

2021

VALENTINE'S DAY

A TALE OF TAKEAWAYS, REDUCED
SPENDING, ZOOM CALLS AND
FORBIDDEN MEETINGS



RESEARCH BY

FINDER.COM/UK

While this year's Valentine's Day celebrations may be different from prior times, Brits are still finding ways to indulge their partners, pets and themselves with gifts, (virtual) dates and much more. So, how much does the day really cost?

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QUICK OVERVIEW:

- Up to 40 million (76%) Brits will be celebrating Valentine's Day this year.
- This is a significant drop from the 41.4 million (79%) who embraced the day of love in 2020.
- Of those who will celebrate Valentine's Day, the total spend has dropped to £926 million (£23 per person), from last years' £1.45 billion (£35 per person).
- 3 in 10 couples (30%) who do not live with their partners plan to break lockdown rules and meet their partners inside
- 24% of Brits will not be celebrating Valentine's Day this year.

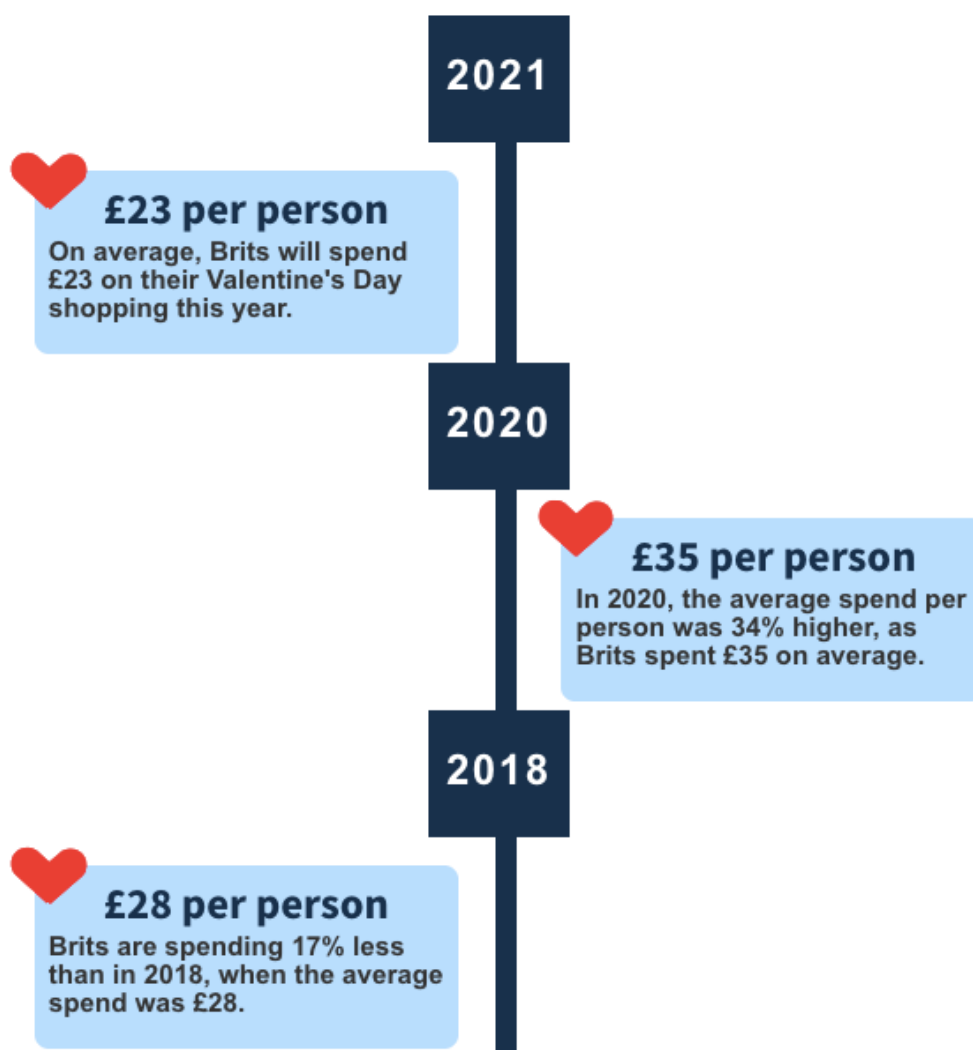
Valentine's spending is set to fall by over a third (36%) to £926 million this year, with many couples stuck apart



HOW MANY CELEBRATE VALENTINE'S DAY AND HOW MUCH WILL THEY SPEND?

Just over three-quarters of the nation (76%) plan to celebrate Valentine's Day in 2021, down from 79% in 2020, and 69% in 2018. We'll also be spending less this year, with the average spend per person being £23. This is a 34% decrease from last year, where the average spend was £35. In 2018, the average spend per person was £28. This indicates the toll of the pandemic on romantic celebrations this year, as Brits will even be spending 17% less on Valentine's Day than they did three years ago.

This is also accompanied by the fact that more people will be celebrating Valentine's Day without spending a penny. In comparison to the 18% of Brits who decided to do a money-free Valentine's Day in 2020, and the 16% who chose to do so in 2018, 2021 will see over a quarter (26%) of Brits not spending anything at all while they celebrate February 14th.

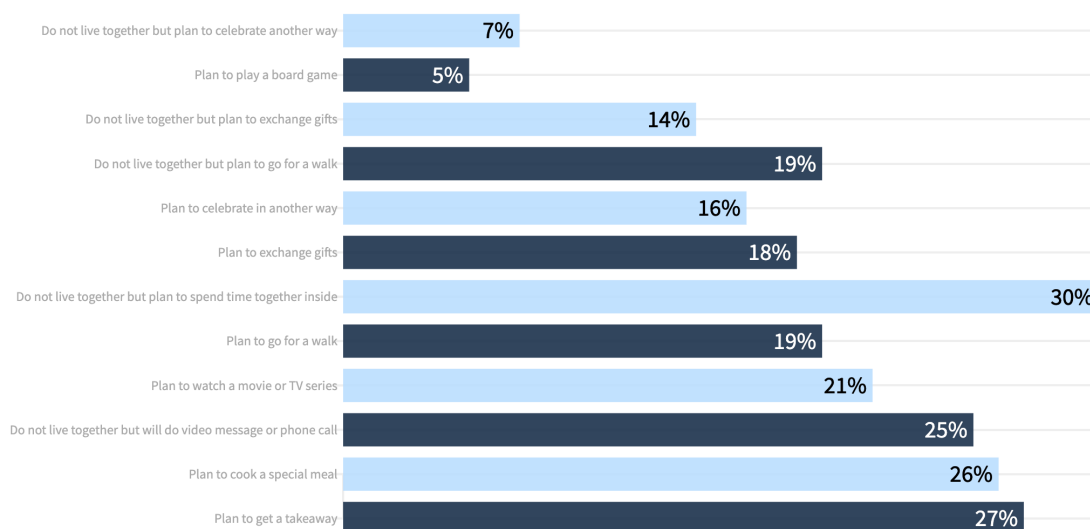


HOW WILL BRITS CELEBRATE VALENTINE'S DAY THIS YEAR?

It's no secret that the nation's romantic options are somewhat limited this year, but for some, not even a pandemic will keep them from their other halves. Our findings show that 30% of couples that don't live together will be going full Romeo and Juliet this Valentine's Day, with plans to break lockdown rules and spend time together indoors, despite not being from the same household (alike in dignity or not).

A quarter of the couples who do not live together (25%) will be going virtual this Valentine's Day, as they plan to celebrate via video messaging or on the phone. Just under a fifth (19%) of Brits will go on a walk with their partners, while 14% will be exchanging gifts.

The best way to one's heart is through the stomach, and this saying may prove true for those who live together, as their number one priority on Valentine's Day will be getting takeaway (27%) or cooking a special meal (26%). This was closely followed by the classic act of binging a TV box set together or enjoying a movie night (21%).



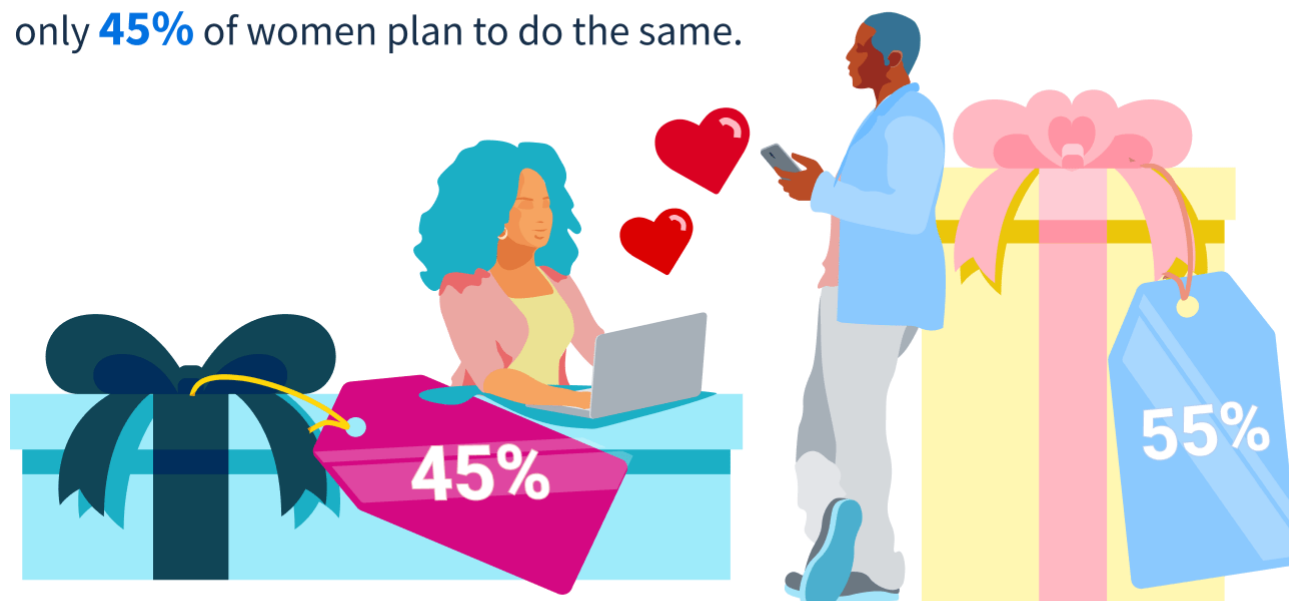
VALENTINE'S DAY BY GENDER

Of those who will celebrate Valentine's Day this year, men look to be the bigger spenders. 55% of men who are celebrating Valentine's Day this year also plan to spend money, with the majority opting to spend between £1 and £40. In comparison, only 45% of women participating in Valentine's Day celebrations this year are planning to spend money, with most planning to spend £10 or below.

Last year saw 9% of men planning to spend more than £100, but this percentage has dropped to just 2%. The biggest difference can be seen in women. 1% are willing to spend more than a hundred on their partner this year, while 2020 saw that number sitting at 4%.

A large portion of males and females will not be spending any money this year. 28% of women will be keeping their pockets shut this February, and 24% of men will be doing the same.

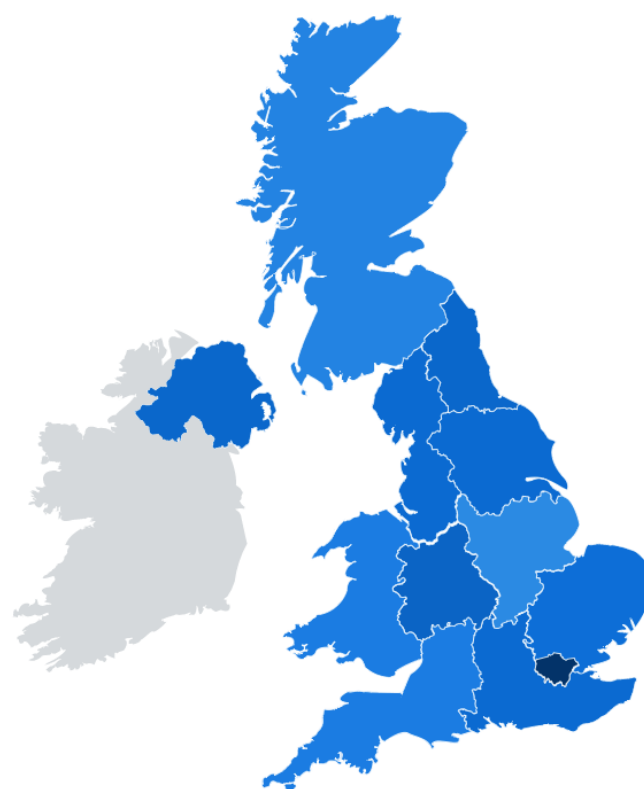
55% of men celebrating Valentine's Day in 2021 plan to spend money, while only **45%** of women plan to do the same.



VALENTINE'S DAY BY REGION

London is the UK's most romantically minded city, or at least its biggest-spending, with those in the capital planning on spending just below £40 this Valentine's Day. While the capital's reign as the highest spending city still continues, the average amount per head has seen a drop of 25% since last year. In 2020, Londoners were happy to splurge an average of £52 per head. Contrastingly, 14% of Londoners won't be spending money to celebrate Valentine's Day, while another 14% won't be celebrating the day at all.

At the other end of the scale, the East Midlands has the lowest average spend at £16 – taking over last years' lowest spenders in the South West (with an average of £28). Those in the East Midlands must be hoping that the Beatles maxim that money can't buy you love holds true, as a whopping 34% plan on celebrating Valentine's Day without spending a single penny. 21% of those in the East Midlands won't be celebrating Valentine's Day – which is a slight drop from last years' 26%. In Northern Ireland, 73% will be celebrating Valentine's Day this year, which is lower than the enthusiastic 87% who were eager to celebrate in 2020.



Low
spending

High
spending

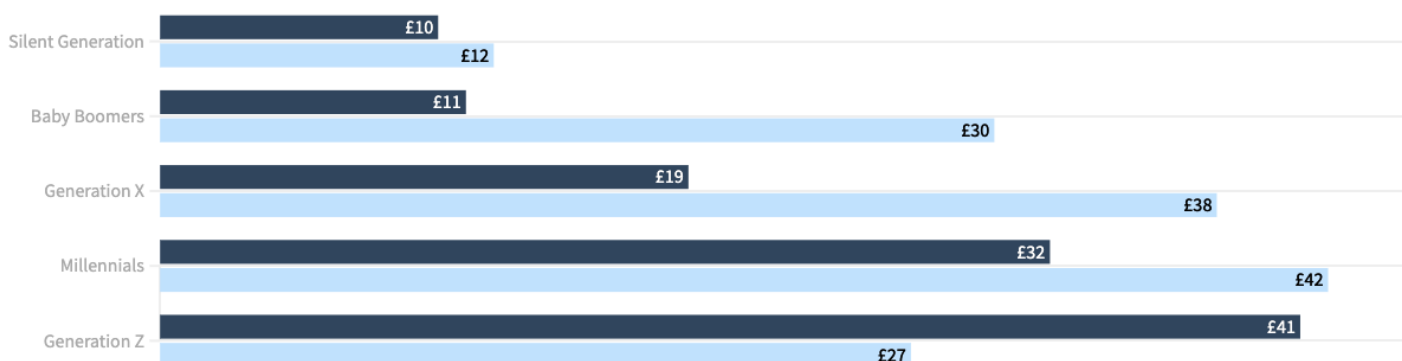
VALENTINE'S DAY BY AGE GROUP

Generation Z has overtaken Millennials as the UK's highest-spending age group this Valentine's Day, forking out a whopping £41 on average on their loved ones. The next highest spenders were millennials (£32), followed by generation X (£19) and baby boomers (£11).

Once again, the silent generation are the lowest spenders, averaging £10. They're also the least likely to celebrate Valentine's Day of all the age groups (36%). But it should be noted that the silent generation are also the most likely to celebrate without spending any money (42%). They are followed by baby boomers (37%) and generation X (27%).

How much is each generation willing to spend on Valentine's Day?

■ 2021 ■ 2020



METHODOLOGY

- A total of 2,000 people were questioned throughout Great Britain, with representative quotas for gender, age and region.
- The research was conducted in January 2021.

FURTHER RESEARCH & ENQUIRES:

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