

By GrabAds

# Mother's Day Philippines Shopper Insights 2021



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Last year, Mother's Day was Grab's highest user traffic day of the year in the Philippines. We really love our moms.



# 79%

intend to shop for Mother's Day gift(s)<sup>1</sup>

# 89%

intend to buy via apps like Grab this year<sup>1</sup>



# +30%

increase in GrabFood daily orders<sup>2</sup>

# +40%

increase in average spend per GrabFood daily order<sup>2</sup>

Sources:  
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?

More Filipinos use Grab on Mother's Day than they do on Christmas Day, the next highest traffic day<sup>2</sup>.

High surge in orders among Filipinos<sup>2</sup>:



### 4X

Cakes



### 2X

Pizza



### 2X

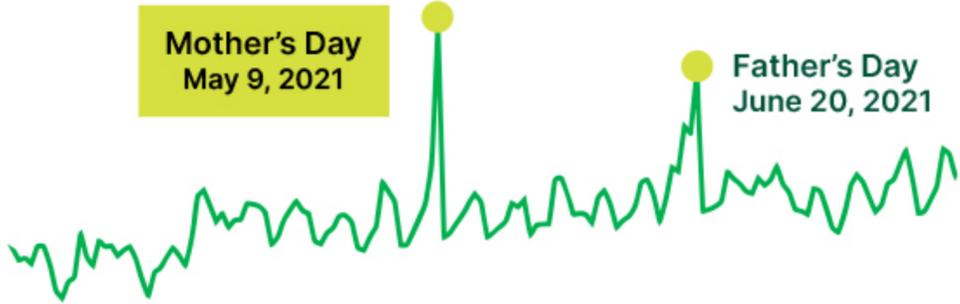
International cuisine



### 1.5X

Pork-based dishes

Traffic spikes in Philippines for Mother's Day & Father's Day<sup>2</sup>



Mar 3

Jul 31