

Is Love in the Air?

VALENTINE'S DAY 2025

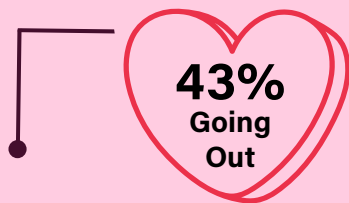
Do you plan to celebrate Valentines Day?



More women are embracing the spirit of Valentine's Day in 2025, with **68%** planning to celebrate — up from **65%** in 2024.



What are you likely to do for Valentine's Day this year?



62% of men plan to go out and celebrate this year, continuing a two-year trend where men have been more likely than women to do so (**63%** in 2024).

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What's your go-to Valentine's Day gift?

The majority of consumers plan to spend **\$25 to \$49** to celebrate love this Valentine's Day. (same price range as in 2024)



35%
Chocolate

#1 Valentine's Day gift for two years.



27%
Flowers



17%
Other



11%
Jewelry



10%
Greeting Card



Who do you generally celebrate with?



22%
Family



60%
Significant Other



10%
Friends

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