RetailMeNot Reveals Best Things to Buy in May

Mattresses, Grilling Gear and Gifts for Every Occasion Top the List

AUSTIN, Texas, May 22, 2017 /PRNewswire/ -- Thinking about shopping for some pre-summer essentials? Good news! The month of May offers plenty of discounts and sales just in time for Memorial Day weekend. RetailMeNot, a leading digital savings destination connecting consumers with retailers, restaurants and brands, both online and in-store, has the inside scoop on wise buys for the last two weeks of the month.

Sleep On It

While mattresses are typically a big investment, they are meant to last for up to eight years, according to the Better Sleep Council. The good news is that Memorial Day weekend is prime time to buy this high-ticket item, and national retailers are offering plenty of great deals on mattresses of all shapes and sizes.

The reason? "Shoppers tend to take their time before making a big purchase," says Sara Skirboll, shopping and trends expert at RetailMeNot. "The long weekend gives people plenty of time to shop until they find the perfect one. Three days allows for looking, trying and then buying."

And just in time for Memorial Day, 1800Mattress is offering 15% off purchases.

Accessorize Your Grill

It's almost impossible to grill the perfect steak without the necessary accessories. Grill gear is deeply discounted this month as retailers know people will spend time over the next few months outdoors and on patios. Skirboll explains that big-box stores often discount popular items so they sell more before a holiday.

"While grilling *accessories* are great to buy now, wait to buy a new grill closer to Labor Day. Stock up now on things like grill cleaning tools, rotisseries and grilling utensils."

Places like Sears and Home Depot have a great selection of grilling accessories and gear, with an average of 40% off.

Gifts Galore

Mother's Day has come and gone, but there is still plenty to celebrate. Summer means graduations, Father's Day, weddings and summer get-togethers, making May the pinnacle of gift buying. Purchasing gifts for every gathering can quickly become tough on the wallet, though. According to our research, those planning to purchase gifts for college or high school grads in 2017 will spend $110 and $93 dollars on those items, respectively. The average planned spending for Father's Day gifts is around $57. Those attending a wedding this year will spend an average of $140 on a gift for the bride and groom.

"Gift-giving can become expensive, so I always recommend pooling funds with a group of friends for a more substantial gift," says Skirboll. "Bed Bath & Beyond and Macy's are both great places to start looking for the perfect gift."

The Great Outdoors

April showers are said to bring May flowers. And with blooming flowers comes fresh air and plenty of sunshine. Camping out, whether it be out in the wild or simply in your backyard, should be done right. Expect deep discounts on camping essentials such as tents, hammocks and fire pits for a true outdoor experience.

According to the survey, more than 1 in 5 people plan to do some form of outdoor activities during their vacation. Things like camping (24%), hiking (22%) and fishing (22%) are all among popular activities for the summer. Retailers like Cabela's, Academy and Dick's Sporting Goods are great places to get started on your outdoor checklist.

Survey Methodology

The RetailMeNot Q1 2017 survey was conducted between February 2 through 5, 2017, among 1,028 nationally representative Americans ages 18 and over, using an email invitation and an online survey. Quotas are set to ensure reliable and accurate

representation of the entire U.S. population ages 18 and over. Results of any sample are subject to sampling variation and are estimated. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results. In this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 3.1 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample. The margin of error for any subgroups will be slightly higher.

About RetailMeNot, Inc.

RetailMeNot (https://www.retailmenot.com/corp/) is a leading savings destination connecting consumers with retailers, restaurants and brands, both online and in-store. The company enables consumers across the globe to find hundreds of thousands of digital offers to save money while they shop or dine out. During the 12 months ended December 31, 2016, RetailMeNot, Inc. experienced over 650 million visits to its websites. It also averaged 23.1 million mobile unique visitors per month during the three months ended December 31, 2016. RetailMeNot, Inc. estimates that approximately $4.4 billion in retailer sales were attributable to consumer transactions from paid digital offers in its marketplace in 2016, more than $600 million of which were attributable to its in-store solution. The RetailMeNot, Inc. portfolio of websites and mobile applications includes RetailMeNot.com in the United States; RetailMeNot.ca in Canada; VoucherCodes.co.uk in the United Kingdom; ma-reduc.com and Poulpeo.com in France; and GiftCardZen.com and Deals2Buy.com in North America.

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