopping centres and at outdoor venues. This creates opportunities for interactive store displays or expert demonstrations of outdoor equipment or activities, such as camping gear or sporting goods.

Respond to realities

With the Covid-19 pandemic still as a reality, some consumers still choose to stay away from indoor venues, despite the winter weather.



Retailers will therefore do well to focus on home deliveries, click-and-collect and e-commerce offers specifically designed for Father's Day.

Give your store a facelift

Many retailers have delayed renovating their stores due to slower foot traffic and disrupted cash flows during the pandemic. Now is an ideal time to freshen your look and feel to attract customers.