

# VALENTINE'S DAY: LOVE, SURPRISES, AND SPENDING TRENDS!

Valentine's Day, celebrated every February 14th, is a time for love, romance, appreciation, and more importantly, spending! While it's a day of heartfelt gestures, it's also a major economic event, with billions spent worldwide on gifts, dining, and experiences. Regardless of it being initially meant for couples, this day has evolved to include gestures of appreciation for friends, family, and even pets!



## Fun Facts

**Not Just for Romance:** If Valentine's Day is for romantic love, Galentine's Day is all about celebrating friendships, especially among women! This term started as a fictional event in an American TV show where a female character hosts a brunch for her girl best friends, showering them with gifts and words of appreciation. Influenced by the events of the series, this quickly became a real-life celebration embraced by women around the world!

**Cards Everywhere:** Over 145 million cards are exchanged yearly on Valentine's Day, making it the second most popular holiday for greeting cards after Christmas.

**Don't Forget About the Pets:** Approximately 27% of people buy Valentine's gifts for their pets - because love knows no species.

**It's a Day for Chocolate:** Richard Cadbury is known to have created the first heart-shaped box of chocolates in the 1860s. Today, over 58 million pounds of chocolate are sold in the U.S. alone for Valentine's Day.

## Valentine's Spending: How Much do People Spend on this Day?

Valentine's Day isn't just about romance; it's also about economics! In 2025, U.S. consumers are projected to spend a record \$27.5 billion on Valentine's Day. The average amount spent per person is expected to be \$188.81, up from \$185.81 in 2024.

Valentine's is indeed a major event, benefitting several economic industries ranging from hospitality to luxury goods.

## Health Benefits of Love and Connection

Not only does love make you feel good emotionally, it also comes with fascinating health benefits.

Whether it's romantic, familial, or friendship, love in all its forms can be a great contributor to reduction of stress through decreasing cortisol levels and promoting relaxation. In addition, love and connection can lower blood pressure, reduce risk of heart disease and strengthen the immune system. This feeling may also increase oxytocin which boosts happiness and reduces anxiety. Lastly, having strong social relationships is correlated with leading a longer and healthier life.

## Love & Financial Security: A Perfect Match

In a day meant for love and expression, thinking about protecting your loved ones is paramount. Whether it's health, life, travel, motor (and more), ensuring financial security is a lasting gift of care and appreciation.

Keep your loved ones protected and ensure a future peace of mind together!

MG