

A lot of love to share with Valentine's Day to deliver a \$415 million spending boon

Australians are set to spend \$415 million on Valentines Day gifts this year, with flowers, chocolates and jewellery the most popular items people will be getting their significant others.

Research from the Australian Retailers Association (ARA), in conjunction with Roy Morgan, shows Australians will be spending an average amount of \$111 on their gifts.

Flowers will be in hot demand, mentioned by 39% of people who plan on buying a gift followed by chocolates/food and alcohol (28%) and jewellery (9%). Consumers in NSW are set to spend \$126 million on their Valentines Day gifts, with Victorians to spend \$107 million and Queenslanders \$77 million.

Around a third of those surveyed say they plan to splurge more on gifts this year than they did 12 months ago with the majority (65%) saying they'll be spending about the same amount.

The bulk of the spending is set to be done by 25-34 year old's, who'll spend \$135 million and 35-49 year old's who'll spend \$129 million.

ARA CEO Paul Zahra said only 8% of those surveyed would be spending their Valentines Day dining out, which may reflect the ongoing Covid concerns of consumers.

"There's no doubt consumer confidence has been severely impacted by Omicron, but our research shows Australians will still be spoiling their loved ones this Valentine's Day, with flowers and chocolates in high demand," Mr Zahra said.

"For florists, this is their busiest day of the year, and it would normally be for restaurants as well, however the sector has been severely impacted by staff shortages, Covid isolations, and people generally being a bit more cautious with their social interactions.

"We're unlikely to see the usual volumes of people going out for their Valentine's Day dinner dates, which is disappointing. We encourage people to support their favourite restaurants whichever way they can, even if it means ordering in a romantic dinner at home.

"Valentine's Day is a much bigger deal for younger Australians with 38% of 18-24 year old's planning on buying a gift. However, that number tapers off in the older age cohorts. Just 7% of people over the age of 65 plan on celebrating the day, so perhaps the significance of Valentine's Day wares off the older you get and when you're in a long, comfortable relationship!"

The ARA-Roy Morgan Snap SMS survey was conducted with an Australian-wide cross-section of 2,717 Australians aged 18+ on Wednesday January 19 - Thursday January 20, 2022.

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Question 1

“Do you plan on buying gift/s for Valentine’s Day which is held next month on February 14?” By Gender & Age.

	Australians 18+	Gender		Age				
		Men	Wome n	18-24	25-34	35- 49	50-64	65+
	%	%	%	%	%	%	%	%
Yes	19	24	13	38	29	18	14	7
No	81	76	87	62	71	82	86	93
TOTAL	100	100	100	100	100	100	100	100

“Do you plan on buying gift/s for Valentine’s Day which is held next month on February 14?” By State & Area.

	Australians 18+	City/Country		States					
		Capital Cities	Country Areas	NSW	VIC	QLD	WA	SA	TAS
	%	%	%	%	%	%	%	%	%
Yes	19	20	17	19	17	22	16	20	11
No	81	80	83	81	83	78	84	80	89
TOTAL	100	100	100	100	100	100	100	100	100

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AUSTRALIAN RETAILERS ASSOCIATION

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Question 2

“What gift/s are you planning on buying for Valentine’s Day?” Of those who mentioned a gift. Respondents were allowed to mention multiple gifts they are planning on giving.

By Gender & Age.

For those who already know what gift they plan to buy... (Top 3 Highlighted)

	Australian S 18+ %	Gender		Age				
		Men %	Wome n %	18-24 %	25-34 %	35- 49 %	50-64 %	65+ # %
Flowers	39	55	11	40	31	35	51	43
Food/ Chocolate/ Alcohol	28	16	48	19	38	27	27	18
Jewellery	9	12	4	3	13	10	9	8
An experience (dinner, trip away)	8	8	8	8	9	8	9	5
Toys/ Sex toys	5	5	3	6	6	6	3	-
Sexy clothing/ Lingerie	5	4	7	1	5	1	10	10
Cash	4	4	6	6	-	-	7	22
Cosmetics/ Skin products	4	5	2	-	4	6	4	10
Vouchers/ Gift cards	4	3	5	8	5	3	2	-
Something small/ Inexpensive	3	-	10	9	3	3	1	-
Outdoor items/ gardening/ power tools	3	2	5	6	3	3	1	3
A card	3	2	5	-	7	2	3	-
Kitchen items/ Homewares	2	-	4	4	-	3	-	3
Electronics	2	2	-	-	2	4	-	-
Books	1	1	1	-	-	-	6	-
Personal (unspecified)	1	-	3	2	3	-	-	-
Lotto/ Scratchies	1	-	2	-	-	3	-	3
Personal accessories (shoes, bags)	1	1	1	-	1	2	-	-
Other	4	3	4	5	6	2	2	-
TOTAL	100	100	100	100	100	100	100	100

#Sample sizes with fewer than 50 respondents should be treated with caution.

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Question 3

“How much do you plan on spending on Valentine’s Day gift/s?” By Gender & Age.

	Australian S 18+ %	Gender		Age				
		Men %	Wome n %	18- 24# %	25-34 %	35-49 %	50-64 %	65+# %
Less than \$50	29	23	40	32	31	27	26	32
\$50 - \$99	32	36	26	48	20	39	29	32
\$100 - \$199	26	24	28	20	33	17	35	20
\$200 or more	13	17	6	-	16	17	10	16
TOTAL	100	100	100	100	100	100	100	100
Mean spending	\$111	\$132	\$73	\$78	\$125	\$139	\$90	\$85
TOTAL SPENDING	\$415M	\$314 M	\$101M	\$63M	\$135M	\$129 M	\$57M	\$25 M

#Sample sizes with fewer than 50 respondents should be treated with caution.

“How much do you plan on spending on Valentine’s Day gift/s?” By State & Area

	Australians 18+ %	City/Country		States					
		Capital Cities %	Country Areas %	NSW %	VIC %	QLD %	WA# %	SA# %	TAS# %
Less than	29	30	27	36	28	22	16	48	17
\$50 - \$99	32	32	33	22	37	42	36	37	40
\$100 - \$199	26	25	28	27	24	28	25	7	33
\$200 or more	13	13	12	15	11	8	23	8	10
TOTAL	100	100	100	100	100	100	100	100	100
Mean	\$111	\$120	\$92	\$109	\$124	\$86	\$166	\$56	\$100
TOTAL	\$415M	\$308M	\$108M	\$126M	\$107M	\$77M	\$57M	\$15M	\$5M

#Sample sizes with fewer than 50 respondents should be treated with caution.

Question 4

“Do you plan on spending more or less on Valentine’s Day gift/s than last year?”

By Gender & Age.

	Australians <u>18+</u>	Gender		Age				
		<u>Men</u> #	<u>Women</u> #	<u>18-24#</u>	<u>25-34#</u>	<u>35-49#</u>	<u>50-64#</u>	<u>65+</u> #
	%	%	%	%	%	%	%	%
More	29	29	28	49	26	13	31	44
Same	65	68	55	51	66	79	62	56
Less	6	3	17	0	8	8	7	0
TOTAL	100	100	100	100	100	100	100	100

#Sample sizes with fewer than 50 respondents should be treated with caution.

Notable Gifts – Top 15 or so (\$200+)

Tesla car (\$60,000) – someone’s going to have a great Valentine’s Day

A couple’s trip away to a Day Spa (\$3,000)

High-end expensive dresses and ‘haute couture’ (\$1,500)

High-end electronics (\$1,000+)

A couple’s weekend retreat and massage (\$700)

Top-line Power tools (\$500)

A designer bag (\$500)

Jewellery or clothes (\$400)

Electrical, exercise or wine (\$300)

An expensive dinner out (\$250+)

A night in a Hotel (\$250)

Sexy lingerie (\$200+)

Expensive perfume (\$200+)

Flowers, chocolates, jewellery (\$200+)

Fishing charter (\$200+)

Cooking or other skills class (\$200+)

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