

The Cost Of Valentine's Day



\$16.0 Billion

The estimated value in 2015 of chocolate and confectionery product shipments for manufacturing establishments that produced these products. Up from \$14.9 billion in 2014.



\$1.1 billion

Nearly half (47.9%) of those celebrating Valentine's Day will buy a V-day card.



1 in 5 individuals buy V-day gift for pets

Consumers will spend \$681 million to treat their favorite pets.

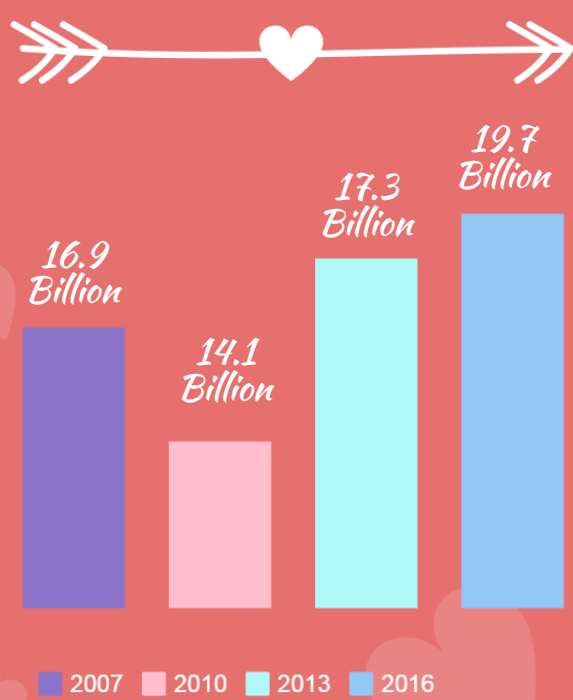


399 Dating Services

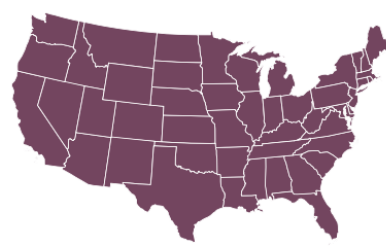
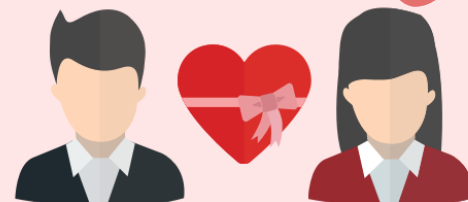
About 31 million Americans used one or more of these 399 dating sites or apps in 2014.



Valentine's Day Consumer Spending in the United States



Valentine's Day



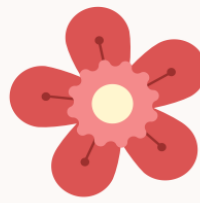
Average Person Spent

\$146.84

on flowers, jewelry, candy, apparel and more in 2016, a 3% increase from the \$142.31 spent in 2015, and a 10% increase from the average \$133.91 spent in 2014.

Valentine's Day Spending

YEAR



2016

\$4.4 Billion

Amount spent on necklaces, earrings and other jewelry items

\$1.9 Billion

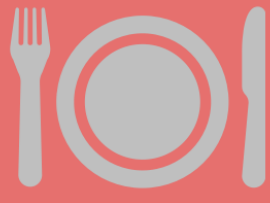
Amount spent on flowers

\$4.5 Billion

Amount spent on a night out at a restaurant, tickets to show or another experience

Valentine's in Miami

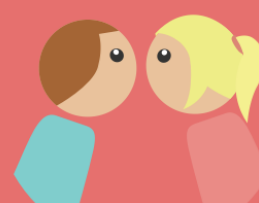
Compared to 100 largest cities in the United States.....



Miami ranks first as the city with "most expensive three-course meal-for two", while Hialeah ranks fourth.



Miami has the most florists per capita and ranks as the third city with the most jewelry stores per capita.



Miami ranks as the third city with the most activities for Valentine's Day.