

Majority of Americans are Shopping In-Store for Valentine's Day Gifts

Shopkick survey finds that 79 percent of consumers plan to make V-Day purchases at least a week before February 14

SAN MATEO, Calif. – January 26, 2022 – It has been an unpredictable start to 2022, but that is not stopping Americans from enjoying Valentine's Day. The majority of consumers (67 percent) plan to commemorate the special day by giving gifts, and many consumers are getting ready to spend as 33 percent plan to make their Valentine's Day purchases two to three weeks ahead of the holiday.

[Shopkick](#), a leading shopping rewards app, surveyed more than 18,300 people to see how they are planning to celebrate Valentine's Day this year. The online survey was conducted between January 10 - 13, 2022.

Key Insights Include:

- **Store-Bought Goodies:** Consumers are eager to find the perfect gift for their Valentine, and they are headed to the store to do so. The majority of consumers say their Valentine's Day shopping will take place in-store (87 percent) compared to online (36 percent).
- **Sticking to the Classics:** Of the 67 percent of consumers planning to give gifts to their loved ones, the majority are taking the traditional route by purchasing Valentine's Day cards (60 percent) and candy (59 percent). Consumers will also give loved ones clothing and accessories (26 percent), gift cards (26 percent), food items (24 percent), and flowers (21 percent).
- **Not Just The Thought That Counts:** Cost is top of mind for nearly half (49 percent) of Valentine's Day gift-givers, but other V-Day gift considerations include style (21 percent), brand and value alignment (19 percent), and convenience of delivery (11 percent).
- **Some Splurge, Some Save:** The majority of consumers (63 percent) plan to spend about the same amount of money on Valentine's Day this year as they did last year, however, the 19 percent who plan to spend more say it is because they want to make up for not being able to fully celebrate last year (31 percent). Those who plan to spend less (18 percent) are doing so because their finances have been impacted and they need to budget (49 percent).
- **Tokens of Love:** When it comes to how much consumers are anticipating to spend this Valentine's Day, 50 percent say \$50 or less. Other consumers plan to spend between \$51 and \$100 (23 percent), \$101 and \$150 (9 percent), or over \$151 (8 percent).
- **"Buy" My Valentine:** Swapping Valentine's at school is a tradition that lives on according to more than half of consumers (52 percent), but most parents (81 percent) are buying them for their kiddos rather than making them by hand (19 percent).

"Consumers fully plan to celebrate Valentine's Day this year and are shopping in-store to find the right gifts for their loved ones," said Brittany Billings, EVP, strategic markets & marketing at Shopkick. "For the next couple of weeks leading up to the holiday, retailers should be prepared for foot traffic, and offer a pleasant and safe in-store experience."

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About Shopkick, Inc.

Shopkick, a Trax company, is a leading shopping rewards app, bringing moments of joy to everyday shopping - both on- and off-line. For brands and retailers, Shopkick provides high consumer engagement along the entire path to purchase. The company's unique pay-for-performance model has been proven to deliver high ROI while driving incremental traffic, product engagement, and sales. Some of its leading brand and retail partners include Kraft-Heinz, Clorox, GE, Kellogg's, TJ Maxx, and Unilever, among others.

Shopkick is available for free on iPhone from the App Store and for Android from Google Play. For more information, please visit www.shopkick.com.

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