



FOR THE DAD'S WHO DO EVERYTHING

47% of Dads have said the specific joke, "Hi Hungry, I'm Dad"

60% of Dads find the joke to be actually funny!



20% of Dad's can predict exactly what they're going to receive every year.

(APPLETON ESTATE JAMAICA RUM)



Ties



Socks



Key Rings



Novelty Shirt

The Most Predictable Gifts

DAD'S VOTED FOR WHAT THEY WOULD LIKE TO RECEIVE ON FATHER'S DAY... AND FOR MOST, IT'S RATHER SIMPLE.



91% OF DAD'S WOULD LIKE TO RECEIVE AN EXPERIENCE FOR FATHER'S DAY

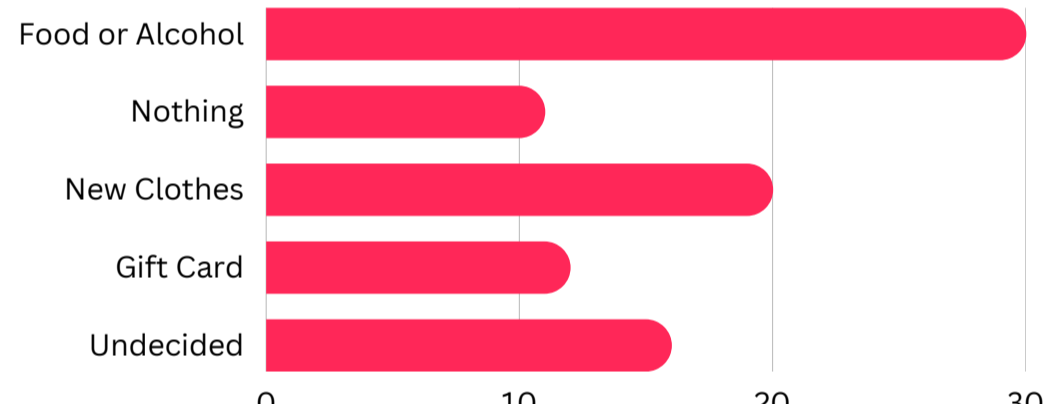
52%

of Dad's think that their children's choice of gift for them reflects how well they know them



WHAT IS EVERYONE BUYING FOR FATHER'S DAY?

(Manly Man Co)



Sometimes It's Good To Try Something New.

Global Data states that about a quarter of UK male consumers show experimental attitudes in categories traditionally perceived as suitable for gifting.

26% of male consumers in the UK like to experiment with new varieties of chocolate, confectionery and desserts

93% of UK men indicate rest and relaxation as being very important.

86% of UK men said developing & maintaining positive personal relationships is very important.



ONLY 6% OF MEN AND 4% OF WOMEN SAY THEY'RE GETTING SOMETHING FOR THEIR GRANDFATHERS

DAD'S DESERVE MORE!

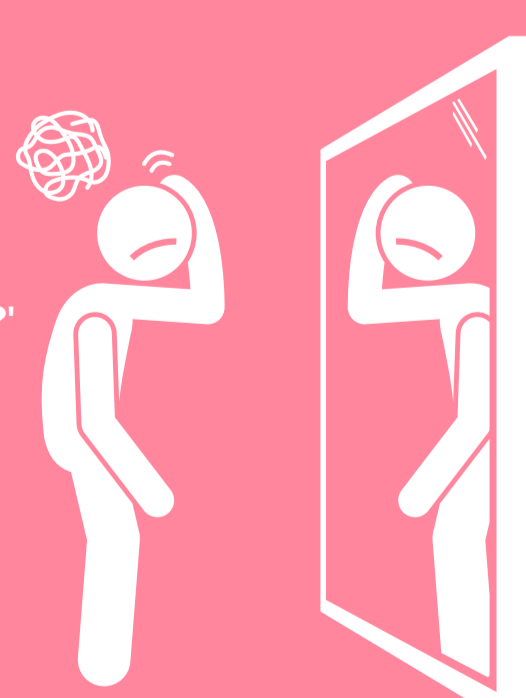
WHEN ASKED HOW CLOSE TO FATHER'S DAY THEY BUY THEIR GIFT

- 5.7% SAID 'ONE DAY BEFORE'
- 2.9% SAID 'ON THE WAY TO FATHER'S DAY'
- 7.5% REPLIED SAYING 'WHEN IS FATHER'S DAY?'

(Manly Man Co)

26% OF PEOPLE HAVE ADMITTED TO FORGETTING TO GET THEIR DAD A FATHERS DAY GIFT

(Savy)



25% OF BRITS WILL SPEND FATHER'S DAY AT A RESTAURANT OR PUB



SOURCES: FOR OUR FULL LIST OF SOURCES PLEASE VISIT: [HTTPS://WWW.WONDERDAYS.CO.UK/BLOG/FATHERS-DAY-GIFT-IDEAS-2023](https://www.wonderdays.co.uk/blog/fathers-day-gift-ideas-2023)

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