



VALENTINE'S DAY

HAVE YOU LOST YOUR V CARD?

TINDER IS RED, VIAGRA IS BLUE, THIS YEAR VALENTINE'S DAY IS ABOUT COUPLES AND SINGLES NOW TOO

£550m VALENTINE'S SPEND 2016
(+16% VS. 2015)

This surge in romanticism meant that Valentine's was as big as Easter last year in spend terms. The average shopper spent £41, rising to £55 amongst 25-34 year olds.

23% BUY 4 OR MORE GIFTS FOR THE OCCASION
Highlighting the opportunity for retailers to push cross-category promotions and merchandising.

MORE OPTIONS HAVE LED TO MORE DINING IN

In 2016 11% of people purchased a special Valentine's meal to eat at home. This has grown steadily over the last few years, likely to be driven by the increased emphasis on 'Dine In' style meal deals and the launch of services like Deliveroo and Uber Eats

GALENTINE'S DAY: THE SINGLETON'S HOLIDAY

Coined by Leslie Knope on Parks and Recs, 'Galentine's Day' marks an opportunity for gals (and guys!) to celebrate non-romantic love in style. P2P e-commerce site Etsy even has a dedicated section with almost a thousand products available to buy!

2 IN 3 single women spent last Valentine's with friends, compared with just 1 in 3 men. This year, the Galentine's effect is likely to be stronger, providing new opportunities for brands to tap into.

25% OF MEN TEND TO HAVE OTHER PRIORITIES...
A quarter of men who celebrate it think that the main point of Valentine's is 'to get laid,' compared to just 8% of women. On the flip side, of those women who make plans for Valentine's, over half believe it is 'to show how much you care' (vs. 29% of men).

4SALES, THE PERFECT VALENTINE

Perfectly positioned to attract key audiences, last February 4sales saw an over-index of 112 with 25-34 year olds (vs. commercial average) and this is the most valuable demographic at Valentine's Day.

This Feb look out for Valentine's specials including 'First Dates Hotel Valentine's Special' on C4 and 'Tattoo Fixers Valentine's Special' over on E4, both on the 13th. Film4 has a full evening of romantic films lined up on the 14th, starting at 5pm with Endless Love and followed by Like Crazy, Le Weekend and Ghost, tapping into the staying in trend. What's more, Gold's 'Lurrrrvveeee week stunt' from 13th-17th Feb includes romantic episodes of Vicar of Dibley, Gavin and Stacey, Peep Show and more, whilst Drama will be launching a Jane Austen Season on Valentine's Day weekend to continue into late March.