

# Seafood deals abound as Americans plan to spend record amounts on Mother's Day

By

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Americans plan to shatter spending records on Mother's Day this year, according to a new survey from the National Retail Federation (NRF).

[The NRF and Prosper Insights and Analytics' annual survey](#) shows Americans plan to spend USD 35.7 billion (EUR 32.7 billion) on Mother's Day – nearly USD 4 billion (EUR 3.7 billion) more than last year's record high. The survey also found that consumers plan to spend USD 274 (EUR 251) on average purchasing gifts, food, and meals out, the highest in the history of NRF's study. The top estimated spenders are those ages 35 to 44, who the survey expects to spend an average of USD 382 (EUR 350) on the holiday.

According to separate [National Restaurant Association \(NRA\) survey](#), 40 percent of adults plan to have a home-cooked Mother's Day meal this year, 30 percent plan to eat out at a restaurant, and 13 percent plan to order takeout or delivery

“Mother's Day has historically been a strong, high-traffic holiday for the restaurant industry,” National Restaurant Association Senior Vice President of Research Hudson Riehle said in a press release. “As families around the country look to celebrate the important role that mothers play in our lives, restaurants offer an opportunity to take the hassle of cooking out of the equation for a day while making the holiday memorable for everyone at the table.”

To make the most out of the looser holiday spending, many restaurants are offering seafood discounts and promotions, recipes, and special meals. Seafood restaurant chains running Mother's Day specials include Bonefish Grill, Del Frisco's Eddie V's Prime Seafood, Joe's Crab Shack, Landry's Seafood House, Mitchell's Fish Market, and Seasons 52, [according to Today](#).

It's clear many Americans will be spending more money on food for Mother's Day, but it's difficult to predict whether they will eat out or prepare meals at home, 210 Analytics Principal Anne-Marie Roerink told SeafoodSource.

"Mother's Day was traditionally the biggest restaurant holiday of the year as families around the country took the opportunity to spoil mom with a nice meal out," she said. "[But] the past three years have been very home-centric, between Covid-19 and inflation."

Grocery chains are also trying to capture Mother's Day food buyers this week. Visiting grocery stores in Philadelphia, Pennsylvania, U.S.A. this week, Roerink said she noticed many retailers promoting holiday meal solutions along with aggressive ads in higher-end offerings in meat and seafood.

"Several had salmon, lobster tail, and crab legs on a deal, and in frozen [sections]," she said. "I noticed feature activity in things like tuna steaks and salmon."

Lakewood, Colorado, U.S.A.-based Natural Grocers, which operates 162 stores in 20 states and [which recently expanded its offerings of frozen seafood meals](#), is [suggesting several recipes](#) to make moms for breakfast and dinner, including easy stovetop salmon with carrot spirals. The company stocks frozen salmon, including Orca Bay and Cannon Fish brands, along with refrigerated salmon lox.

E-commerce seafood sellers, such as Secret Island Salmon, Roger's Fish Co., and Legal Sea Foods are also touting seafood specials and recipes. The trend of Americans cooking more seafood at home since the start of the pandemic has continued, Secret Island Head of U.S. Business Development Daniel Del Coro said.

"This is our first Mother's Day with [a complete product line](#), including our bundles, so we're excited to be able to offer our legendary salmon for one of our favorite holidays. We've received some great recognition as one of the best gifts for Mother's Day and are seeing increased volume as a result," Del Coro told SeafoodSource.

[Forbes magazine featured](#) Secret Island's grilling salmon bundle in a Mother's Day grilling article. The kit includes Atlantic salmon burgers and hot dogs for USD 64 (EUR 59), and suggesting making Secret Island's smoked coho salmon bacon with a spring vegetable frittata and mimosas for a Mother's Day brunch.

On its e-commerce shop, Boston, Massachusetts, U.S.A.-based seafood restaurant chain Legal Sea Foods is offering shoppers who spend USD 125 (EUR 115) or more by Mother's Day a USD 25

(EUR 23) credit to use toward Father's Day purchases. It's also touting several options for Mother's Day gifts, including a Mother's Day Surf and Turf Box and Boston's Best Lobster Roll Kit.

Coupons and discounts might prove to be more-popular option this year, as despite consumers' plans to spend more on Mother's Day this year, 34 percent expect rising prices to impact their plans, [according to Numerator](#).

To save money, 43 percent of shoppers said they will buy items on sale, 21 percent said they would use more coupons, and 19 percent said they would prepare budget-friendly foods. Just 34 percent of Americans said they will not take any cost-saving measures for their Mother's Day celebrations.

*Photo courtesy of Secret Island Salmon*



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