



Top Tips for
Boosting Sales on
Valentine's Day!

Know Your Customer



Ages **18-36** & men spend the most

72% of millennials plan to celebrate



50% of adults aged 55+ plan to celebrate

Average Spend By Country

Spain
£112



USA
£110

France
£107

Italy
£107

Germany
£84

UK
£49



Make It Mobile

72.9%

of online purchases will be made on mobile by 2021

55%

of consumers bought something online after discovering it on social media



Offer Preferred Payment Methods

77%

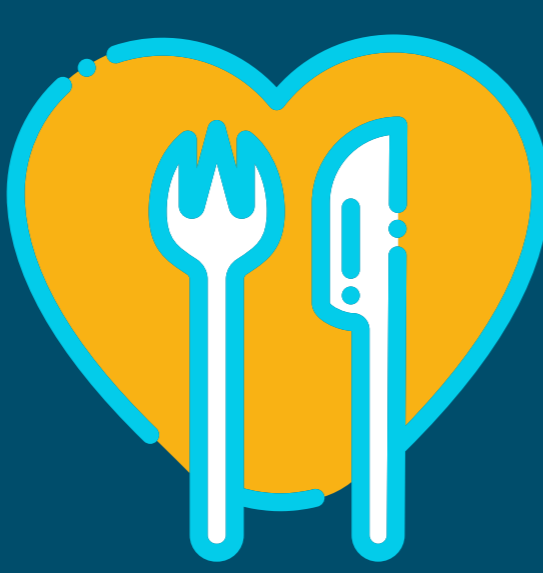
of global e-commerce purchases are paid for using a local payment method

55%

of shoppers will abandon a transaction if their preferred payment method is not offered



Curate Good Gifts



Dining Out

£391m



Travel

£267m



Flowers

£261m



Jewellery

£193m



Sweets

£85m



Cards

£3.3m