



Valentine's Day 2019.

Insight

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Insight

VALENTINE'S OVERVIEW

Online sales enjoyed an upturn over the Valentine's period, and there's still plenty of love for a good meal out, as the UK spent over £1.4bn in total on the event.

Online boost

Digital markets were where the romance was at over Valentine's, with a healthy increase in business. Letterbox and online flower delivery services did particularly well, as Serenata Flowers saw a rise in sales of 15% in the two weeks leading up to the big day, compared with 2018.

Money-can-buy experiences

While dining out was the most popular way to spend money for Valentine's Day, £267m was spent on romantic getaways, higher than the £261m spent on flowers. This indicates that we want a memory to treasure rather than a product to own from our significant other.

Valentine's is still in fashion

The fashion market enjoyed a consistent growth in the six weeks leading up to Valentine's Day, and while in-store sales dropped slightly, non-store sales grew by 12.8%. John Lewis was a hot destination with an increase of 1.2% on fashion sales and 10.9% on accessories.

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Crunching the numbers



TOTAL UK SPEND: £1.4bn

EATING OUT
£391m (28%)

ROMANTIC GETAWAYS
£267m (19%)

FLORAL GIFTS
£261m (18.5%)

55% of shoppers think **experiences are better**
Valentine's gifts than products



Fashion

IN-STORE SALES
-0.62%

NON-STORE SALES
+12.8%



Dining out

OVER-45s
61%

16-44-YEAR-OLDS
50%



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Thank you

Get in touch for more information
or to discuss opportunities for your business

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