

# BRITISH RETAIL CONSORTIUM

To all economic, consumer and retail journalists

*Under Embargo until  
14 February 2005*



## BRC VALENTINES DAY FACTS

- Valentines days is worth approximately **£2.4 billion** to the retail sector
- Around **£151 million** is spent on flowers
- Around **£26 million** is spent on cards, with around **13 million** cards sent
- Around **£384 million** is spent on chocolate
- Around **£18 million** is spent on lingerie
- **42%** of the population will spend money on their Valentines

**10%** of the population receive flowers

**7%** will receive chocolates

**15%** will receive a card

**2%** will receive lingerie

- **49%** of men compared to **51%** of women will spend money on their Valentines
- **45 %** of gifts bought by men are either not used, returned and changed for a different size or exchanged for something different
- On average, each person spends:

**£24** on flowers

**£15** on chocolates

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**£2 on a Valentine's card  
£40 on lingerie**

- **An estimated 3000 men will propose on Valentines Day, spending an average £1,300 on the ring**

**David Southwell, BRC Director of Communications, said:**

**“Valentines Day has grown into a huge occasion in the UK, probably because it gives us the perfect excuse to spoil those we love most.**

**“It's now not only an important day for lovers and romantics, but for retailers - particularly retailers of cards, chocolates, lingerie and flowers where it can be is the second most important day in the retail calendar after Christmas.**

**“With tough conditions on the high street, many retailers will now be looking for events on the calendar such as Valentines an opportunity to boost trading. You cannot manufacture romance and we will have to see if shoppers are in the mood for spending as well as love and whether last years record figures on Valentine spending are to be broken.”**

**Note to Editors:**

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The BRC/KPMG Retail Sales Monitor covering the month of February will be issued on Monday 7 March - **UNDER STRICT EMBARGO UNTIL TUESDAY 8 MARCH 00.01 HOURS.**

The British Retail Consortium is the lead trade association representing the whole range of retailers, from the large multiples and department stores through to independents, selling a wide selection of products through centre of town, out of town, rural and virtual stores.