

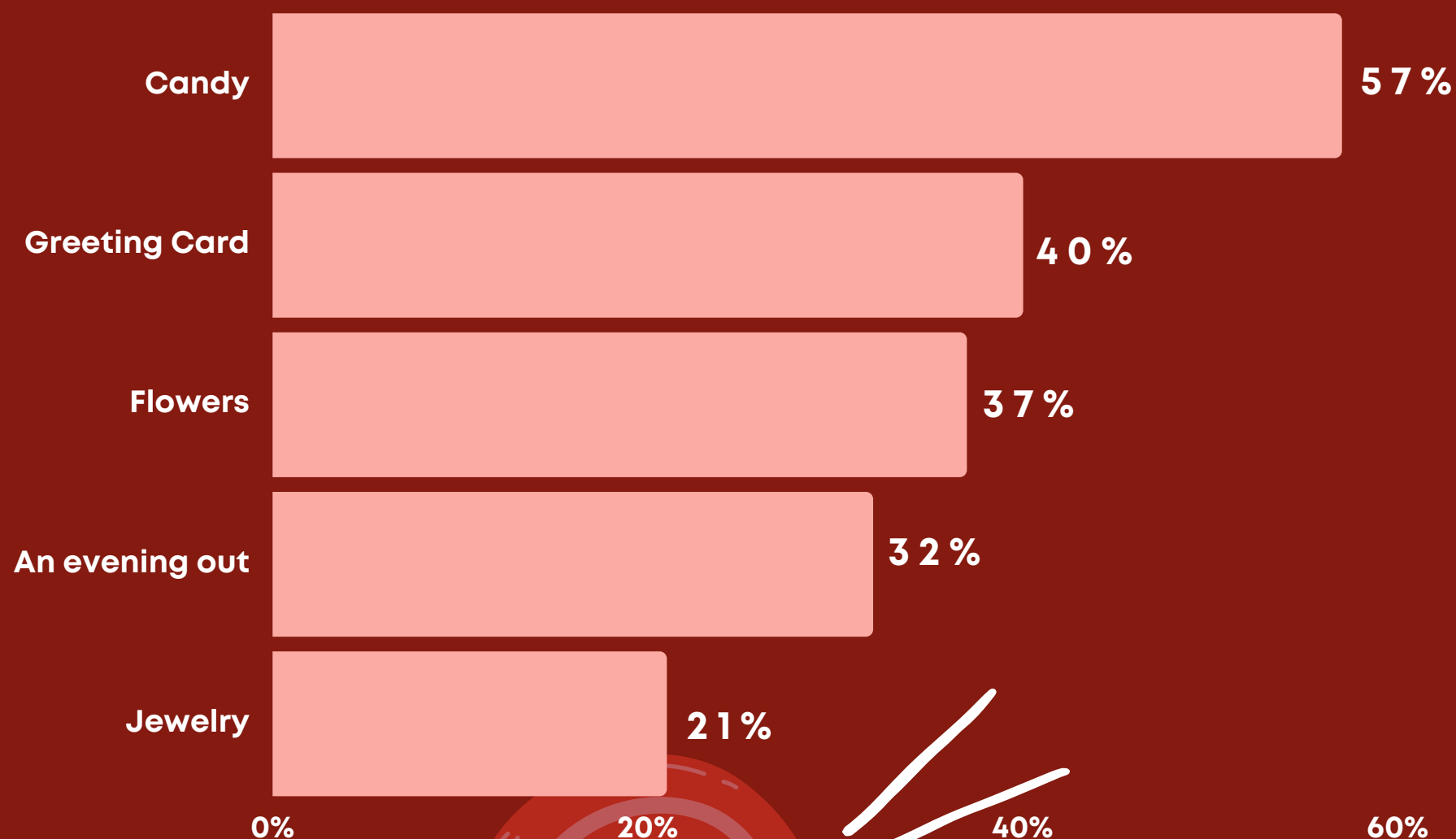


VALENTINE'S DAY

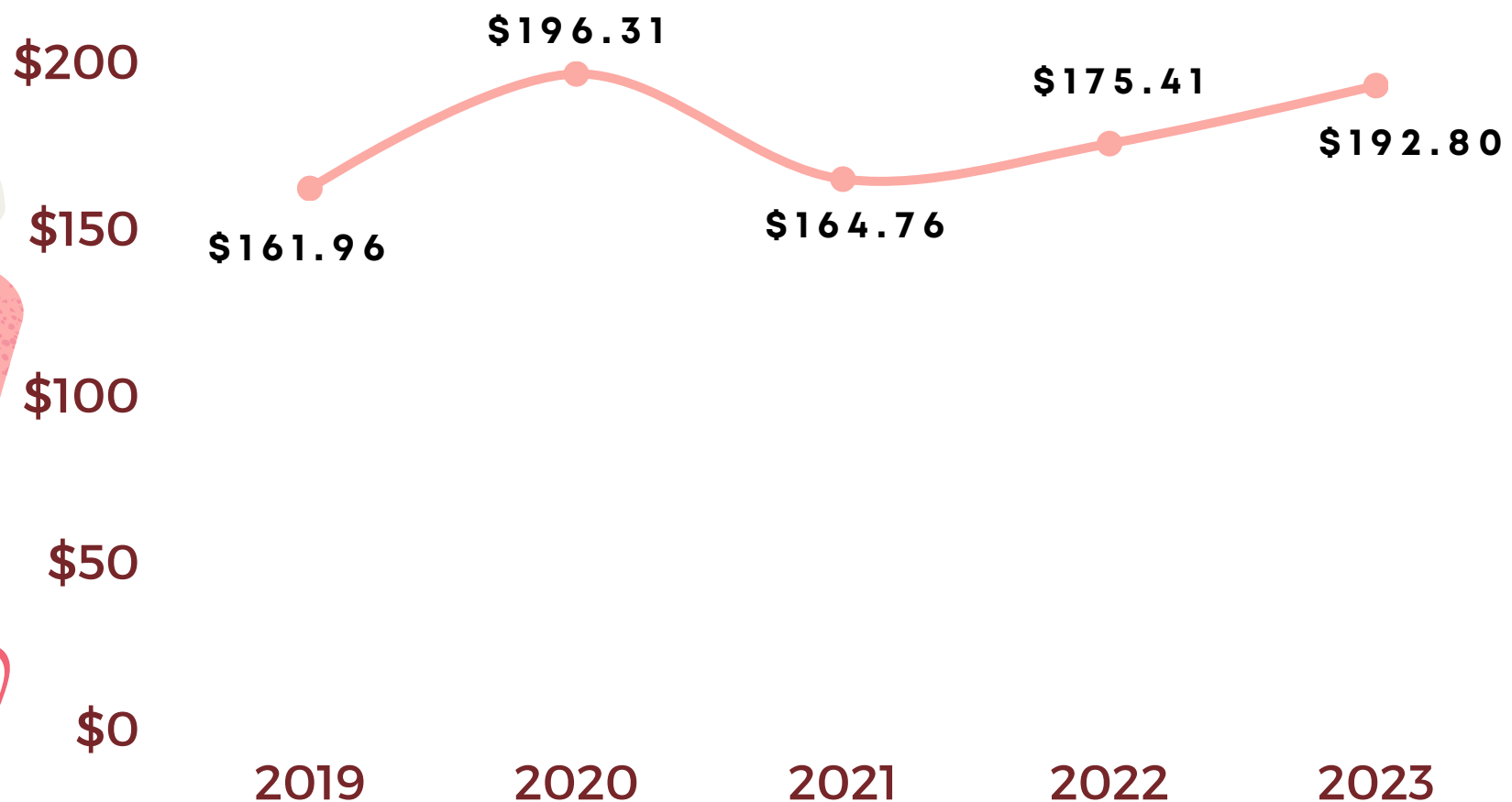
By the numbers

2023

Percent of Spending on the Top 5 Gifts



Average Expected Spending per Adult on Valentine's Day Gifts



Where do People Buy Gifts?

35%
ONLINE

34%
**DEPARTMENT
STORES**

Online shopping continues to be the most popular way to buy gifts but in person shopping has gone up since 2022. Department store shopping went up 3% since last year.

31%
**DISCOUNT
STORES**

18%
**SPECIALTY
STORES**



Who are the Gifts for?

87%

**SPOUSE
OR
PARTNER**

58%

**OTHER FAMILY
MEMBERS**

Americans continue to mostly
spend on their spouse or partner,
however it is notable that spending
on pets has increased 4% since
2022.

32%

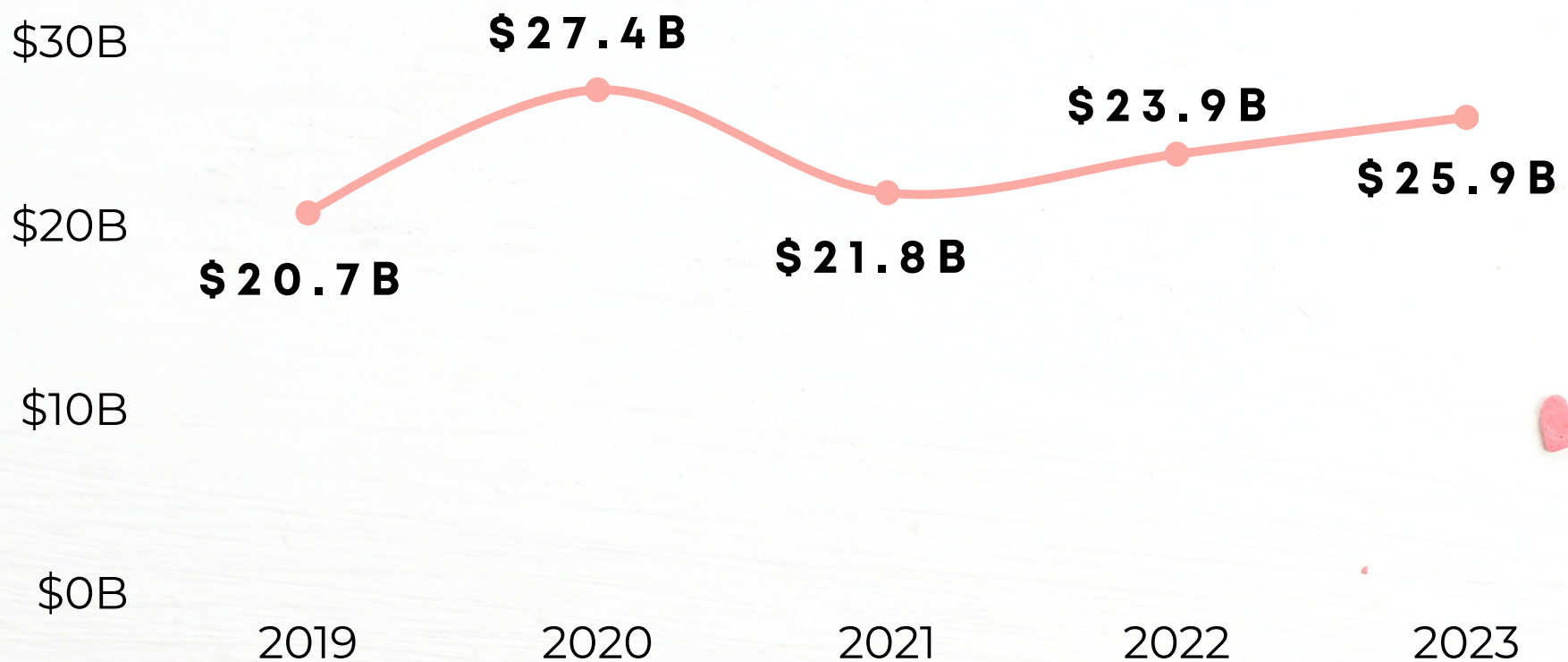
PETS

29%

FRIENDS



Nationwide Spending



Americans are expected to spend \$25.9B on Valentine's Day this year. It is estimated to be one of the highest spending years since the NRF began tracking Valentine's Day spending in 2004.