



Valentine's Day 2025 Shopping in Canada Survey | National Consumer Research – Caddle & RCC

37% of shoppers are gearing up for Valentine's Day and **85.2%** plan to maintain or increase their spending.



Understand and amplify the voice of your consumer

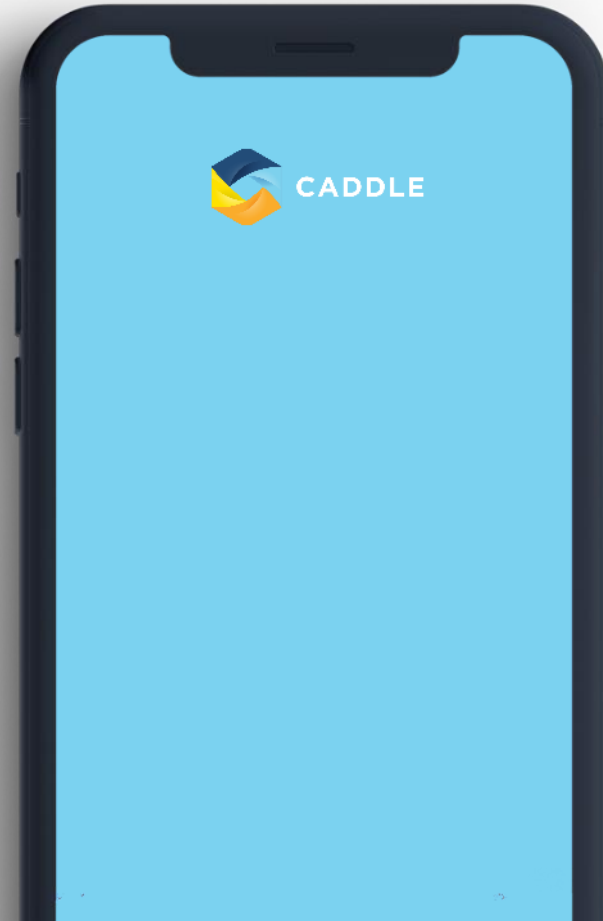


Methodology

Caddle, in partnership with Retail Council of Canada (RCC), surveyed Canadians from coast to coast to better understand consumers' shopping intentions around Valentine's Day 2025 purchases.

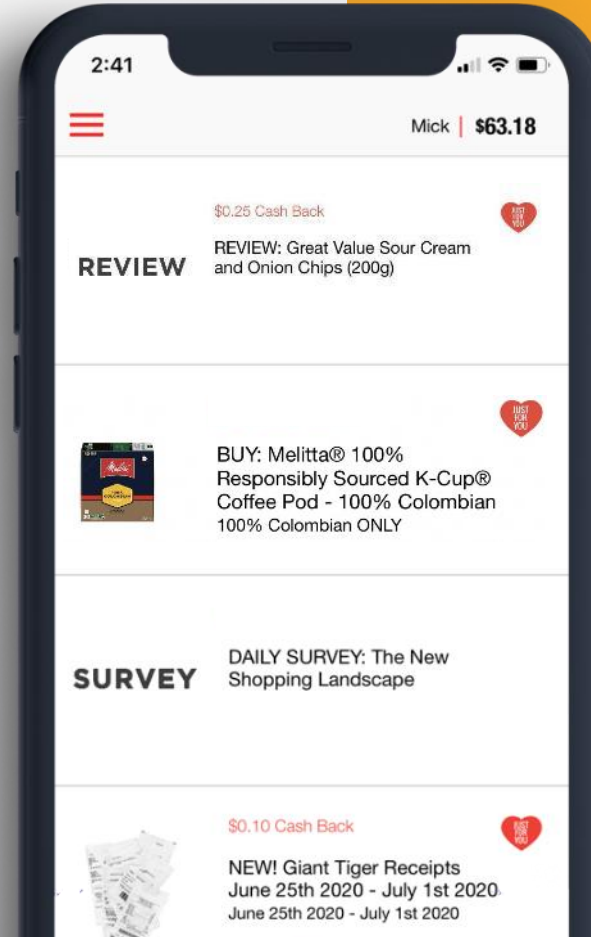
Surveys were conducted in January 2025 using Caddle's mobile platform and online panel amongst a representative randomized sample of n= 9,637 and n= 9,411 Canadian adults. Statistically significant changes are highlighted: **green for increases, red for decreases, and yellow for no change.**

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.



Caddle®

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.



Report Highlights

Declining participation with slight spending increase and last-minute shopping

- **37%** of Canadians plan to celebrate Valentine's Day, with **85.2%** spending the same or more than in 2024, increasing 1.6 percentage points from 83.6% last year.
- **44.1%** will spend between \$0-\$50, whereas **33.1%** will allocate \$51-\$100.
- Shoppers are waiting for Valentine's Day, with only **28.2%** purchasing 2-4 weeks in advance (down sharply from 47.1% in 2024) and **12.1%** shopping a few days before V-Day, increasingly significantly from 7.1% in 2024.
- **56%** of shoppers will make a dedicated shopping trip for Valentine purchases, up from 51% in 2024.

Ecofriendly & local shopping

“Ecofriendly” is an emerging trend for Valentine's Day shoppers, especially younger shoppers.

28% are looking for eco-friendly packaging or sustainable products.

54% prefer to shop at a local or independent retailer.

In-store shopping dominates



73.5% of purchases will likely be made in physical stores.



13.6% of purchases are expected to be made solely online.

Dining out leads spending and in-store product are most inspiring

- Spending is highest on **going out to a restaurant (41.1%)** followed by **food, alcohol, and candies (40.4%)**, and **flowers / decorations (28.5%)**.
- Products seen in stores dominate inspiration with **39%**, followed by **flyers (28.7%)** and **social media (28.1%)**.



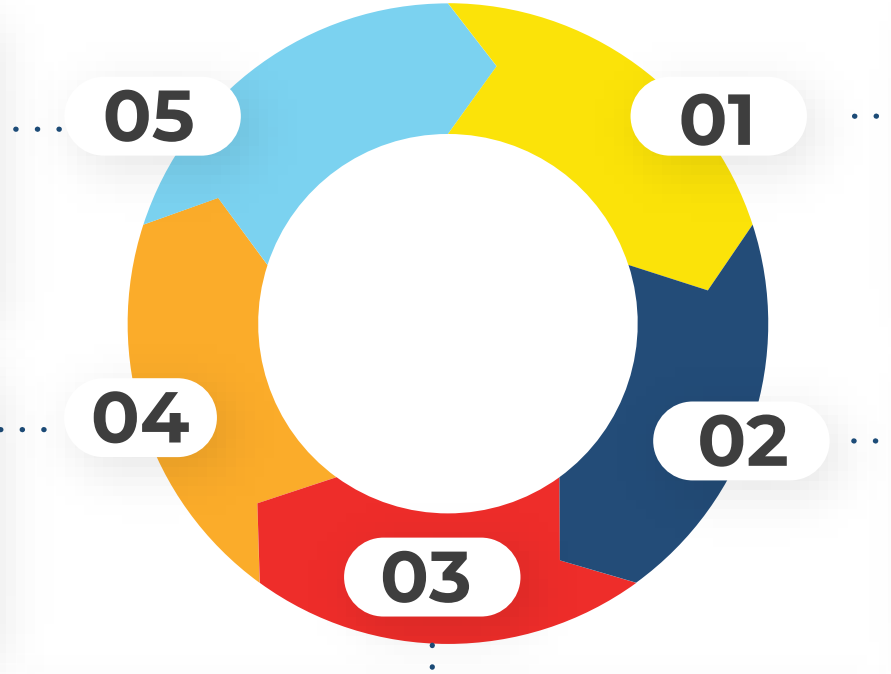
Key Findings on Valentine's Day

Where are shoppers looking for inspiration for shopping for Valentine's Day?

Products seen in stores (**39.5%**) and Flyers (**28.7%**) are the top inspiration for Valentine's Day shopping lists.

What are shoppers buying for Valentine's Day?

Going to a restaurant (**41.1%**) and Food, Alcohol, Candies (**40.4%**) are the top spending categories for Valentine's Day.



Who celebrates Valentine's Day?

More than one third, **37%**, of Canadians this year will make purchases to help them celebrate Valentine's Day.

What are the spending intentions this year?

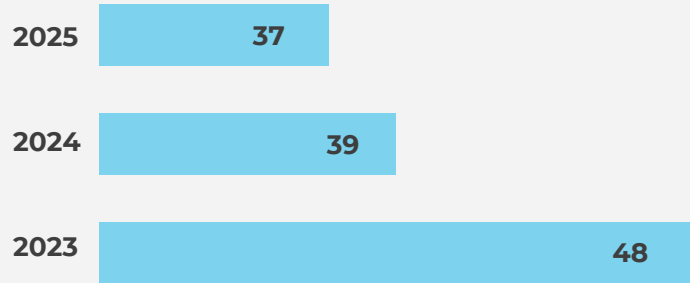
85.2% of shoppers plan to spend the same or more on Valentine's Day items this year, up from **82.7%** in 2024.

How Much Are Canadians Spending on Valentine's Day?

About **55.6%** of Canadians who celebrate Valentine's Day plan to spend more than **\$50**.

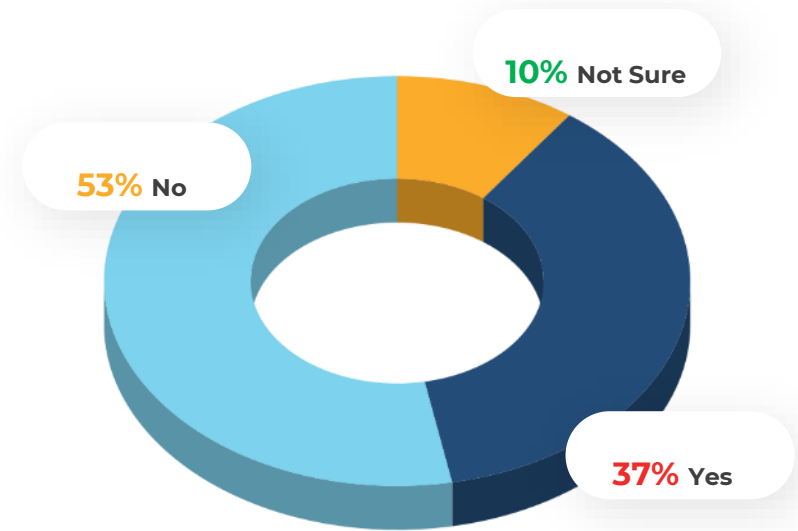
Slightly more than one-third shoppers in Canada (**37%**) will make purchases related to Valentine's Day.

% of Canadians who celebrate Valentine's Day



In 2025 we see a sharp decline in the % of Canadians who will celebrate Valentine's Day compared to 2023.

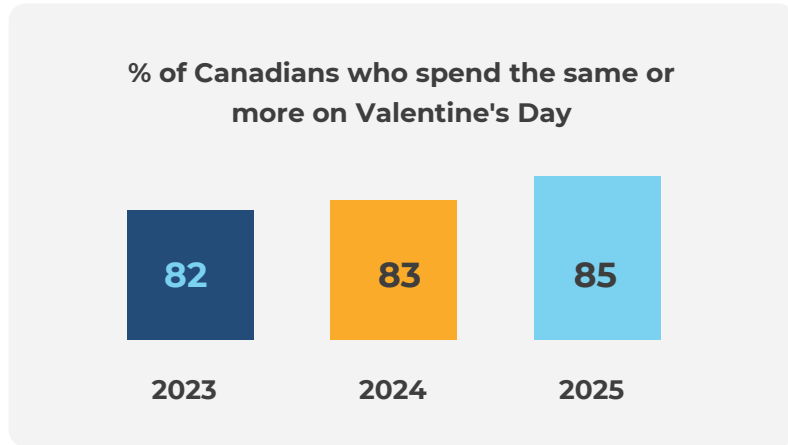
Do you typically make purchases related to Valentine's Day?



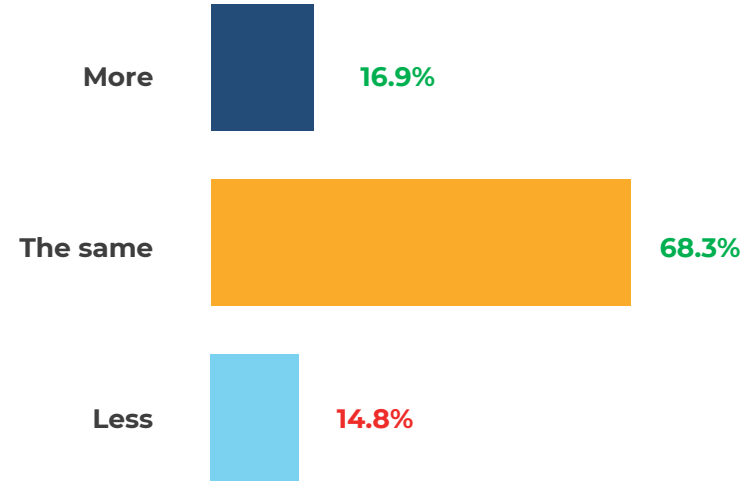
- Females (**34%**) are a bit less likely to participate in Valentine's Day shopping vs males (**41%**).

Valentine's Day spending in 2025 will increase slightly when compared to last year

- A slight increase is observed in % of Canadians who spend the same or more on Valentine's Day.



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

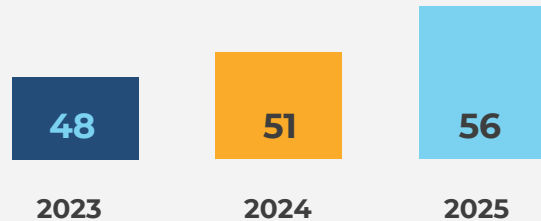


- 85.2%** of shoppers in Canada plan to spend the same or more on Valentine's Day purchases as they did last year. In 2024 this number was 83.6%.

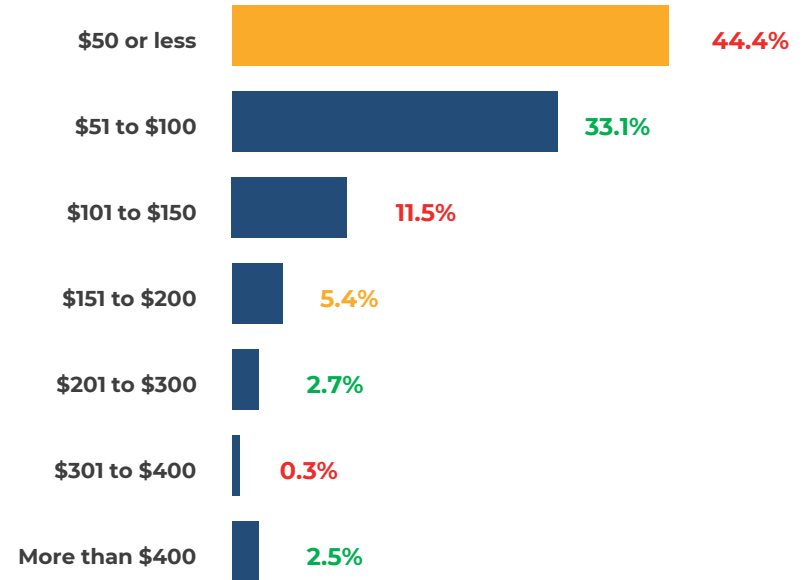
55.6% of shoppers in Canada plan to spend over \$50 on Valentine's Day

- Meanwhile, **44.4%** intend to **spend \$50 or less**, a decrease of **8** percentage points compared to last year's 52.6%.
- The number of people spending **more than \$50** has jumped by **9** percentage points this year.

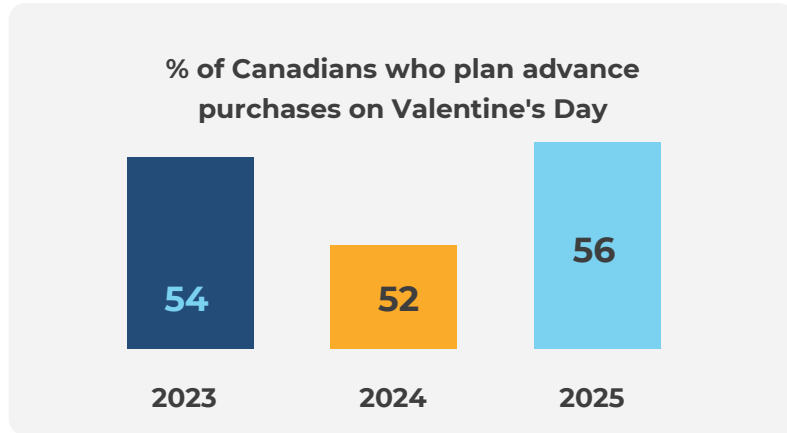
% of Canadians who spend the more than \$50 on Valentine's Day



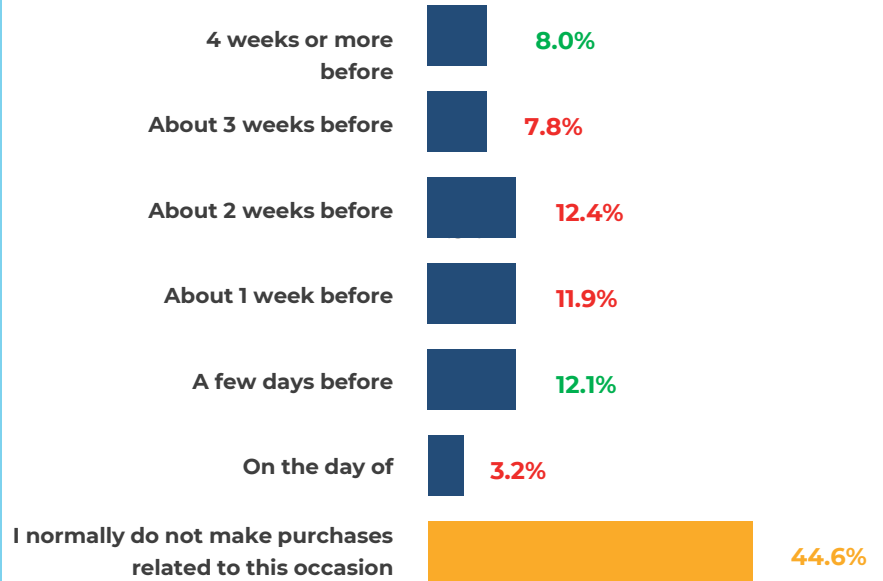
How much do you normally spend in total for Valentine's Day?



More than **50%** of the Canadians plan Valentine's Day purchases in advance



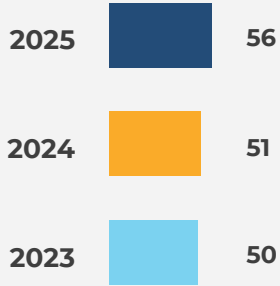
How far in advance do you make purchases related to Valentine's Day?



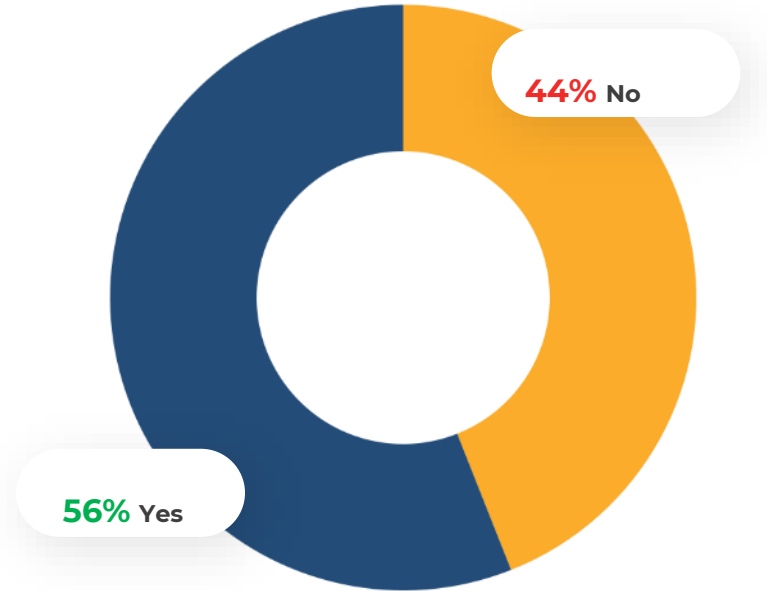
- **28.2%**, plan to make their purchases 2-4 weeks before Valentine's Day, down sharply from **47.1% in 2024**.

In 2025, 56% of shoppers in Canada will make a dedicated trip for Valentine's Day purchases, up from 51% in 2024

% of Canadians make dedicated purchase trip on Valentine's Day



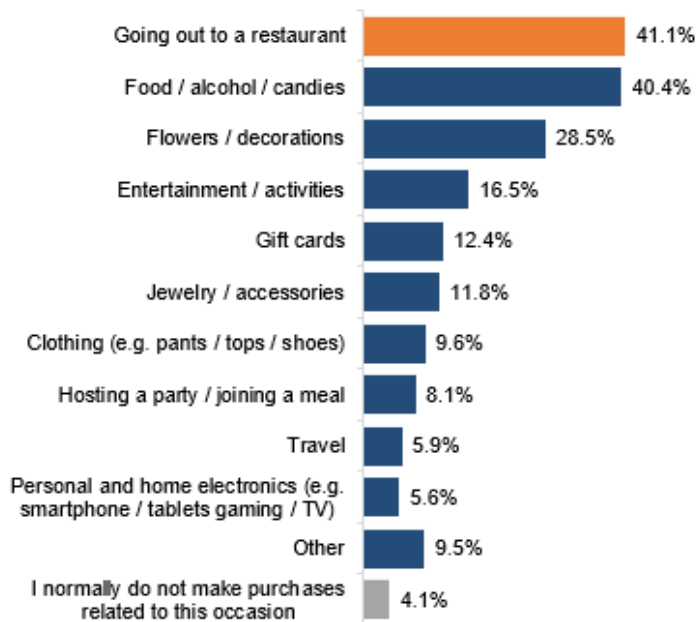
Do you normally make a dedicated trip to buy things for Valentine's Day?



- 44% tack on items to an existing shopping trip.

Going out to a restaurant is the top spending category for Valentine's Day

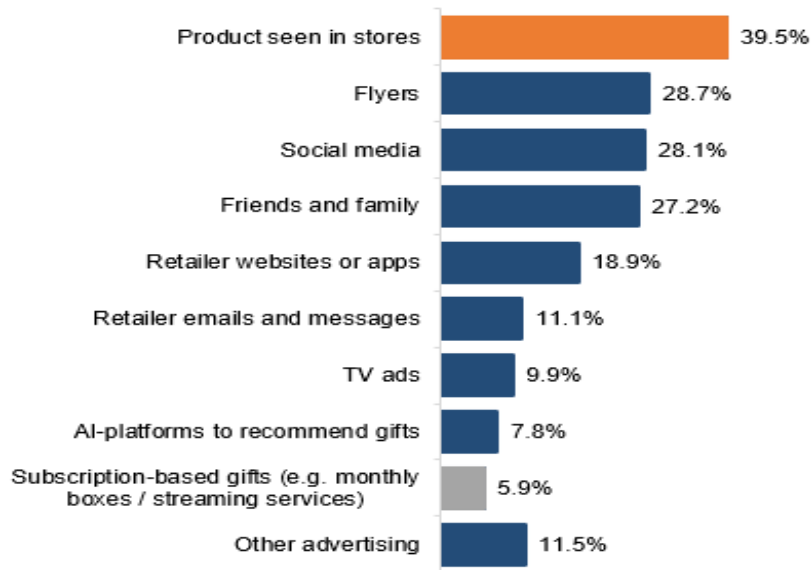
Which of the following do you spend money on as gifts or as items specifically associated with Valentine's Day?



During Valentine's Day this year too, Restaurants/Food/Alcohol/Candies (81.5%) is the top spending category similar to 2024. Other spending includes Flowers/Decoration (28.5%) and Entertainment/Activities (16.5%)

Around **40%** of Canadians consider products seen in stores as their top source of inspiration for Valentine's Day purchases

Where do you look for inspiration for your Valentine's Day Purchases?



During Valentine's Day the top three influences for purchases are from Products seen in stores (**39.5%**) followed by Flyers (**28.7%**), and Social media (**28.1%**).

Almost 75% of Canadians prefer in-store shopping for Valentine's Day needs

- Around 12%, use combine on-line and in-store shopping equally for their Valentine's Day essentials.
- 8.6% visit a retail store's website for their Valentine's Day shopping.
- 5.0% opt for online sellers such as Amazon, Etsy, and Facebook Marketplace.

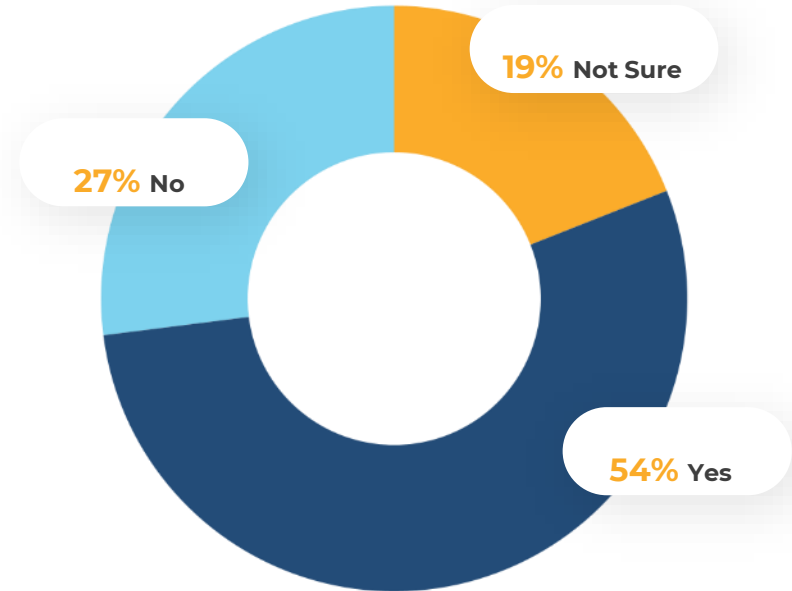
How do you usually make most of your purchases for Valentine's Day?



54% of Shoppers in Canada shop at local retailers for their Valentine's Day Shopping

- 27.0% of shoppers in Canada do not typically choose independent retailers for their Valentine's Day shopping.
- 19% of shoppers are not yet sure of their shopping destination.

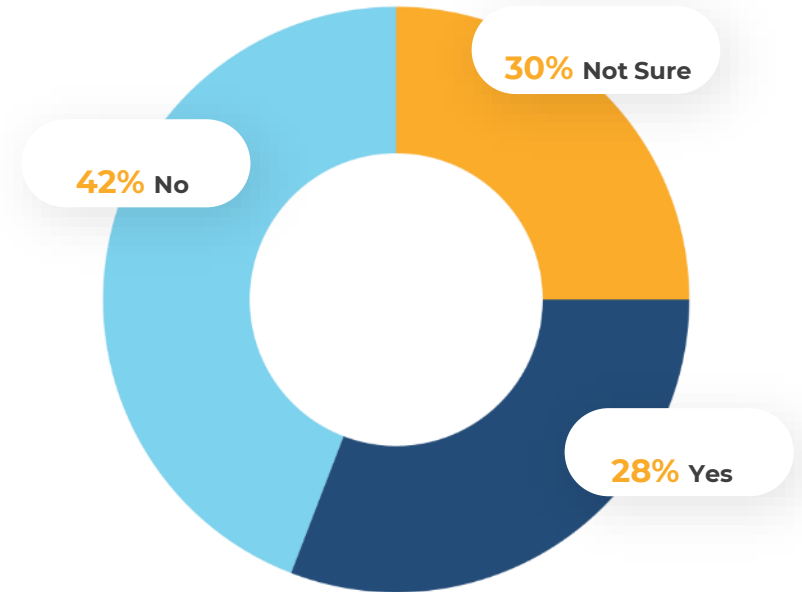
Do you shop at local or independent retailer more for your Valentine's Day Shopping?



28% of shoppers in Canada are looking for Eco-friendly packaging or Sustainable products during their Valentine's Day Shopping

- 42.0% of shoppers in Canada don't consider purchasing eco-friendly packaging or sustainable items important.
- Gen-Z is leading this trend with 44% of the agreeing audience looking for such products.

Will you specifically look for Eco-friendly packaging or sustainable product options during your Valentine's Day Shopping?





Let's talk insights.



Anuj Punni

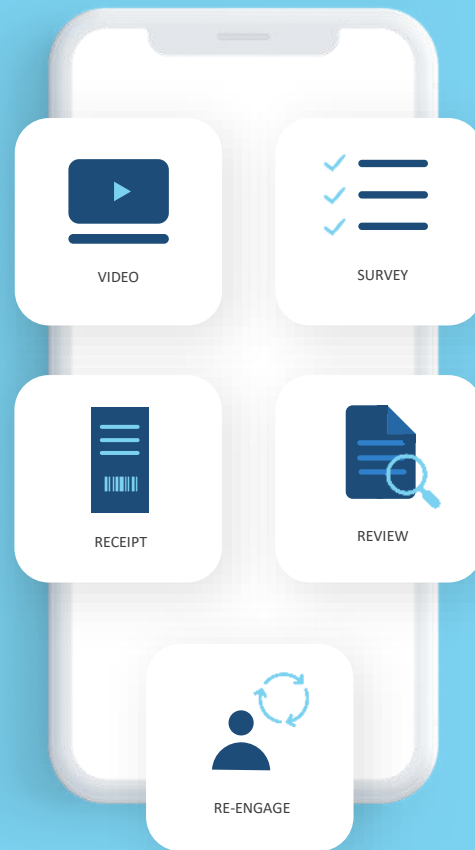
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How It Works

Capture relevant insights for any challenge or opportunity. Engage seamlessly with shoppers at every stage of the consumer journey by leveraging the **Caddle suite of tools**.

Caddle rewards panel members for actions ranging from video, survey, receipt capture, reviews, and more.





100% Owned & Operated Panel



Largest Daily Active Panel in Canada



Unmatched Panel Diversity



Large Canadian Representative Samples



Micro-Niche Audience Access



Purchase & Declared Panel Data