



# Valentine's Day 2020.

---

Insight

teamitg

# Insight

## VALENTINE'S OVERVIEW

Online shopping meant that many customers held back on their Valentine's purchases until the few days before the event, men were once again the bigger spenders, and there was a shift away from eating out at restaurants in favour of a romantic night in.

### Going mobile

There was a spike of Valentine's sales between the 12th and 13th of February, with consumers using the ease of mobile connectivity to make last-minute purchases. Data showed that mobile was the biggest source of traffic for Valentine's Day in 2020, and mobile sales jumped over 100% from 2019.

### Not so sparkly

The last-minute planning of most shoppers may explain why jewellery was not such a popular choice this year, although seasonal staples such as roses, chocolates and lingerie still topped the list of most-bought items.

### Flower power

British shoppers spent more than £100 million on fresh-cut flowers in supermarkets this year, amounting to a rise of £2.3 million compared to 2019. Lidl was the prime beneficiary in the supermarket sector, as sales in Valentine's categories, like boxed chocolates and sparkling wine, increased by 17%.

# Insight

## VALENTINE'S OVERVIEW



LINGERIE, CHOCOLATES AND ROSES WERE  
THE 3 MOST POPULAR ITEMS

Highest spending generations:

MILLENNIALS  
£42

GEN X  
£38

BABY BOOMERS  
£30

GEN Z  
£27

79% of Brits planned to celebrate Valentine's Day in 2020



41% MORE COCKTAILS SERVED ACROSS  
VALENTINE'S WEEKEND COMPARED  
TO AN AVERAGE WEEKEND



GIFT CARD SALES ROSE TO  
£26.5 MILLION – UP 13% ON  
LAST YEAR

Average spend: MEN - £44 | WOMEN - £26



Poundland sold around 40,000 engagement  
rings – almost double last year's numbers



# Valentine's Day 2020.

---

Thank you

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

[inspired@itg.co.uk](mailto:inspired@itg.co.uk)

team**itg**