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

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.

$16.0 Billion
$1.1 billion
$146.84

Valentine’s Day Spending

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

Miami ranks 3rd for the city with “most florists per capita”, as well as 3rd for the most jewelry stores per capita.Miami ranks as the 3rd city with the most activities for Valentine’s Day.

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

Valentine’s in Miami

Valentine’s Day Consumer Spending in the United States

16.9 Billion
18.1 Billion
19.3 Billion
20.7 Billion

Sources:
US Census Bureau, National Retail Federation, WalletHub.