Valentine's Day Stats From Mintel

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What better way to celebrate Valentineâ€™s Day with a bunch of flowers, a box of chocolate or a romantic dinner with your loved one? However, Valentineâ€™s Day is not just a celebration of love, but also as with other seasonal festivities, an important sales booster. AndÂ as suchÂ Mintel, have compiled a special Valentineâ€™s Day release, packed with Valentineâ€™ themed stats.

â€¢Say it with flowers: 49% of Americans bought flowers for Valentine's Day.

â€¢Who is the most romantic? 57% of Americans aged 35/44 bought flowers for Valentine's Day versus 44% of 18-24s.

â€¢52% of American consumers planned to purchase greeting cards for Valentine's Day.

â€¢Something special planned? 36% of American consumers planned an evening out for Valentine's Day.

â€¢A girl's best friend? 34% of American men, who bought jewelry in the past two years, bought a (not wedding related) diamond ring.

â€¢One in five (20%) Americans who have bought jewelry for someone in the past 2 years did it for Valentine's Day.

â€¢Spray it with love - 31% of Americans prefer musk scent fragrances and 29% citrus.

â€¢In 2012 Americans spent $3.5 billion on fragrances: $ 2.2 billion on women's fragrances and $1.3 billion on men's fragrances.

â€¢Sweets for your sweet? In the US, half (50%) of chocolate eaters buy chocolate for holidays or as a gift item.

â€¢Milk or dark? Milk chocolate is preferred by 57% of chocolate consumers in the US, with dark (33%) and white (10%) chocolate coming in a distant second and third.

â€¢The chocolate divide - 67% of consumers aged 25-34 prefer milk chocolate compared to 50% of those aged 55-64.

â€¢In 2012 Americans splashed $4.5 billion on seasonal chocolate.

â€¢Bubbling over with love? In the US, gifting is a primary motivation for buyers to purchase soap and bath products, with four in ten (38%) people buying specialty bath products as a gift, and a similar proportion (37%) also receiving gifts of bubble bath/bath salts.

â€¢Over half (52%) of American women have received soap/bath specialty products (bubble bath, bath salts, etc.) as a gift from someone in 2012.

â€¢The smell of romance is in the air - nearly a quarter (31%) of consumers in the US say they use their more expensive fragrance products for special occasions only.

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