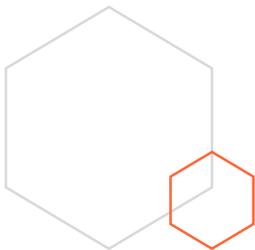




# roamler

SHOPPING FOR VALENTINE'S DAY



## INTRO

Is Valentine's day a romantic occasion to celebrate a loved one, or is it just a commercialized day aimed at selling products with not much romance to it?



We've asked our large community of shoppers about their purchasing practices when it comes to the most romantic of celebrations.

Do they celebrate Valentine's and if so do they buy gifts? What is the average amount spent and where?

Find these and more answers in our [Valentine's Day Consumer Report](#).

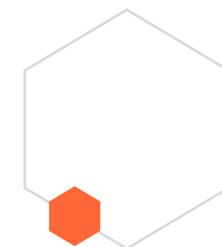
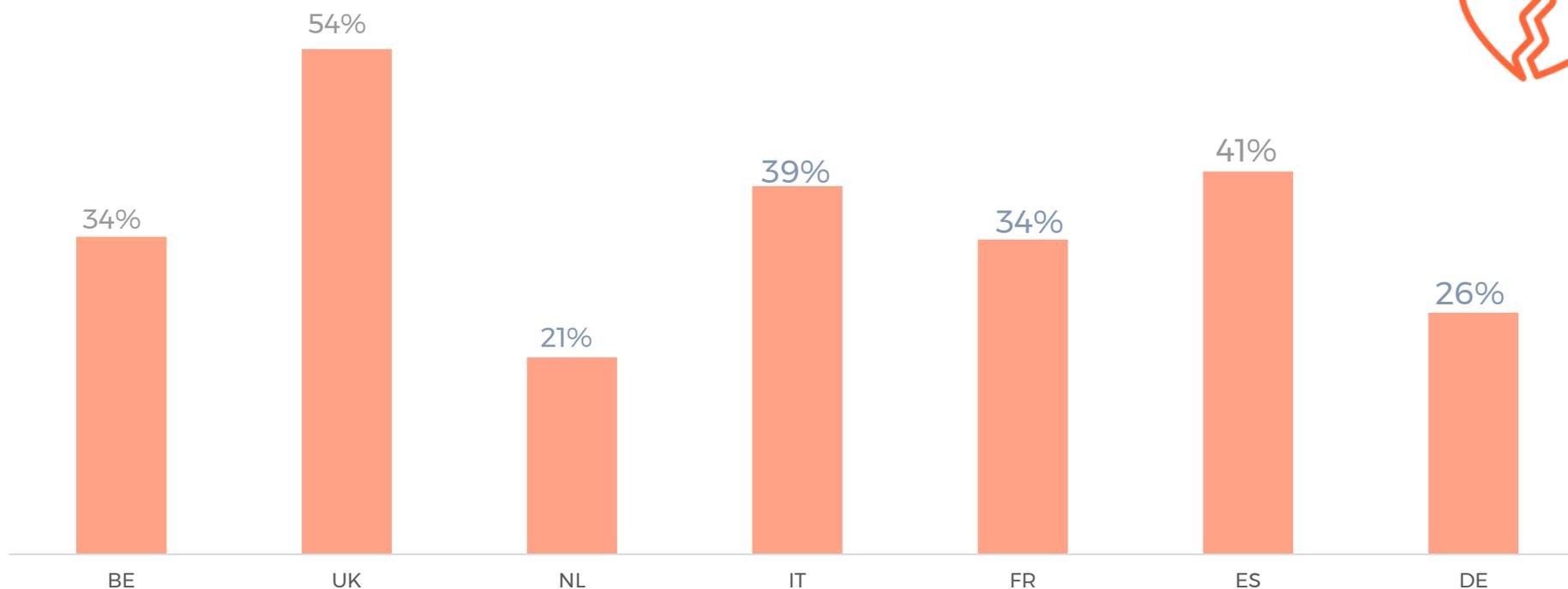




# MOST EUROPEANS DON'T CELEBRATE VALENTINE'S

Only an average of **35%** of Europeans claims to celebrate Valentine's Day.

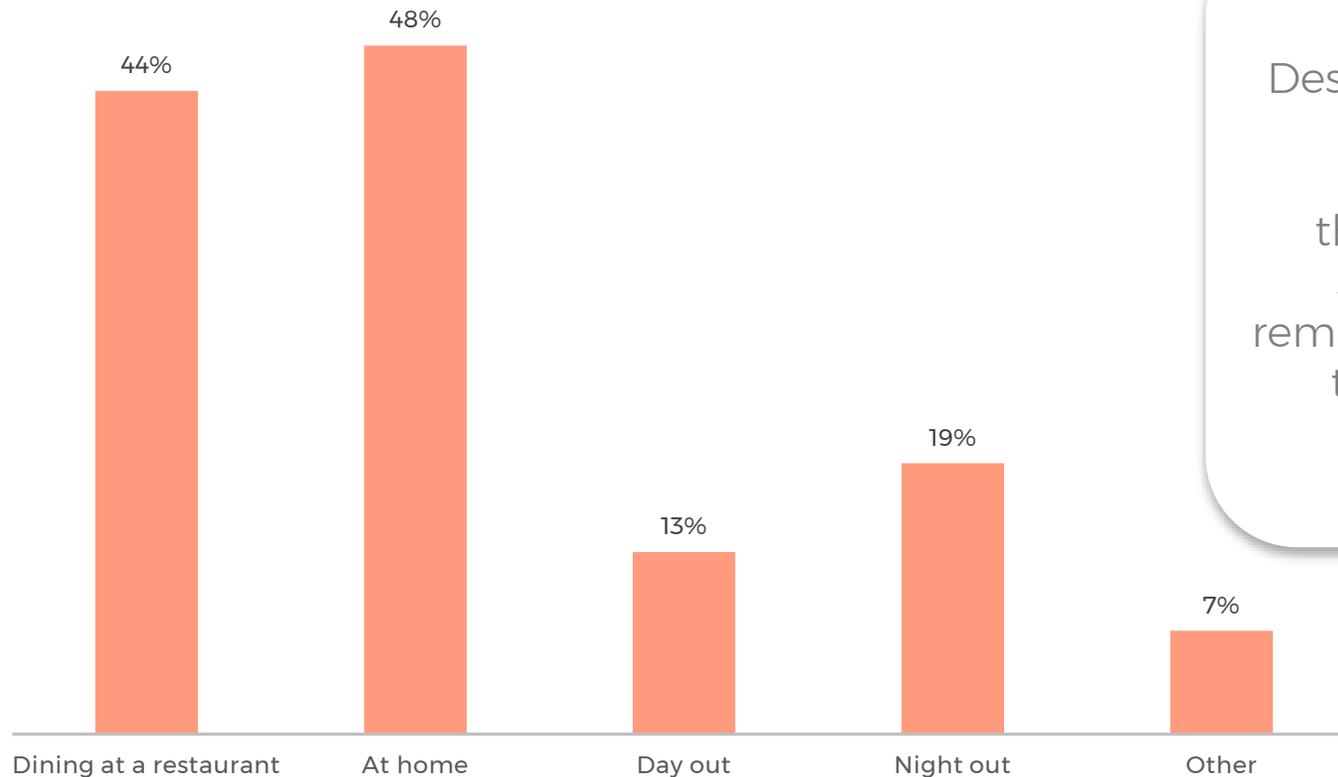
While the percentage is significantly higher in the **UK (54%)**, countries like **the Netherlands (21%)** and **Germany (26%)** seem to be less influenced by the Valentine's hype.





# STAYING HOME IS THE FAVORITE CELEBRATION

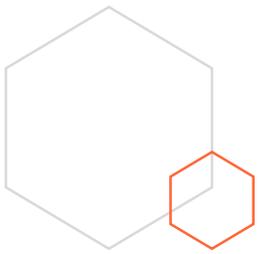
Europeans' most popular Valentine's Day activity is **staying at home (48%)**, shortly followed by going to a **restaurant for a fancy dinner (44%)**.



## Fun fact

Despite Brits being the most active in celebrating Valentine's Day, the percentage of those staying home (64%) is remarkably high compared to the European average.





# CHOCOLATE IS THE MOST BOUGHT GIFT

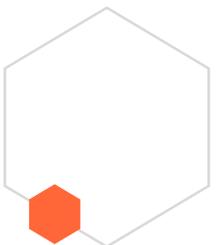
While 20% of Europeans is not sure yet, 30% will definitely buy a Valentine's present.

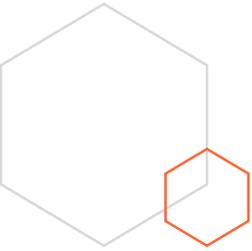
Chocolate confirms itself as the most popular gift, with 37% of preferences, directly followed by flowers (31%) and cards (30%).

Well, you can never really go wrong with those, can you?

## Fun fact

Spain and the UK score the highest European preference for buying cards (61%)





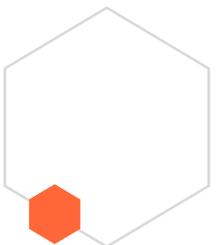
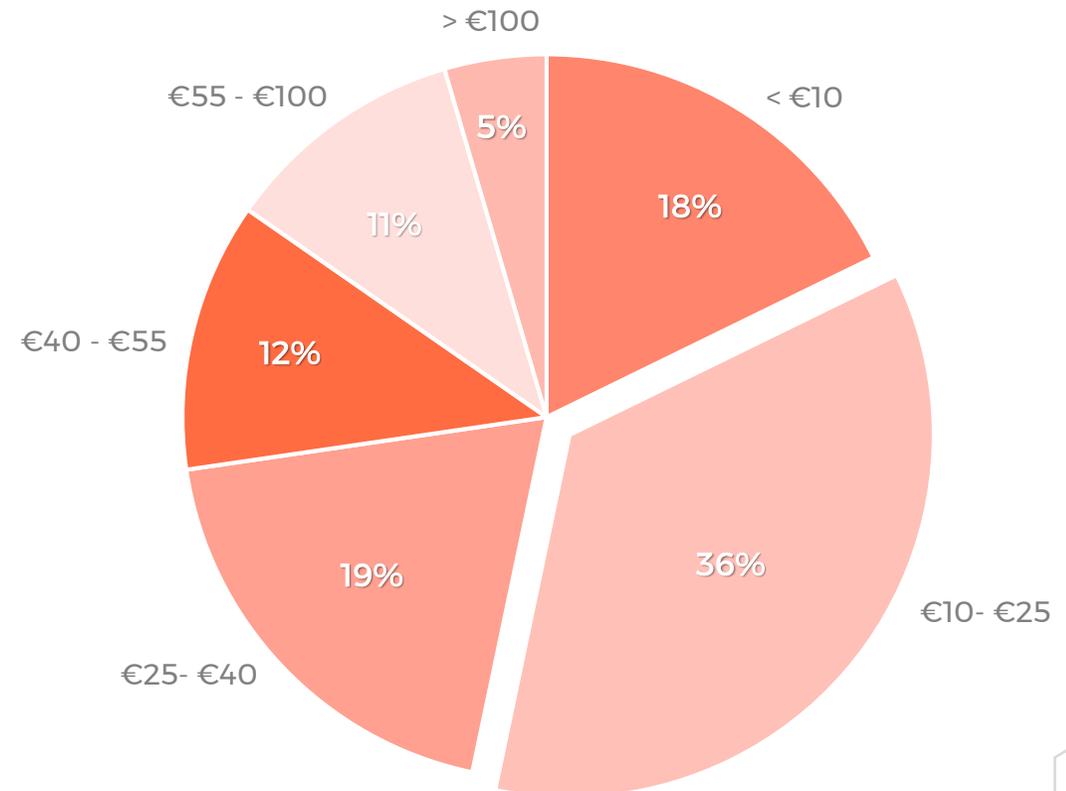
## EUROPEANS SPEND €10 TO €25 ON A PRESENT

Most European consumers (36%) are willing to spend between 10 and 25 euros on a Valentine's present.

### Fun fact

Price (62%), promotions (45%) and convenience (42%) are the main drivers when shopping for Valentine's gifts.

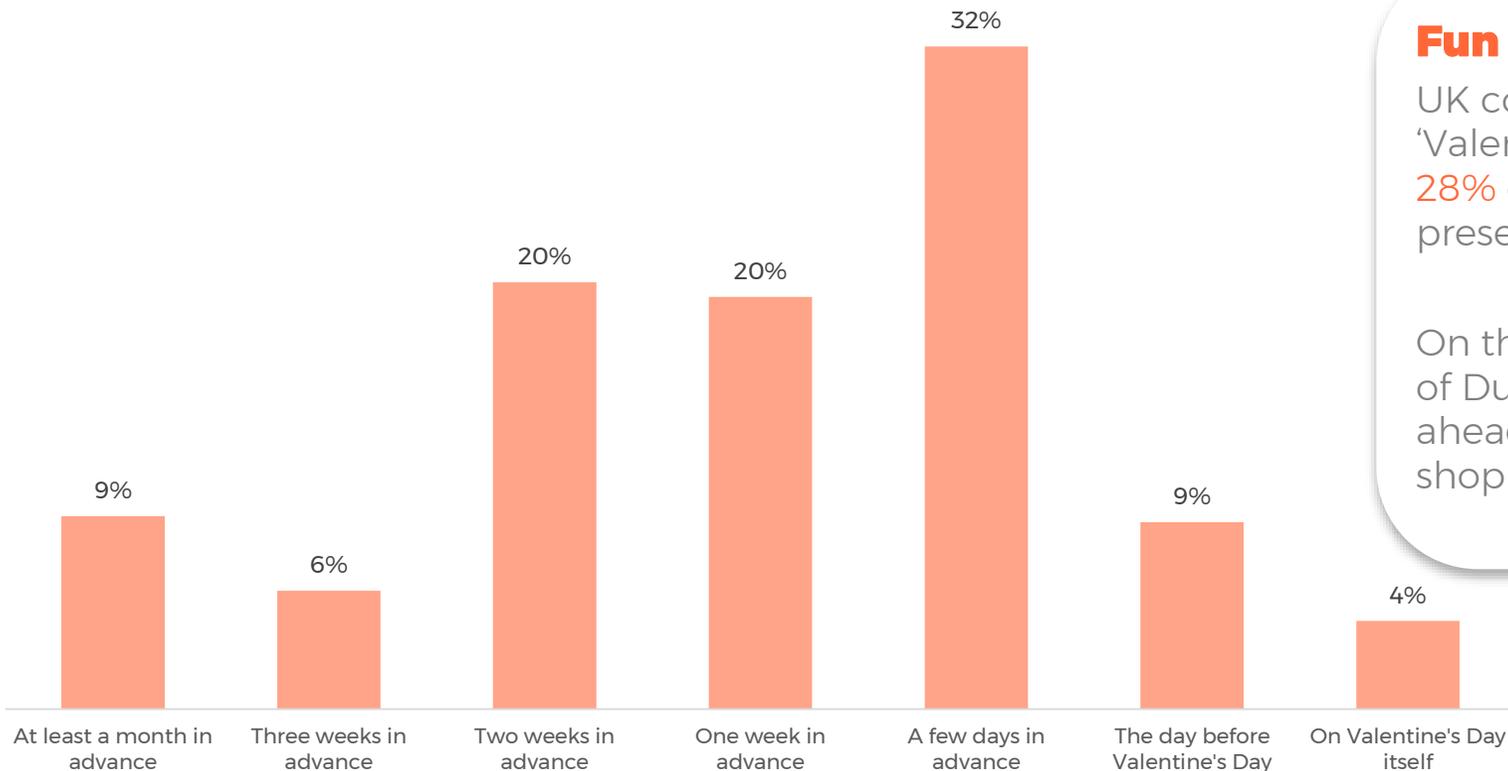
Discounts, deals and promotions (46%) are particularly important for Italian consumers.



# VALENTINE'S GIFTS BOUGHT A FEW DAYS UPFRONT

About **53%** of Europeans think ahead on what to buy and where. Among those, about **32%** buys Valentine's presents a few days before the 'big' day.

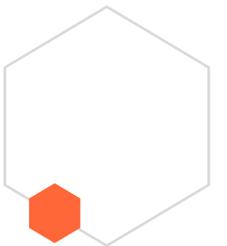
For the rest of those who celebrate though, Valentine's mostly represents an unplanned shopping experience.

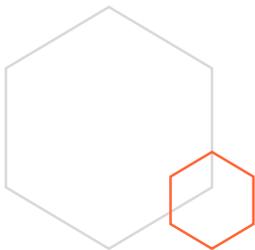


## Fun fact

UK consumers are Europe's best 'Valentine's gift planners', with **28%** of *lovebirds* starting to buy presents two weeks in advance.

On the opposite note, the majority of Dutch people **61%**, do not plan ahead and resort to last-minute shopping.

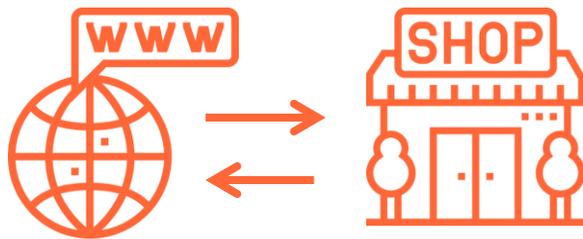




# EUROPEAN SHOPPERS SWITCH BETWEEN CHANNELS

When it comes to looking for presents, most Europeans **browse the web** to determine what to buy (55%). The main driver is the belief that they will get a better deal online than in-store (79%).

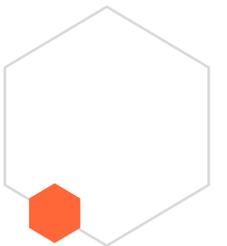
61% of Europeans claims to switch between shopping channels to find the best deals and 58% of consumers checks prices online before they purchase items in-store.

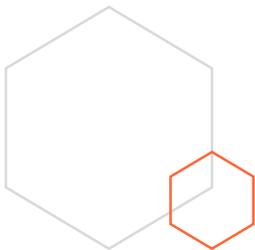


## Fun fact

Italy and Spain are the countries that rely on the internet the most, as 94% of Italian consumers and 92% of Spanish consumers believe they will get a better deal than in-store.

On the opposite note Germans, with 44% of preferences, score the lowest in online search.



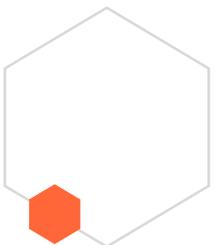
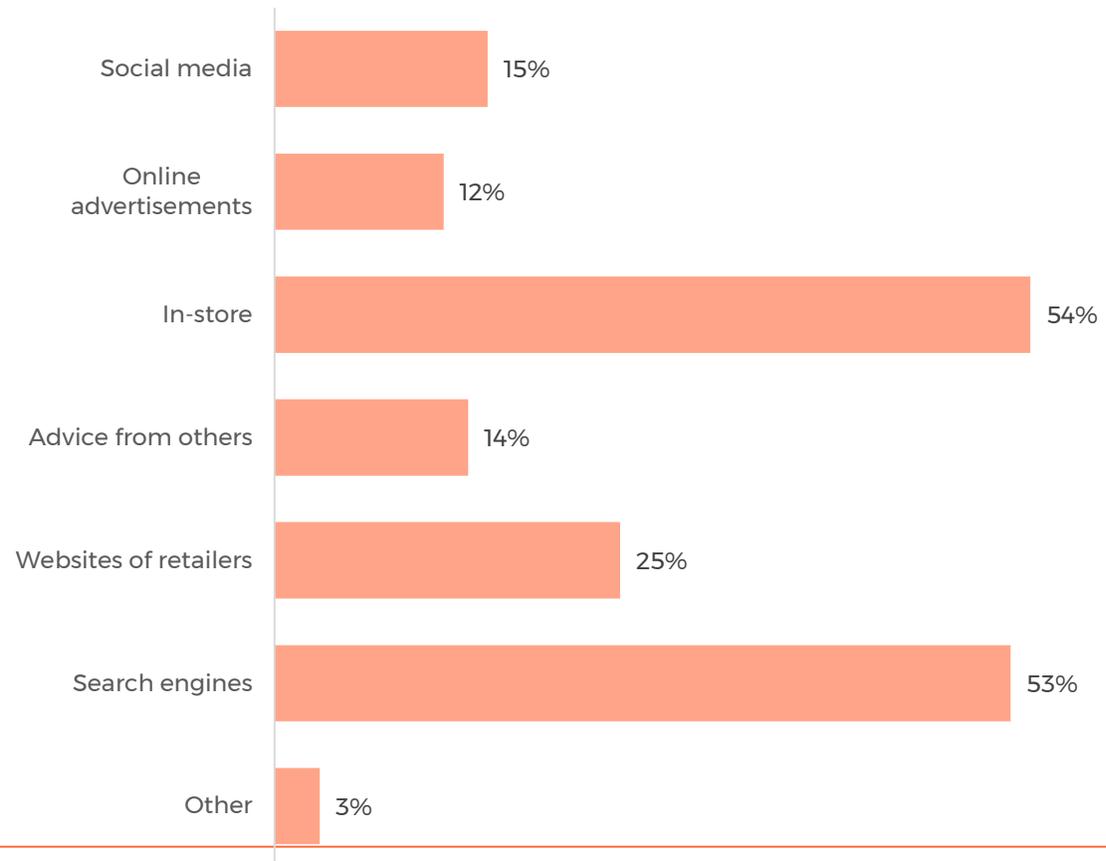


# WHILE SEARCHING, ON-AND OFFLINE CHANNELS BATTLE FOR 1<sup>ST</sup> PLACE

During the search for the best Valentine's gift, **in-store and online browsing** are the most popular choices. With **25%** of preferences the website of retailers are also particularly important for European consumers.

## Fun fact

the UK scores significantly higher than other European countries when it comes to browsing **retailers' websites (47%)**.





## CROWDSOURCING SOLUTIONS FOR FIELD MARKETING

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The findings presented here are based on the results of an investigative task submitted to the Roamler Crowd during the last week of January, and the first week of February 2019. The purpose was to determine the crowd's purchasing practices when it comes to Valentine's Day. The findings take into account data collected from **4.682** respondents, located in Spain, Italy, Belgium, The Netherlands, Germany, France and the UK.

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Would you like to receive more information?

Contact us at [press@roamler.com](mailto:press@roamler.com)

[www.roamler.com](http://www.roamler.com)

