

# 20+ Sweet Valentine's Day Statistics & Facts for 2025

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Believe it or not, Valentine's Day 2025 is right around the corner.

In this blog post, our market research company shares Valentine's Day statistics, facts, and trends that best encompass the holiday.

Whether you've been planning the perfect gift for months or still need ideas, we think this post will help generate some ideas!

## **Below are some of our favorite Valentine's Day stats from this post:**

- Roughly 59% of consumers celebrate Valentine's Day across the globe
- Galentine's Day originated from NBC's Parks and Recreation
- 49% of consumers keep costs at the forefront when purchasing Valentine's Day gifts
- Last year, Valentine's Day spending hit a record high at \$14.2 billion dollars.
- 29% of Valentine's Day spending in 2024 wasn't for a significant other

## Valentine's Day Celebration Statistics

What a day to celebrate! For those who participate in the festive fun, there are plenty of ways to show your loved ones you care about them.

Because of this, V-Day is heavily marketed (step into any store in February) towards consumers wanting to share their love! Check out these fun Valentine's Day statistics that we collected below.

Roughly 59% of consumers celebrate Valentine's Day across the globe

It's all about spreading the love. More than half of consumers around the world celebrate Valentine's Day, with Mexico and UAE having higher rates of celebrating the day.

Valentine's Day dates back to the 14th century

It's believed that the name "Valentine" references the name of a martyred priest and/or bishop. Truthfully, no one is 100% sure. But the commercial end of Valentine's Day didn't kick off until a few centuries later in the 1700s, when cards were created to celebrate.

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Online travel searches for Valentine's Day 15% higher in 2024 when compared to 2023

And that doesn't just include domestic trips - up to 4% of trip booking were for international travel. That said, most bookings were for domestic travel, with Orlando, Miami, and Fort Lauderdale.

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Cupid got his start in Greece

The iconic symbol of love, Cupid is depicted as a sweet cherub who plays a matchmaker and is the star of many Valentine's Day celebrations. However, the character was actually inspired by the Greek god Eros, who had the ability to make two people fall in love.

But by the 4th century, the idea of Eros had morphed into the Cupid we know today. Now you can really impress people with your knowledge of Valentine's Day facts and history, huh?

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"Booklets" were created in the 1800s to help people write Valentine's Day cards

We all need a little help writing the perfect V-day note sometimes. That's exactly what these booklets, or writer's guides, did for those who celebrated in the 19th century. Containing sample text, the booklets took the stress out of writing the perfect love note.

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The heart-shaped chocolate box—first came to be in the 1860s

An advertising tactic, Richard Cadbury first came up with the idea to boost sales of the product. Talk about a marketing strategy with staying power.

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Galentine's Day originated from NBC's *Parks and Recreation*

Taking place on February 13th, Galentine's Day celebrates female friendships and is a chance to have fun going out (or staying in). Coined by the one and only Leslie Knope in a season two episode, Galentine's Day might as well be an official holiday at this point.

Thanks, Leslie!

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## Valentine's Day Spending Statistics

While Valentine's Day is all about love, we can't deny the emphasis on spending (on the perfect gift, of course). Whether it's a trip, candy, or a romantic dinner at a nice restaurant, there are endless options to create a memorable day. Let these Valentine's Day statistics below speak for themselves!

Last year, Valentine's Day spending hit a record high at \$14.2 billion dollars

This is a 5% increase from 2023. Based on how things are going, we think it's safe to say this trend will continue into 2025.

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44% of Valentine's shoppers will spend money on candy

Sure, diamonds are great (but chocolate's sweeter). Other hot gift options include greeting cards (33%), flowers (32%), and an evening out (29%).

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49% of consumers keep costs at the forefront when purchasing Valentine's Day gifts

Cost aside, consumers also place heavy value on style (21%), branding (19%), and delivery services (11%).

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A romantic Valentine's dinner out costs \$121 on average

This is assuming you get dinner and drinks off the menu. Speaking of drinks, consumers will spend around \$33 dollars on them when out for their Valentine's dinner.

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Consumers spend around \$30 dollars on Valentine's presents for family and friends

While Valentine's Day is most known for being celebrated by couples, that doesn't mean you can't share the fun with family or friends. Consider gifts like cards, cookies/candy, or a fun night out.

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Americans in relationships plan to spend \$180 on their partners

And up to 33% may take on credit card debt as a result. Ouch.

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Up to 53% of 18 to 34 year-olds not celebrating Valentine's Day will still make it special

This also goes for 42% of 25 to 34-year-olds as well. So, what do these groups do? Some purchase “anti” Valentine’s gifts (3%), others treat themselves to something special (15%), and some plan an outing with friends or family (11%).

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## Valentine's Day Gifts Statistics

Arguably most known for its emphasis on gifts, V-Day brings out the big spenders. Whether it's chocolate, flowers, or diamonds, those who celebrate have many gift options to choose from. Take a look at these Valentine’s Day statistics below (and maybe pick up a few gift ideas while you’re at it).

Just 8% of Valentine's gifts will be clothing or perfume.

A little surprising, as we think these make great V-day gifts! But the stats don't lie.

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40% of Valentine's gifts will be purchased online.

On the flip side, 33% of shoppers will visit department stores to buy their gifts, and 31% shop at discount stores.

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## Men are the big spenders for Valentine's Day

It's true! Men tend to spend significantly more than women on Valentine's gifts/experiences. The average spend here comes out to \$249 dollars. On the other end, women only spend around \$57 dollars.

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Around 224 million roses are grown specifically for Valentine's Day

Due to our chillier weather conditions, they’re often imported to the US from countries like Kenya, Columbia, and Ecuador. 64% of men will buy flowers for their partner on V-day, compared to women at just 36%. And studies have also shown that 15% of women will purchase flowers for themselves on Valentine's Day. Treat yo self!

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Mixtapes are the least popular V-day gift, with only 13% of people expressing interest

But can anything beat the nostalgia of a mixtape? We don't think so. Other gifts low on the popularity chain include sporting equipment and kitchen appliances.

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29% of Valentine's Day spending in 2024 wasn't for a significant other

This included friends, coworkers, pets (they deserve it!), classmates, and teachers.

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## Relationship Statistics

Are you in the mood for a good rom-com yet? Well, you're about to be. It's no surprise that this holiday is a popular day for engagements and relationships to start, so let's dive into these Valentine's Day statistics a bit more!

Roughly 6 million people get engaged on Valentine's Day

No shocker here. What's more, Valentine's is also known as the most popular day to get engaged, with 40% of men agreeing.

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Around 25% of marriages begin online

It's straight out of a movie, right? While dating apps may get a bad rap at times, they certainly have their successes. Here are more statistics about dating apps you likely didn't know.

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There's only a 2% uptick in online dating app downloads around Valentine's Day

While V-day may not be the biggest motivator for downloading one of the many popular dating apps, they're still wildly popular with 30 percent of Americans having used online dating services at some point. In fact, 40% of adults believe it's easier than in-person dating.

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86% of people believe in true love

And we love to hear it. Maybe that's why over one million Facebook users will change their relationship status to "in a relationship" soon after Valentine's Day.

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## Final Thoughts

While not everyone chooses to celebrate Valentine's Day, it's hard to deny its social and economic impact across the world. From handing out cards to buying candy and flowers to getting engaged, Valentine's Day represents a time to come together and show a little love, no matter your relationship status!

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And that's all for this year's Valentine's Day trivia, see you in 2026! Now go and stock up on those gifts.

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Lark Allen

As a Content Marketing Specialist, Lark has a strong background and passion for creative, professional, and journalistic writing. She is also a self-proclaimed music freak and 90s enthusiast.

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