Men Spend More On Valentine’s Day, Says Survey

Contributed by Marketing Sciences
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Figures from Marketing Sciences, a research agency specialising in shopper behaviour, show that men will be significantly more generous than women this Valentineâ€™s Day.Â Â Men will spend an average Â£34.93 on their partners and one in ten will part with more than Â£75 on gifts this year.Â By comparison, one in three women will pay less than Â£10 for their presents with the average woman spending Â£20.61.Â People aged 25-34 will be the most generous age group, spending an average Â£32.92.Â

There is good news for retailers as a fifth of all people celebrating Valentineâ€™s Day on Friday say they will spend more than they did last year.Â Men continue to be more generous, with a quarter of men stating that they will pay more for presents this year versus just 16% of women.Â Â Who will be celebrating, and what will they get their partner? Overall, one in three adults is planning to celebrate Valentineâ€™s Day this year.Â People aged 25-34 are twice as likely than 55-64 year olds to mark the occasion, while more than half (55%) of married couples have no plans to celebrate.Â Â People in Wales and the South West are the least likely to celebrate Valentineâ€™s Day, while Scots spend the least on gifts at an average Â£26.02. The majority of people who are planning to celebrate will give their partner a card (71%); a quarter will give their partner flowers; and just over one in five (22%) will buy chocolates.Â Â More expensive gifts will be less common, with perfume or aftershave being bought by 9% and jewellery by 7%. Laura Ablett, director at Marketing Sciences, explains: â€œRetailers need to remember that itâ€™s men, and typically younger men, who will be the big spenders this Valentineâ€™s Day and should make every effort to appeal to them.Â Stocking up on traditional gifts such as flowers and chocolates is a must if stores want to capitalise on this occasion. â€œWeâ€™ll see a third of couples celebrating Valentineâ€™ go out for a meal, while a quarter will stay in and have one at home.Â Thatâ€™s good news for restaurants and also for supermarkets â€“ especially those that offer â€˜dine inâ€™ deals aimed specifically at Valentineâ€™s Day.â€• Gifts people inte this Valentineâ€™s Day Gift Total percentage Percentage of men Percentage of women A card 71% 69% 73% Flowers 25% 43% 7% Chocolate 22% 27% 17% Other - a day out experience etc. 18% 16% 19% Perfume/aftershave 9% 8% 10% Jewellery 7% 10% 3% For more information regarding this article please click here: www.marketing-sciences.com | @MktingSciencesFollow Market Research World on Twitter or join in the conversation with our LinkedIn Group