



VALENTINE'S DAY SHOPPING

Men Will Spend More, While Women Will Buy Early

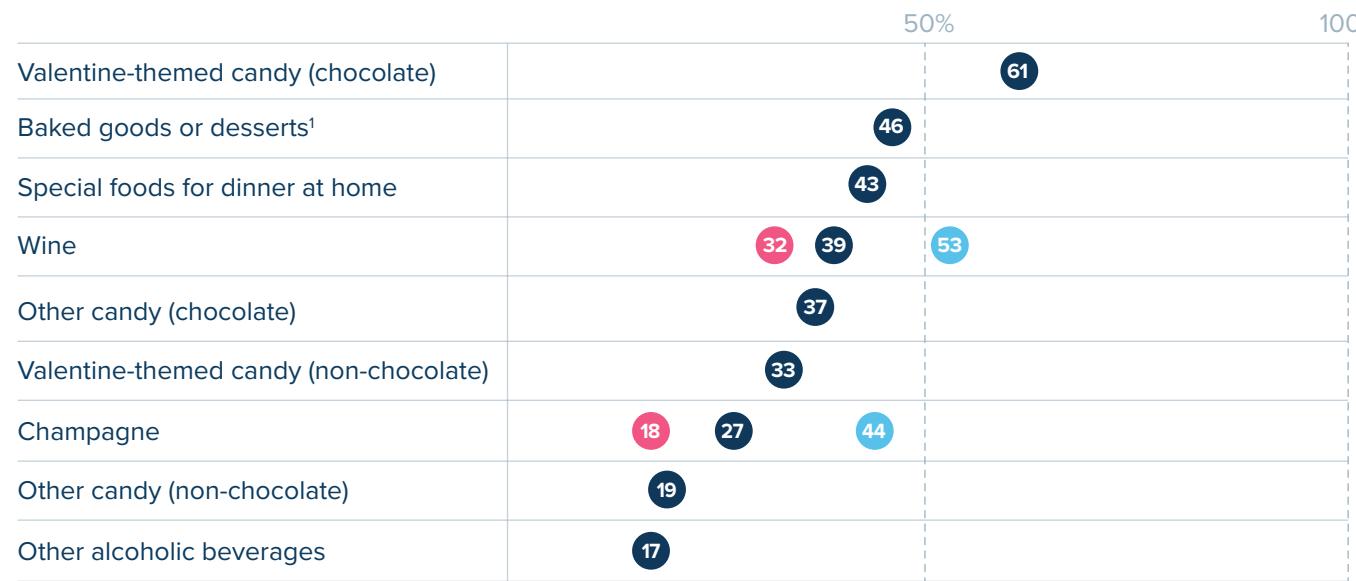
With Valentine's Day approaching, Americans are shopping for their celebrations — and there are significant differences between how men and women buy for the occasion. In late January, men were planning to spend more money, in more ways, including buying champagne or wine and flowers. But many men planned to wait until the last minute — with just a couple of days till Valentine's Day — to make their purchases of candy and cards, while women said they'd shop weeks ahead.

Valentine's Day Shopping List

While men and women have similar intentions to buy Valentine-themed chocolate candy, baked goods and desserts, and special foods for dinner at home (these foods are in the Top 3 planned food purchases for men and women), a much greater percentage of men planned to purchase a bottle of bubbly (44% vs. 18% of women) or wine (53% vs. 32%).

EXPECTED VALENTINE'S DAY PURCHASES: FOOD

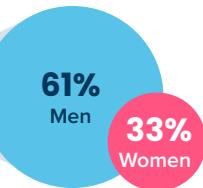
All Men Women



¹ Cakes, cupcakes, etc.

When it comes to non-foods, more than 60% of men and one-third of women said they would purchase flowers or plants for the occasion, while Valentine's Day cards lead all non-food purchases with nearly six in 10 of all respondents planning to buy them.

EXPECTED VALENTINE'S DAY PURCHASES: NON-FOOD

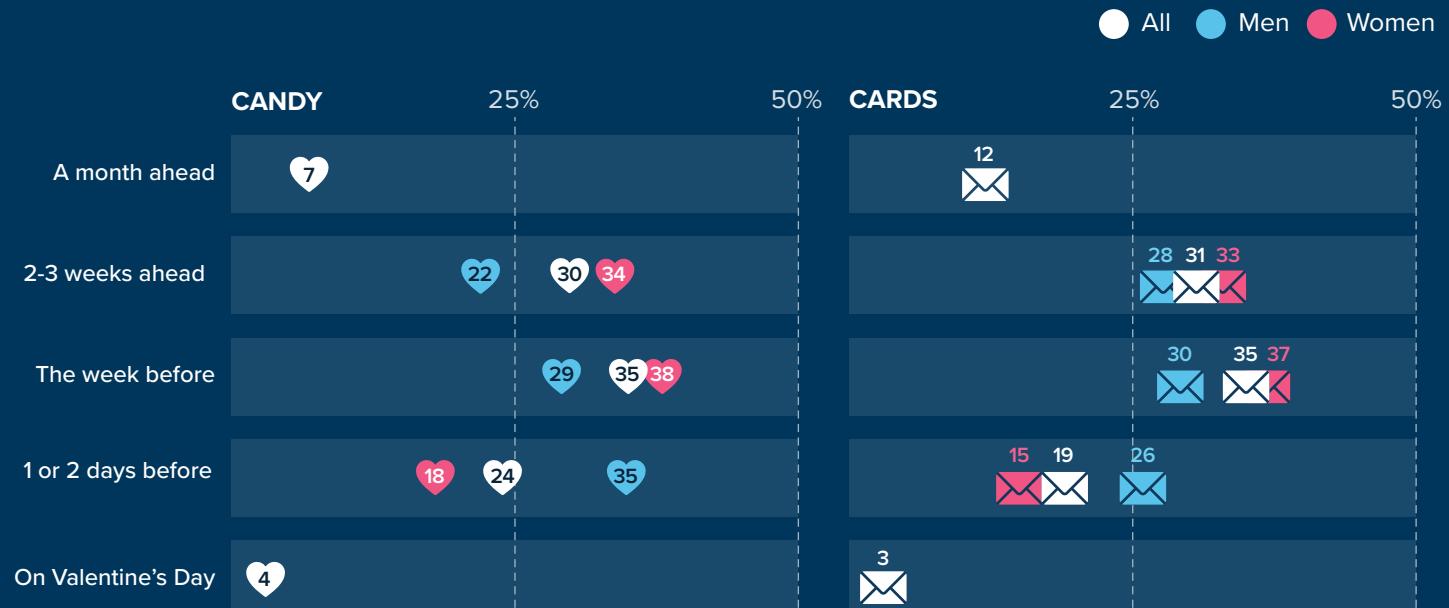


¹ Small toys, plastic jewelry, accessories, etc. ² Cups, plates, etc.

Last-Minute Shoppers Vs. Early Birds

Lending some credence to the long-held perception that men often put off Valentine's Day purchases until the last minute, more than one-third of men said they plan to purchase candy one or two days before Valentine's Day (compared to less than one-fifth of women respondents) and one-quarter of men expected to do the same for Valentine's Day cards. Meanwhile, one-third of women planned to purchase both candy and Valentine's Day cards two to three weeks ahead of time.

WHEN SHOPPERS PLAN TO BUY VALENTINE'S DAY CANDY AND CARDS

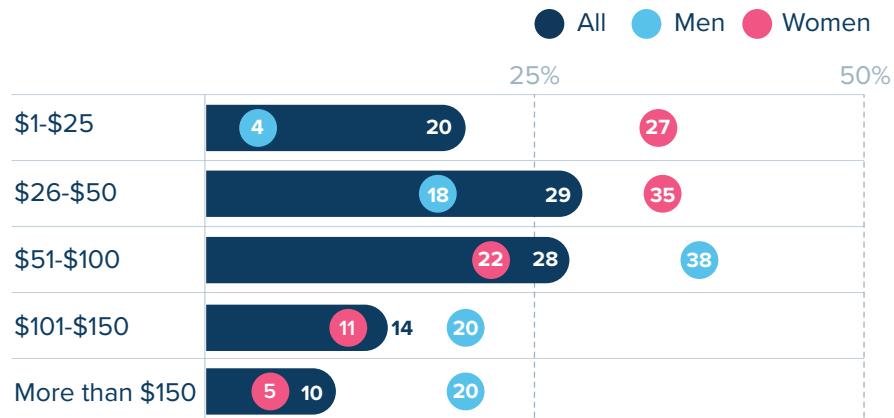


Hey, Big Spender!

Given their greater propensity for buying higher-ticket items such as champagne, wine and flowers, it's no surprise that men planned to spend more than women on Valentine's Day purchases. Nearly four in 10 men expected to spend \$51-\$100 on food items, including candy and alcoholic beverages, and another 40% planned to spend upwards of \$100. Meanwhile, one-third of women planned to spend in the \$26-\$50 range on food. More than a quarter of women anticipated spending \$25 or less.



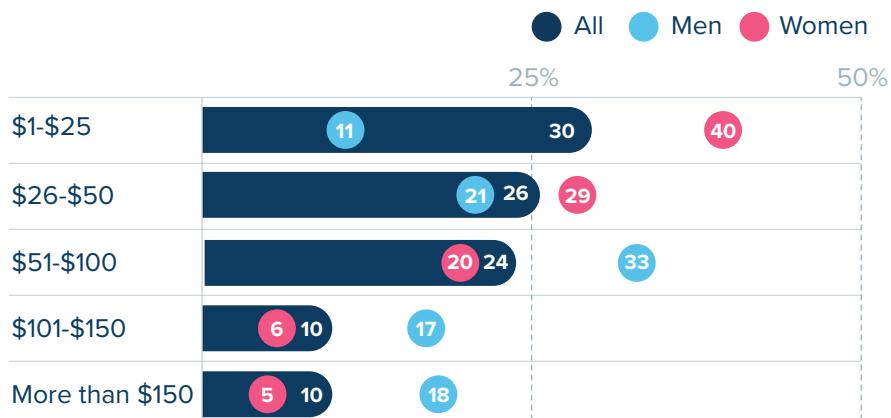
PLANNED SPENDING ON VALENTINE'S DAY FOOD ITEMS*



*Includes candy, groceries, alcoholic beverages, etc.

Both genders expected to spend less overall on non-food items for Valentine's Day, but men planned to spend more than women, with one-third of men expecting to shell out \$51-\$100 for these items, while nearly 70% of women anticipated spending \$50 or less.

PLANNED SPENDING ON VALENTINE'S DAY NON-FOOD ITEMS*



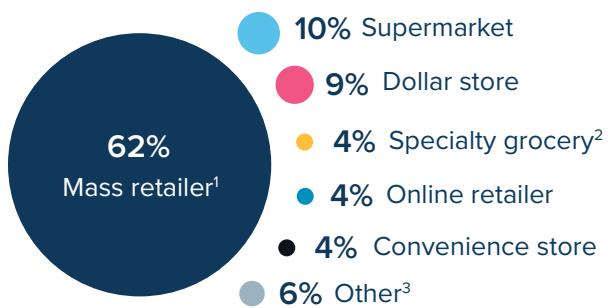
* Includes greeting cards, flowers, etc.



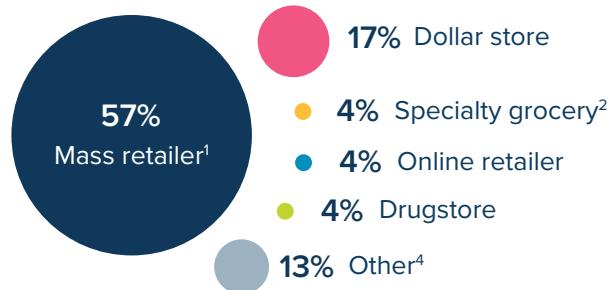
Mass (Retailer) Appeal

When it comes to two of the most common Valentine's Day purchases — candy and Valentine's Day cards — consumers overwhelmingly planned to do their shopping at mass retailers such as Walmart and Target. More than 60% expected to buy their candy at these stores, with supermarkets and dollar stores a distant second and third. For Valentine's Day cards, nearly six in 10 planned to purchase at mass retailers — although nearly one-fifth of shoppers anticipated making these purchases at dollar stores.

WHERE SHOPPERS WILL BUY VALENTINE'S DAY CANDY



WHERE SHOPPERS WILL BUY VALENTINE'S DAY CARDS



¹ Walmart, Target, etc. ² Whole Foods Market, Trader Joe's, etc. ³ Also cited were party store (3%), drugstore (2%) and other (1%).

⁴ Includes supermarket, convenience store and party store at 3% each, and other at 4%. Does not add up to 100% due to rounding

Source: Advantage Solutions Pulse Survey of 756 U.S. adults (503 female, 253 male), January 20, 2023.



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