



Valentine's Day Shopping in Canada Survey | National Consumer Research – Caddle & RCC

This year, 84% of Canadians who celebrate Valentine's Day plan to make either the same or more purchases compared to last year.



Make better decisions, faster, with access to rapid
insights at every stage of the consumer journey

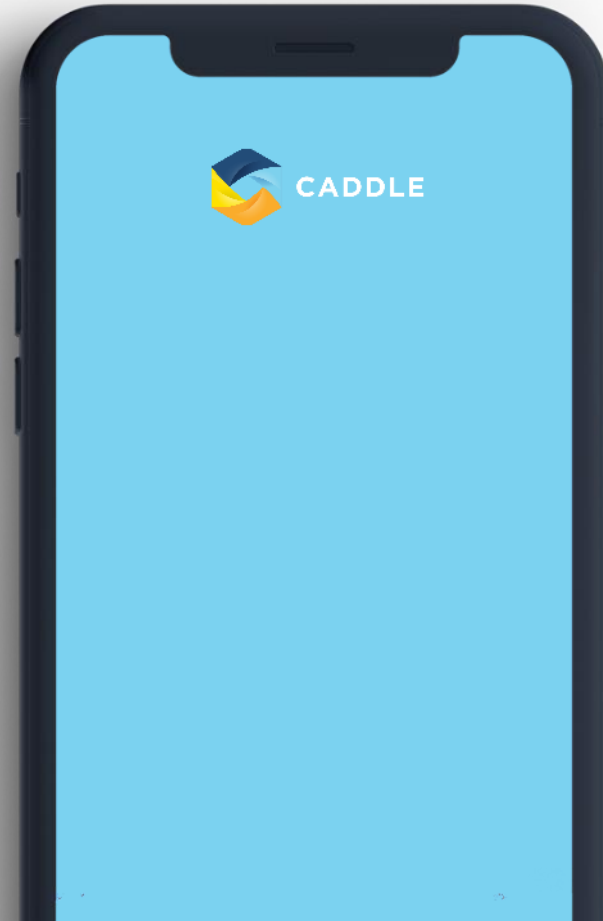


Methodology

Caddle, in partnership with the Retail Council of Canada (RCC), surveyed Canadians from coast to coast to better understand consumers' shopping intentions around Valentine's Day.

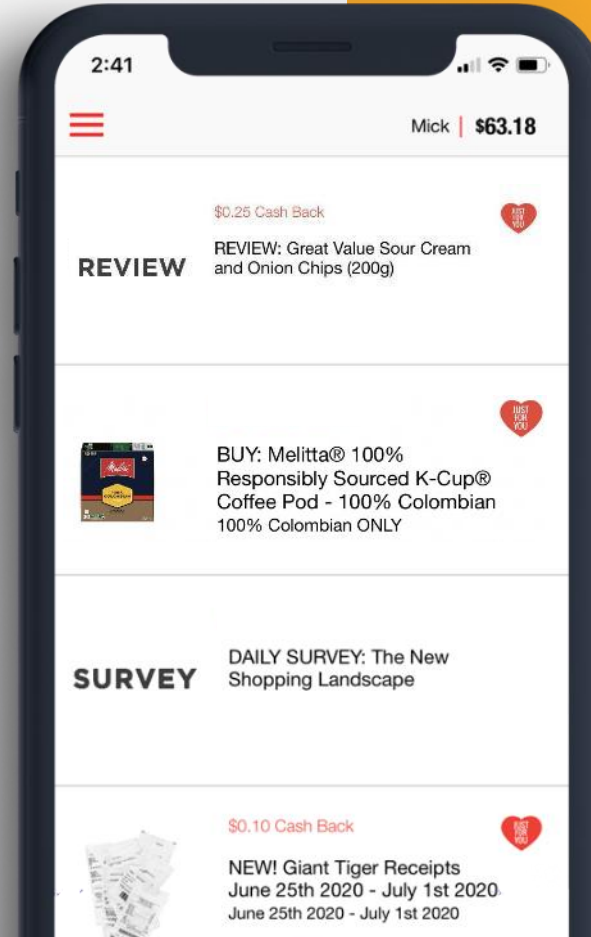
Surveys were conducted in January 2023 using Caddle's mobile platform and online panel amongst a representative randomized sample of n=9,691 and n=9,110 Canadian adults.

All data presented is owned by Caddle and has a Margin of Error of 1% or lower. The survey was self-commissioned and paid for by Caddle, Inc.



AskCaddle®

Caddle® is the largest daily and monthly active panel in the Canadian market. Our mobile-first insights platform rewards Canadians for sharing data and engaging with brands.



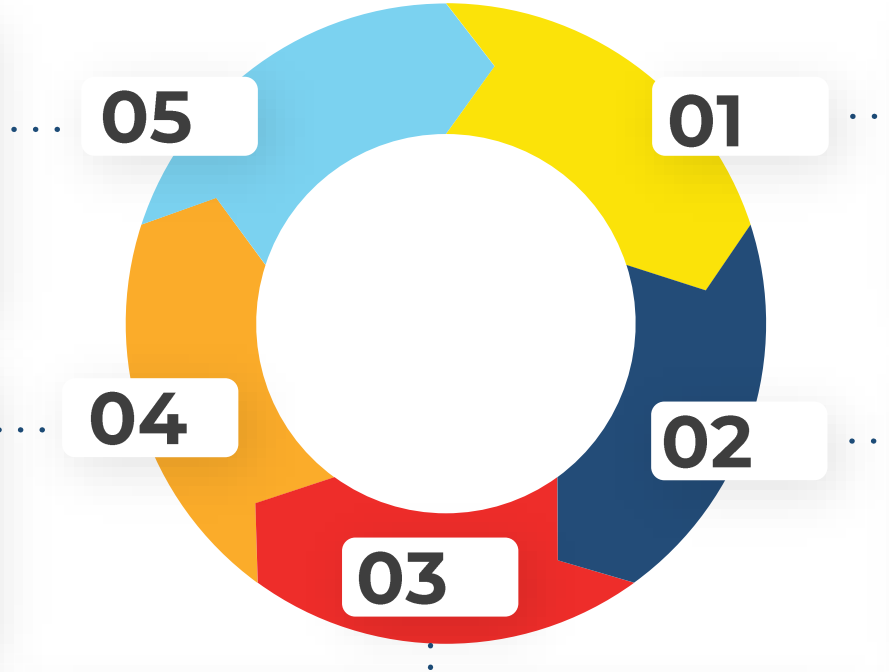
Key Findings on Valentine's Day

Where Are Canadians Shopping for Valentine's Day?

Food and Beverage retailers like Sobeys, Metro, Longo's, LCBO; Loblaw and Tim Hortons take the biggest share of Canadian's wallets on Valentine's Day

What Are Canadians Buying for Valentine's Day?

Food, Alcohol, Candies
Restaurants are the No.1 spending category for Valentine's Day



Who Celebrates Valentine's Day?

48% of Canadians celebrate Valentine's Day

How Many Make Purchases for Valentine's Day?

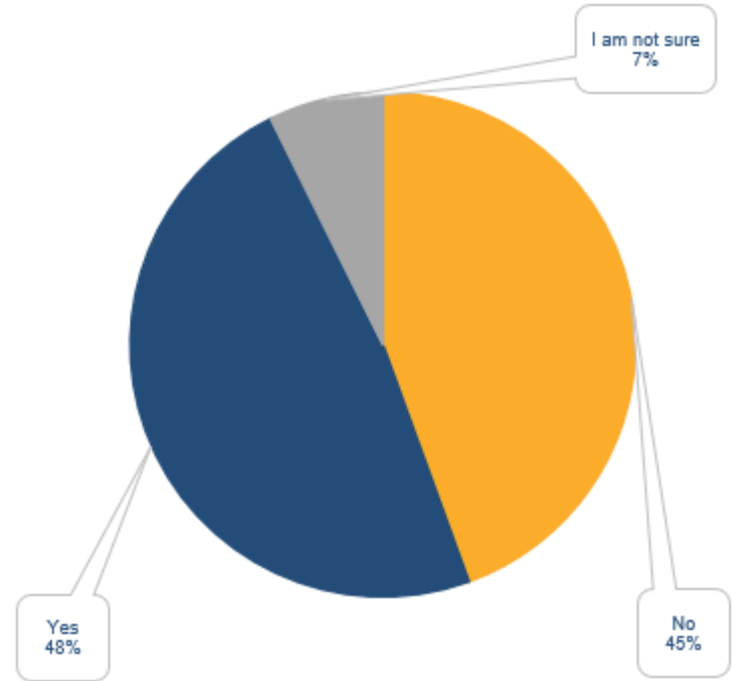
This year, 84% of Canadians who celebrate Valentine's Day, plan to spend the same or more as compared to last year

How Much are Canadians Spending on Valentine's Day? 48% of Canadians who celebrate Valentine's Day spend more than \$50

48% of Canadians Celebrate Valentine's Day

- 48% of males and 49% of females celebrate Valentine's Day

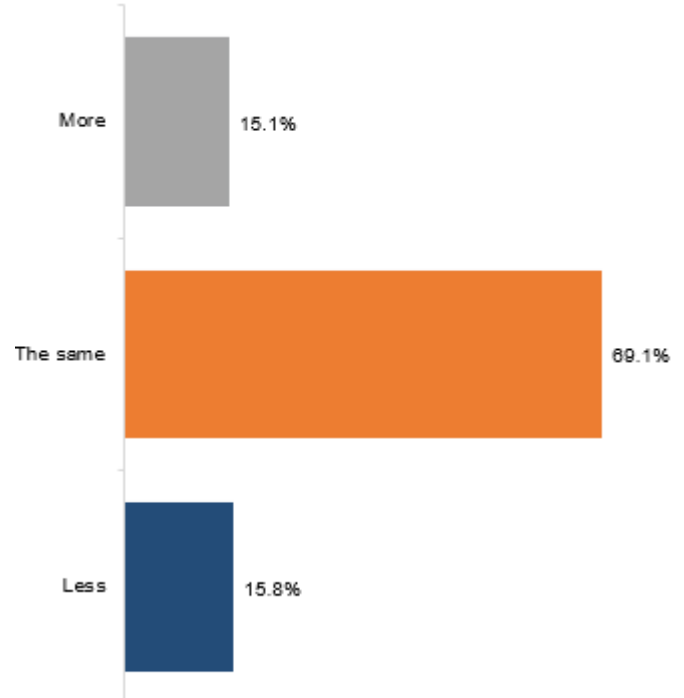
Do you normally Celebrate Valentine's Day?



84% of Canadians who celebrate Valentine's Day, plan to spend the same or more as compared to last year.

- 69.1% of Canadians expect to spend the same amount of money on celebrating Valentine's Day as they did last year

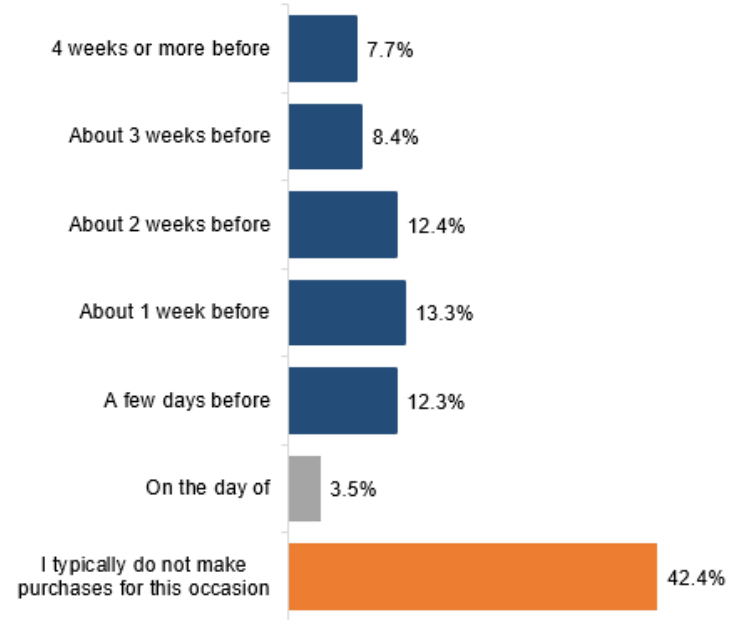
Would you expect to spend more or less on Valentine's Day this year compared to last year?



Most purchases for Valentine's will be made within 2 weeks of Valentine's Day

- ❖ Approximately 42 % of Canadians will plan at least a week ahead before Valentine's Day to make purchases
 - The largest group (13.3%) makes purchases about 1 week prior to the holiday
 - The 2nd largest group (12.4%) make purchases 2 weeks prior to the holiday
- ❖ 3.5% of Canadians are impulse shoppers and purchase on Valentine's day

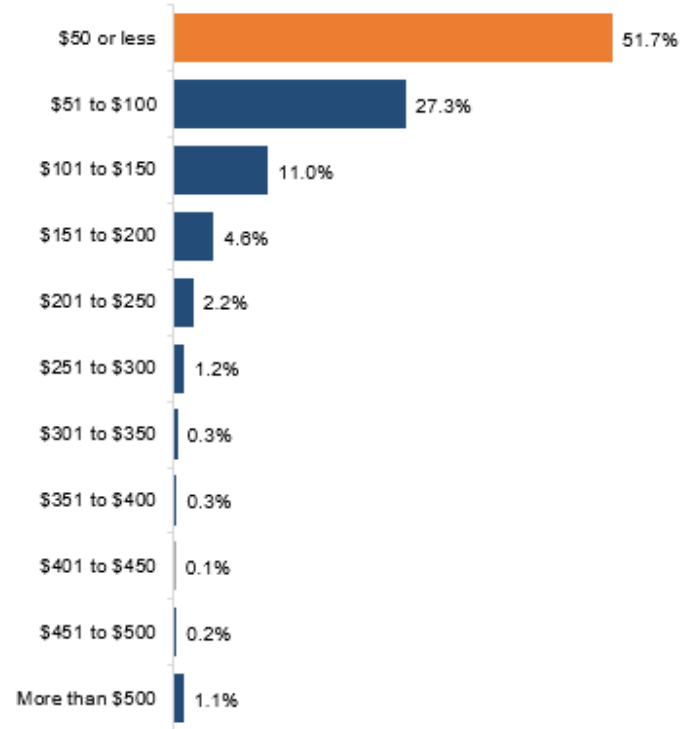
How far in advance do you make purchases related to Valentine's Day?



Over 48% of Canadians who celebrate Valentine's Day, spend more than \$50

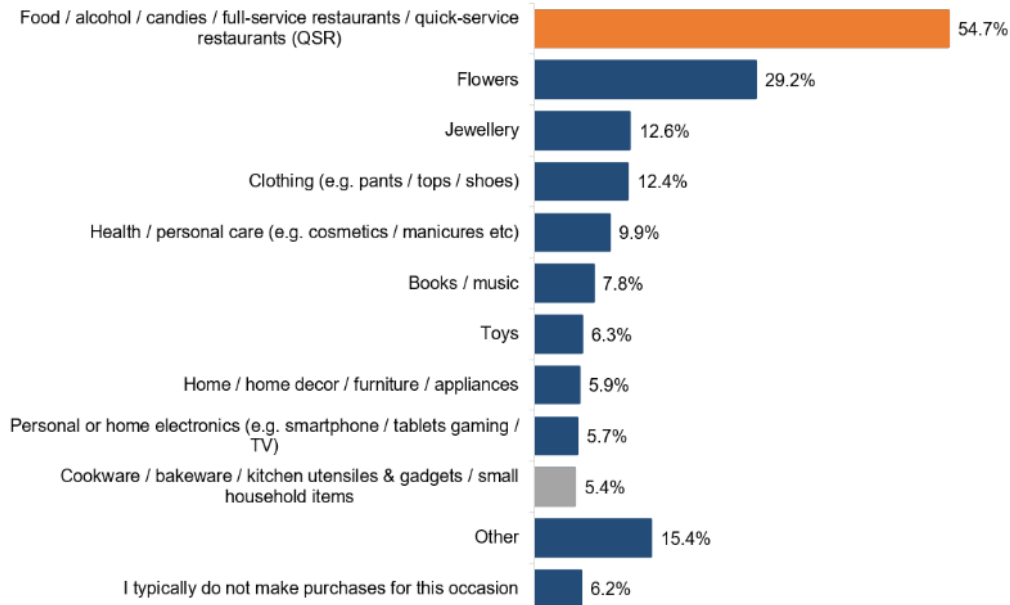
- Around 52 % of Canadians spend \$50 or less on Valentine's Day
- 27.3 % of Canadians spend between \$51-\$100.

How much do you normally spend in total for Valentine's Day?



Food /Alcohol/ Candies/ Restaurants is the No.1 spending category for Valentine's Day

Which of the following do you spend money on as gifts or as items specifically associated with Valentine's Day

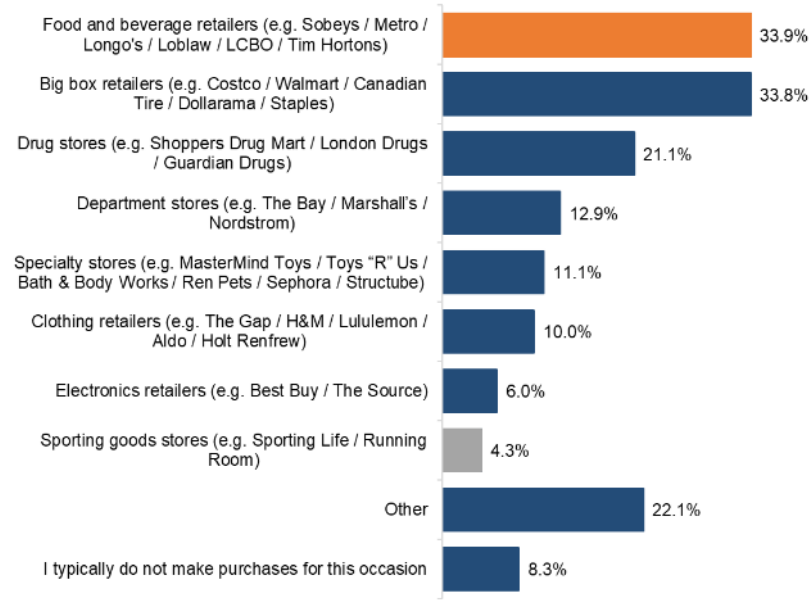


For those celebrating Valentine's Day, top spending categories include Food/alcohol/candies/restaurants (54.7%), followed by Flowers (29.2%) and then Jewellery (12.6%)

F&B and Big box retailers take the largest share of Canadian's wallets on Valentine's Day

Which of the following stores do you normally make purchases related to Valentine's Day?

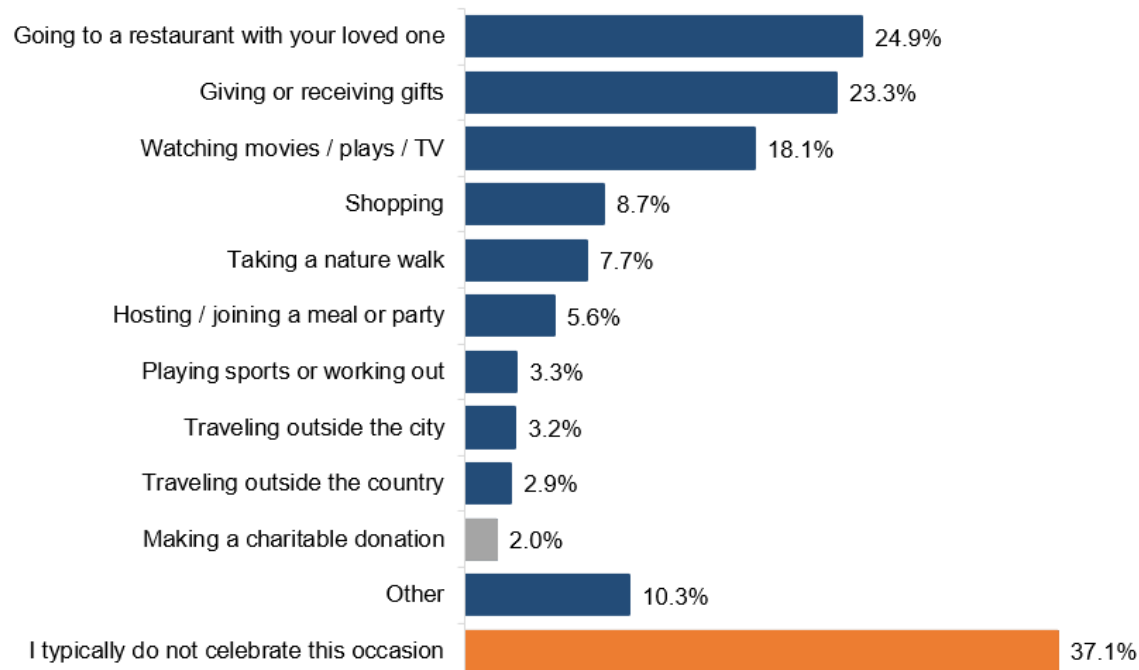
Which of the following stores do you typically make purchases at related to Valentine's Day? (Please select all that apply) (n=5382)



For those celebrating Valentine's Day, the top three retailers that take highest spend share are Food and beverage (33.9%), Big box retailers (33.8%), and Drug stores (21.1%)

This year on Valentine's Day, nearly 1 in 4 Canadians will be celebrating in a restaurant with loved ones

Which of the following do you normally do during Valentine's Day?

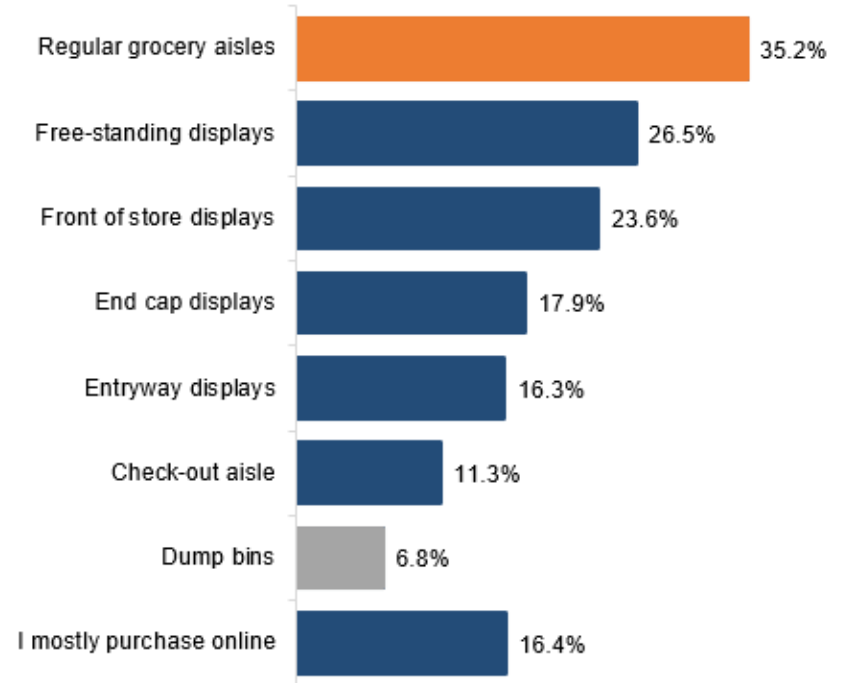


The top three activities Canadians normally do during Valentine's Day include Going to a restaurant with loved ones (24.9%), Giving or receiving gifts(23.3%), and

The majority of Canadians search for Valentine's Day products in the regular grocery aisles

- 35.2% of Canadians purchase Valentine's Day products in the regular grocery aisles
- This is followed by Free standing displays (26.5%)

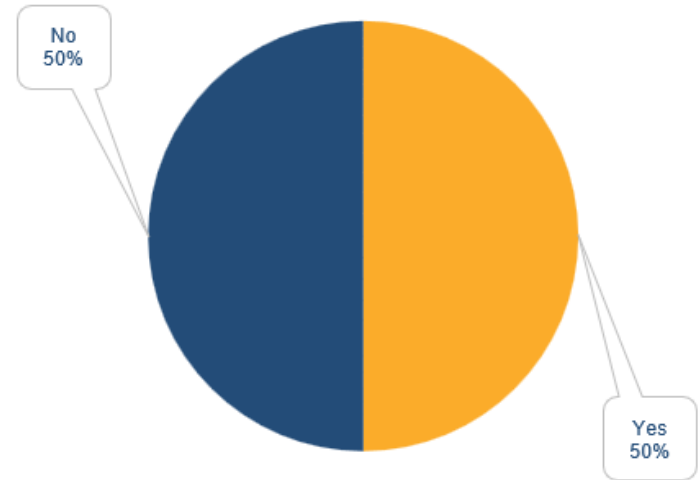
Where in the store do you normally purchase the items for Valentine's Day?



50% of Canadians tack on Valentine's Day items to an existing shopping trip

- 50% of Canadians do not make a dedicated trip for Valentine's Day shopping
- 50% of Canadians make a dedicated trip specific for purchasing Valentine's Day items

Do you normally make a dedicated trip to buy things for Valentine's Day?





Let's talk insights.

Anuj Punni

Manager Insights Solutions, Sales

anuj.punni@caddle.ca