WHERE THEY SHOP FOR VALENTINE'S dAY NECESSITIES


## LOVE IS IN THE AIR

We surveyed 985 shoppers to find out how they celebrate Valentine's Day, from how much they're spending to their favorite gifts to give and receive.

## HOW THEY'RE SHOPPING



HOW THEY'RE CELEBRATING

| $77 \%$ | $14 \%$ | $9 \%$ |
| :--- | :---: | :---: |
| Night In | Night Out | A trip |

HOW MUCH THEY PLAN TO SPEND


WHAT FACTOR IS MOST IMPORTANT WHILE SHOPPING
28\%

Nothing Specific

26\%
Cost $10 \%$

Exclusivity

HOW LONG THEY’VE BEEN PLANNING THE PERFECT DAY

| $52 \%$ | $26 \%$ | $17 \%$ | $5 \%$ |
| :---: | :---: | :---: | :---: |
| The Week of | 2 Weeks | 1 Month | 2 Months |

## $16 \%$

Flavor
$13 \%$ Brand Trust 7\% Convenience

THEY'RE FAVORITE VALENTINE'S DAY TREAT


Chocolate Covered Strawberries


Chocolate
 Non-Alcoholic Bubbly Drinks


Baked Goods

## WHAT THEY LOVE TO GIVE

## because they deserve it

| $42 \%$ |
| :--- |
| $19 \%$ |
| $12 \%$ |
| $11 \%$ |
| $5 \%$ |
| $4 \%$ |
| $2 \%$ |
| $2 \%$ |
| $2 \%$ |
| $1 \%$ |

Candies and Sweets
Greeting Card
Experience or Trip
Flowers
Jewelry
Gift Basket
Stuffed Animals
Apparel
Electronics
Fragrances

WHAT THEY LOVE TO RECEIVE because you deserve it

Candies and Sweets
Greeting Card
Experience or Trip Flowers
Jewelry Gift Basket Stuffed Animals Apparel Electronics
Fragrances

## THE SEASON OF LOVE \& BREAKTIME

Make sure your brand is top of mind with shoppers as they're planning their Valentine's Day celebrations with a fun, personalized, interactive campaign on our new food-and-drink focused recipe publishing property bestdailyrecipes.com

- Inspire purchases with creative recipes showcasing delicious ways to use your brand's products
- For the $60 \%$ of shoppers who make purchases in-store, include a store locator to help shoppers easily find the closest retailer to them that carries your product
- Encourage shoppers to share how they're celebrating their loved one's using their brand with a social giveaway
- Use a list to educate shoppers on the quality and flavor profiles of your brand's products

