TikTok for Business

Mother's Day 2025 on TikTok



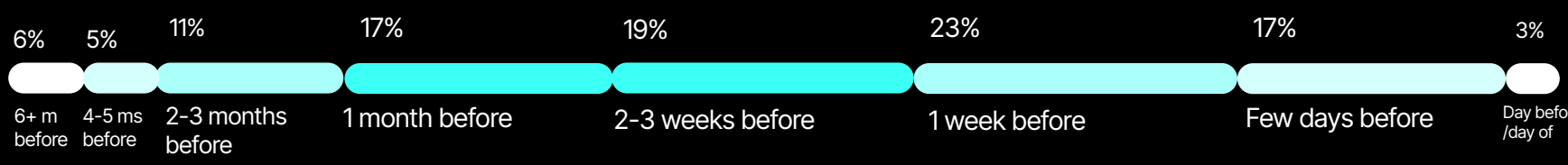
The Mother's Day opportunity on TikTok

Mother's Day on TikTok is a celebration of all mother figures, from mums and mother-in-laws to spouses and grandparents.

With users on the look-out for the perfect gifts and ways to make the day special, it's the perfect moment to tap in and grow your brand! 🚀

Most users allow a few weeks to find the perfect gift for Mother's Day

Among those that buy for Mother's Day....



58%

start shopping for gifts **at least 2 weeks before** Mother's Day[1]



Meanwhile, **1 in 5** start their shopping just days before[1]

Most EU TikTok users celebrate Mother's Day

Among TikTok users.....

91% Celebrate Mother's Day[1]

76% *38% saying 'very' important*
Say celebrating Mother's Day is important to them[1]

77% Shop for Mother's Day[1]



Source: 1. TikTok Marketing Science EUI Gifting Season Research 2024 conducted via AYTM

Beyond buying gifts for their mothers, users treat their mother-in-laws, spouses and grandparents...

Among TikTok users that buy for Mother's Day...

Unsurprisingly...

94%

of users **buy Mother's Day gifts for their mothers**[1]



Top 3

Aside from mothers, Mother's Day Gifters buy gifts for:

1. Mother-in-law
2. Partner/Spouse
3. Grandparents

LOVE IT!

From must-haves to fan favorites, these are the top categories TikTok users love to gift for Mother's Day!

Among TikTok users that buy for Mother's Day....

They tend to gift the following[1]

52% Flowers	22% Food & confectionery
48% Beauty, perfume & skincare	22% Gift cards, subscriptions & vouchers
37% Clothes & accessories	19% Homemade & DIY gifts
32% Watches & jewellery	16% Books
27% Home & decor	

Users also see Mother's Day as a time to dine out and surprise their loved ones...



Among TikTok users that celebrate Mother's Day....

Other ways TikTok users like to celebrate Mother's Day[1]

43% Spending time with loved ones	17% Out-of-home activities (cinema, concerts)
32% Dining out	17% Hosting a gathering/party
32% Making a special meal	15% Decorating
25% Greeting cards	15% Attending a gathering/party
24% Planning surprises	15% Travelling or going on holiday

Source: 1. TikTok Marketing Science EUI Gifting Season Research 2024 conducted via AYTM

TikTok sparks inspiration and users embrace their creativity after watching special occasion content on the platform...

Actions taken as a result of seeing special occasion content on TikTok (any occasion)





TikTok users' advocacy drives continued discovery





48%

of users have shared, commented, recommended or created TikTok content on special occasions[1]

73%

of users are inspired by seeing what other people buy or get for special occasions on TikTok[1]



Looking for new ideas, users also actively turn to TikTok for gifting inspiration



How users usually come up with gift ideas for special occasions[1]

1	In-store browsing
2	Browse online stores or marketplaces
3	**TikTok** — **35%**
4	Recommendations from friends and family
5	Online search engines
6	Ask the person directly what they want or need
7	I already have an idea what to buy them

Source: 1. TikTok Marketing Science EUI Gifting Season Research 2024 conducted via AYTM (for any occasion)

Occasion content on TikTok sparks engagement and interaction on and off the platform ...encouraging users down the funnel

61%

of users of users have **interacted with special occasion** content on TikTok[1]

30%

of users have **researched more on TikTok** or **on the brands website after watching** special occasion content on TikTok[1]

43%

of users **have bought or booked something** as a result of special occasion content seen on TikTok[1]

TikTok effortlessly updates users on what's trending ...while also providing unique and creative gift ideas



77% of users say TikTok provides more **diverse and creative** gift ideas[1]

76% of users say TikTok has made them **more aware of trends** and what's popular[1]

71% of users say **TikTok provides unique gift ideas**[1]

Source: 1. TikTok Marketing Science EUI Gifting Season Research 2024 conducted via AYTM (for any occasion)

Expert-recommended strategies to win Mother's Day

TikTok Tip
If you need the autonomy to manage audiences, targeting and creative assets or if your campaign has a brand objective, we recommend a manual set-up.



Get personalised product recommendations
Catalog Ads* - Leverage your products with our personalized model to deliver the right products to the right shoppers during this key shopping moment.

Snag last-minute shoppers with In-Feed add-ons
Entice quick decisions and boost sales post-Mother's' Day. Use Interactive Add-Ons like Gift Code Stickers to convert last-minute shoppers. Make sure to activate your campaign well in advance. How about a countdown sticker to get users excited for the moment?

Fuel gifting inspiration with creators
Creators are your gateway to an abundance of fresh, creative content. With Spark Ads, seamlessly integrate your campaign with the authentic voices of TikTok creators.

Prime and convert customers
Consider objectives such as App Installs and Web Conversions to drive your audience to your products as they gear up for the Mother's Day...

Build Better, Smarter Campaigns with Smart+

Our AI-powered automation solution that enables businesses to efficiently maximise their returns.



TikTok Tip
If you would like TikTok's AI-powered performance solution to maximise returns by automating campaign management across targeting, bidding, and creative, we recommend **Smart+**.

Key Benefits

Better Performance
Build high performing campaigns with machine learning and predictive AI that achieve your business' goals.

Operational Efficiency
Create your Smart+ campaign and let TikTok handle the rest. Smart+ creates and manages your ads to save you effort.

Creative Made Easy
Reduce creative fatigue and costs by automating how your creatives are shown to your audience.

How it works

1. **Select** your performance objective on Ads Manager.
2. Input your audience, budget, creative, and KPI, and **Smart+ will do the heavy lifting.**
3. Automating across **targeting**, **optimisation**, **creative**, and more.
4. Delivering the **right ad** to the right person and **ensuring the best performance.**

*Formerly Video Shopping Ads for Catalog.

One Solution: Endless Possibilities

Smart+ Campaigns maximize ROI for your most important business objectives



Smart+ Catalog Ads

Connect your catalog and drive sales on your e-commerce website.

71%

of advertisers achieved better performance[1].

Smart+ Web Campaigns

Drive traffic or lower funnel actions on your website.

71%

of advertisers achieved better performance[1].

Smart+ App Campaigns

Leverage the power of discovery to drive app installs and conversions.

80%

of advertisers achieved better performance[1].

Smart+ Lead Generation Campaigns

Turn leaned-in audiences into high-value customers.

70%

of advertisers achieved better performance[1].

Case study

Taking TikTok sales to new heights across the UK with Catalog Ads*

Objective

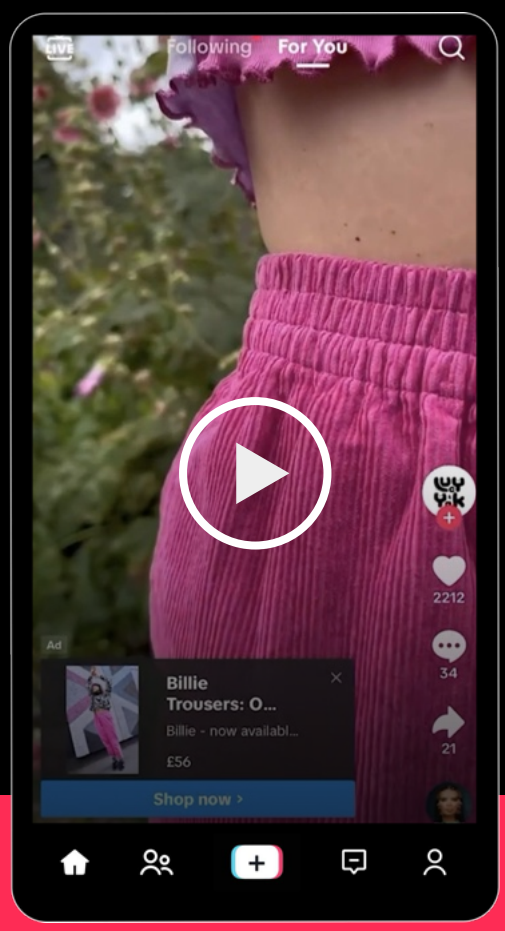
Fashion brand Lucy & Yak aimed to grow sales and the diverse community of Yakkers on TikTok in a way that feels authentic to the brand and increases its awareness.

Solution

Using Catalog Ads that take users from the For You feed straight to checkout, The videos featured the clothes on sale and tagged them on interactive product cards. With trending tunes and real people, the ads were authentic and optimised with split testing.

Products used

Catalog Ads



The Results

1.9K
Completed payments

10x
ROAS

+2.6K
New followers

Read more

*Formerly Video Shopping Ads for Catalog

Is your brand a part of another industry? Why not try…

Unleash your creativity on TikTok

Creative Thought-starters

- → **Mother's Day beauty swap -** Encourage creators to exchange beauty routines with their mums for a fun challenge or recreate each other's make-up looks!
- → **Buy one, get one:** Launch a special offer where your audience can get one of each product for free - one for them and one for their mums!

- → A Mother's Day-themed '**Get Ready with Me'** with the perfect jewellery to compliment Mother's Day looks.
- → **Showcase your bestselling items** and consider providing fast-shipping options in the lead-up to Mother's Day.



"Meet the mums on our team" - Produce a short video featuring the mums on your team. They could answer fun questions or provide parenting tips, helping your brand become more relatable!

Creative Center

Explore the all-in-one platform to get familiar with trends and creative tools, to inspire you when creating ads.

CapCut

All-in-one video editor that allows you to drag and drop your creative into a library of trending ad templates that are sound-on and full-screen.

Symphony Creative Studio

TikTok's AI-powered video generator that creates content that feels native to the platform in minutes. You can generate new TikTok videos, or give your videos a new spin.

When coming up with your creative strategy, don't forget to consider the TikTok Creative Codes!



1. **TikTok-First**
   Create content authentic to TikTok & For You Page
2. **Trends**
   Apply your brand to on platform trends to connect with wider users
3. **Production**
   Use the space wisely: fill the screen but don't overlap with the UI.
4. **Structure**
   Create content structures that add value and drive effectiveness
5. **Stimulation**
   Grab users' attention with editing techniques
6. **Sound**
   Start with sound. What role does it play in the content? What does it add?

TikTok for Business

THANK YOU

