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Simple solutions

Discover how you can win Father's Day by offering your customers clear, simple gifting solutions

Participation has been up and down over the years, but Father's Day spending is projected to reach £1.12 billion in 2026¹. This creates a major opportunity for you to find success in building occasions, strong displays and bundle deals to bring ease and value to the gifting experience.

Occasion-led gifting

Father's Day is driven by shared occasions rather than traditional gifting². More than anything, dads just want some time off – either together or well-spent – so it's crucial to redirect the day away from 'gift buying' to align more with 'occasion building' to differentiate your store. Try to position gifts as part of a bigger experience, whether that be a movie night, shared meal, a family games night or an afternoon barbecue. See the **April issue of InStore** for everything you need to know about getting ready for barbecue season!

That said, a core range of alcohol – particularly beer and whisky – and gifting chocolate is essential.

**Father's Day
Sunday
21 June**

Simple solutions

More than a third of shoppers aren't buying gifts until the final week leading up to Father's Day¹, so focus on visibility and immediacy in your store. A single front-of-store fixture is key to turning uncertainty into quick

purchases and higher-value baskets. Cross merchandise and give clear price points to help shoppers make instant decisions, so consider sectioning your fixture into varying price bands, for example, under £5, under £10 and so on.

Around 40% of shoppers struggle with gift ideas for Father's Day³, so now's your chance to offer solutions instead of endless options. Ready-made gift bundles deliver added value and convenience to your customers' experience and are easy to merchandise as 'gift sorted' or 'Dad's night in'. Provide a gift-wrapping service too and a selection of cards from **Card Connection** or **Riverside Greetings**.

Click for
STATISTICS

(Sources: ¹Teya, Father's Day Sales: A Guide for UK Retailers on Maximising Profits, 27.03.26; ²Circana, Shopper Snapshot: Father's Day, 18.06.25; ³eCommerceNews, Father's Day spending to hit GBP £1.12 billion despite fewer shoppers, 10.06.25)

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