

Google

Valentine's Day 2012

January 2012



Key Insights



Digital Research Will Increasingly Impact In-Store Purchase Decisions

50%

of retail sales
will be web-
influenced in
2012

86%

of buyers who
purchase in-store
use generic terms
on search engines
to inform purchase
decisions₂

210B

In web-influenced
sales are expected
for this year

valentine's day retail sales growing YOY



\$15+ billion

spent in the US in 2011,
up from \$14 billion in 2010

Ecommerce Is Bigger Than Ever

Holiday e-commerce sales up 15% over 2010, 28% over last 2 years

\$29.1B



\$32.4B



\$37.2B



where's all that money going?



↓
jewelry:
\$3.5 billion



↓
dining out:
\$3.4 billion



flowers:
\$1.7 billion



↓
clothing:
\$1.6 billion



↓
candy:
\$1.5 billion
**75% of this
comes from
chocolate!**



↓
greeting cards:
\$1.1 billion

and who is spending it?



\$158

what the average man
spends on valentine's day

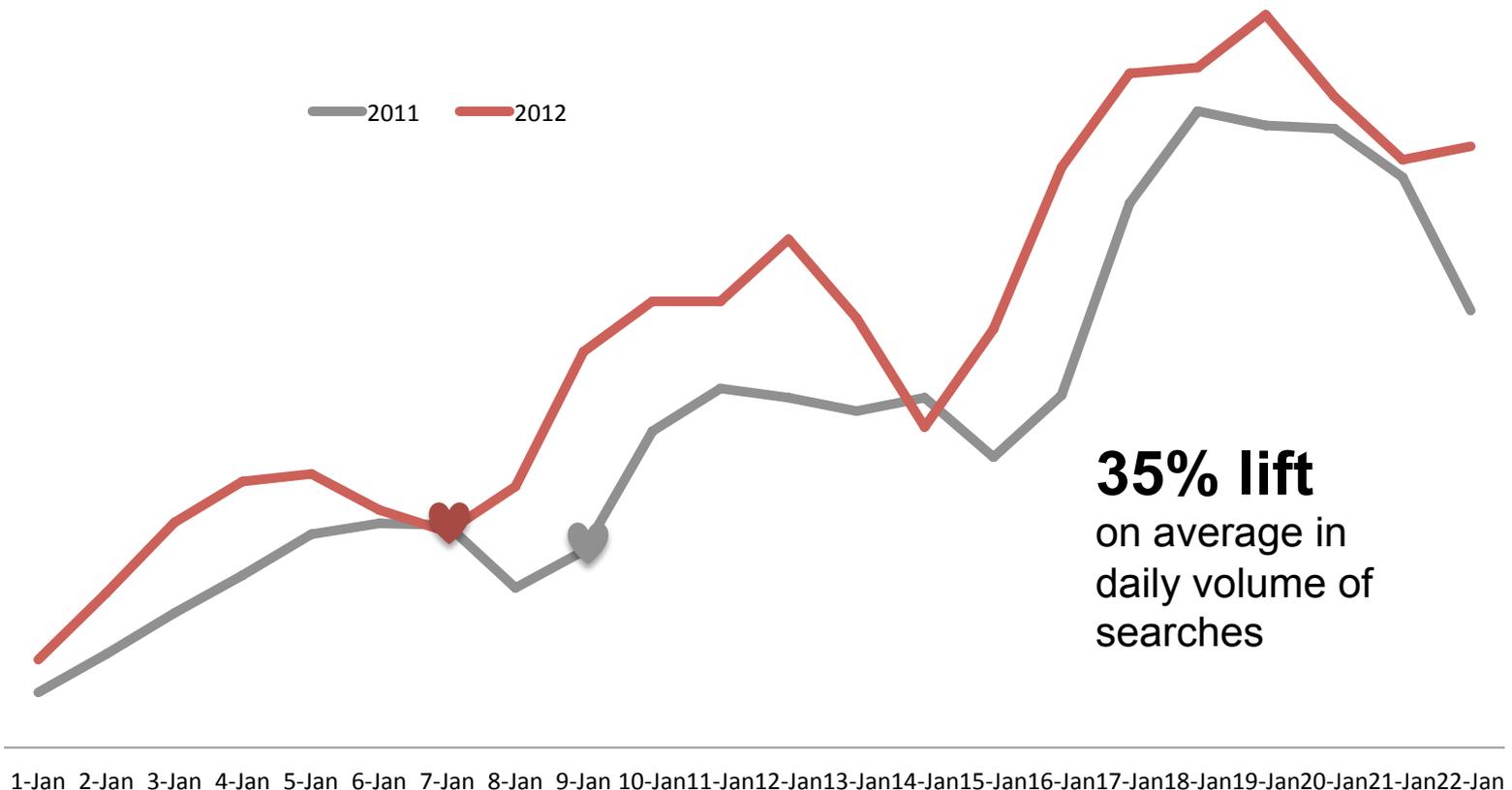


\$75

what the average woman
spends on valentine's day

Valentine's Day Shopping is Starting Earlier Every Year

'Valentine's day' searches began rising earlier and had higher volume than the year prior, indicating that more and more consumers are shopping earlier online for the occasion.



Search Volume is Up Across Key Product Categories as Well



Jewelry

+42%



Gifts

+27%

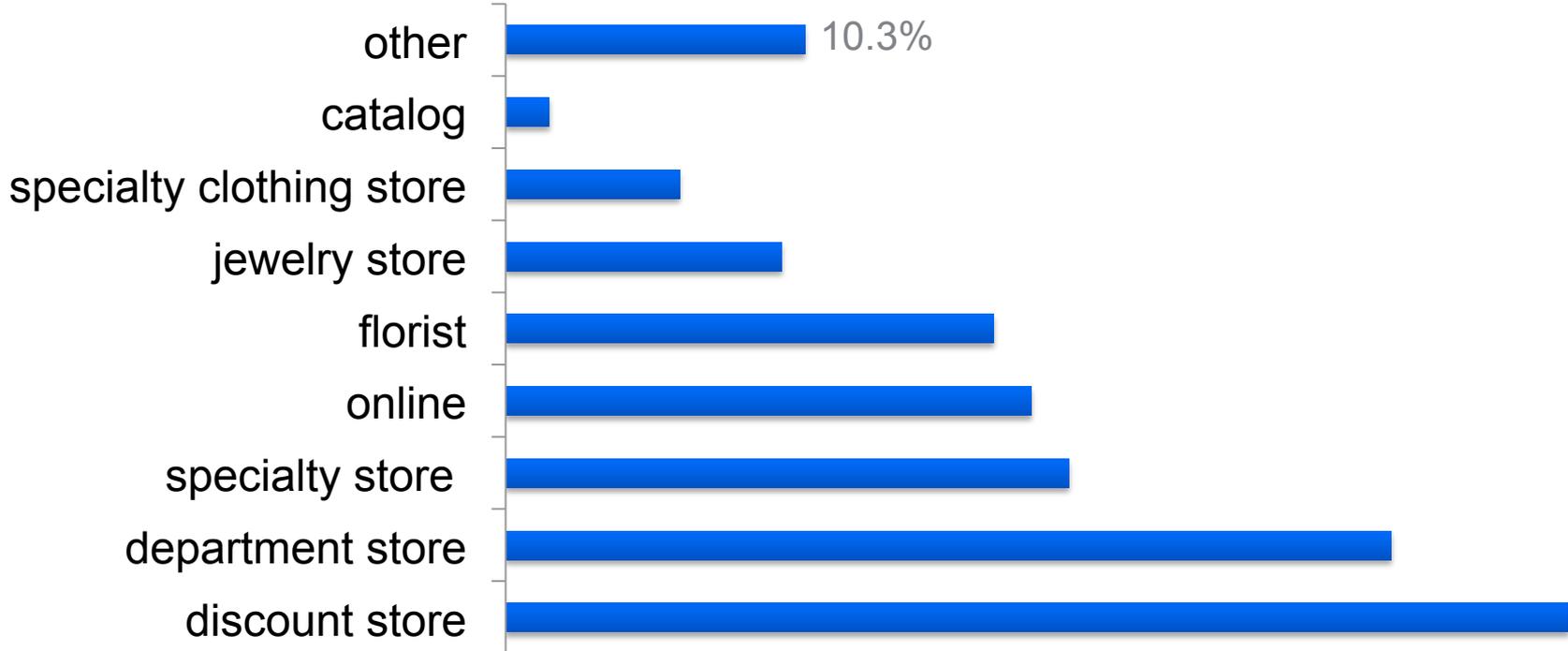


Flowers

+18%

Many plan on going online to buy gifts

locations where US consumers plan to buy valentine's day gifts in 2011



more interest in “gifts for him” than “gifts for her”

Compare by

- Search terms
- Locations
- Time Ranges

Search terms

Tip: Use a comma as shorthand to add comparison items. (tennis, squash)

- gifts for him + gifts for boyfriend
- gifts for her + gifts for girlfriend

[+ Add search term](#)

Filter

Web Search

United State: All subregion All metros

Last 30 days

Shopping

Search

Web Search Interest: gifts for him+gifts for boyfriend, gifts for her+gifts for girlfriend

United States, Last 30 days

[All Categories](#) > Shopping

Subcategories: [Gifts & Special Event Items](#), [Apparel](#)

⚠ The categorization taxonomy of Google Insights for Search has been updated during December 2011. [Learn more](#)

⚠ An improvement to our geographical assignment was applied retroactively from 1/1/2011. [Learn more](#)

Totals

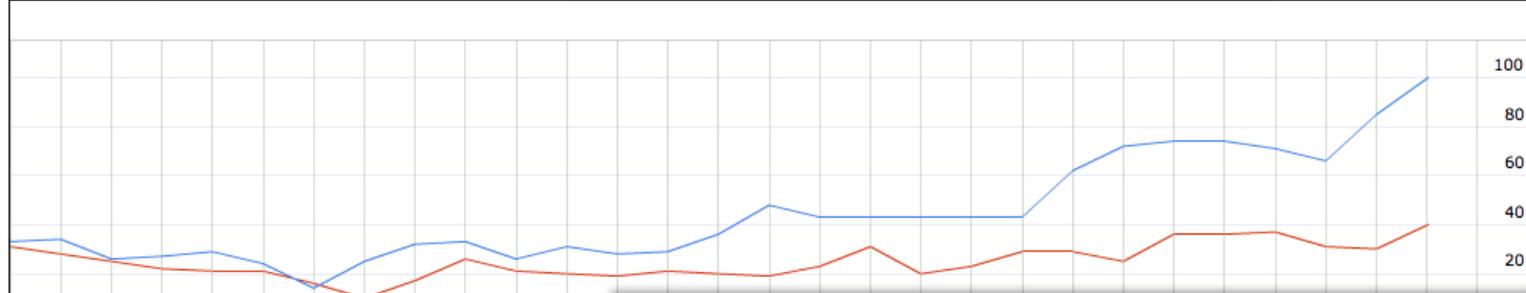
gifts for him+gift...	45
gifts for her+gift...	25

Interest over time

Forecast News headlines

Interest level | Growth relative to the Shopping category

[Learn what these numbers mean](#)



Search terms: gifts for him+gifts for boyfriend

Top searches

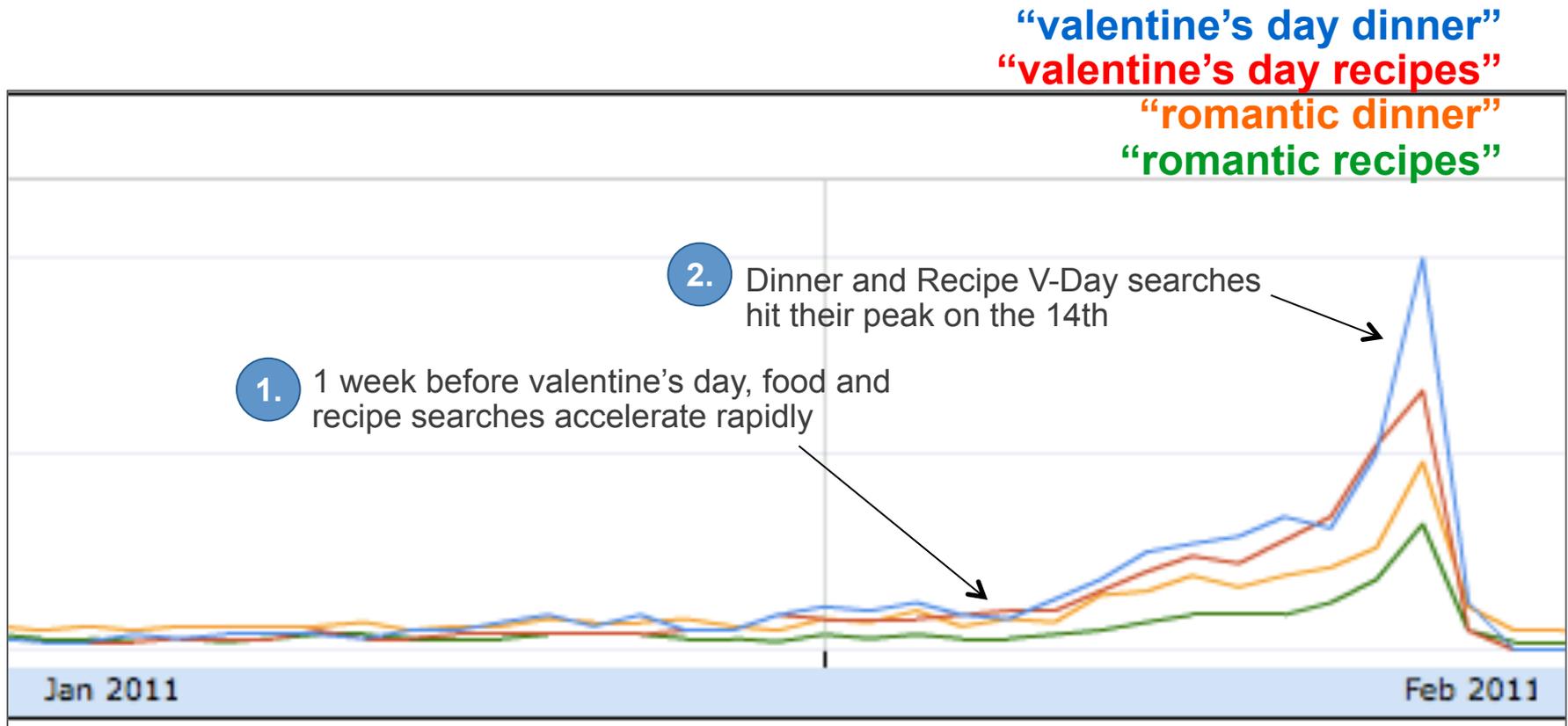
1. valentines gifts	100
2. valentines day gifts	65
3. valentines day	65
4. birthday gifts	35
5. valentine gifts	30
6. gifts for men	30
7. personalized gifts	15

Rising searches

1. valentine gifts	Breakout
2. valentines day	Breakout
3. valentines day gifts	Breakout
4. valentines gifts	Breakout
5. birthday gifts	+50%

[+ Google Embed this table](#)

valentine's day food planning timeline



it's not just happening on google search valentine's day dessert recipes on YouTube getting hundreds of thousands of views



4:38

Chocolate Mousse for Valentine's Day

Chocolate for Valentine's Day! Get the full story - Visit foodwishes.com to get the ingredients, and watch over 200 free video recipes! Leave me a ...

by foodwishes | 194,020 views

Featured Videos



0:45

"Head over Heels" Valentine's Day Cupcake Tower How-To ...

store.yummyarts.com Cupcake Towers are "in vogue" these days, and "Head over Heels" is a perfect, whimsical **Valentine** cupcake tower that is sure ...

by YummyArts | 3 years ago | 652,054 views



4:25

Chocolate brownies: How to make heart-shaped chocolate br...

brownies **valentine** treats heart brownies **valentine** brownies ... "how to" **valentine** heart shape chocolate brownie treats make bake ...

by HowdiniGuru | 1 year ago | 398,486 views



1:56

How To Make Chocolate-Covered Strawberries

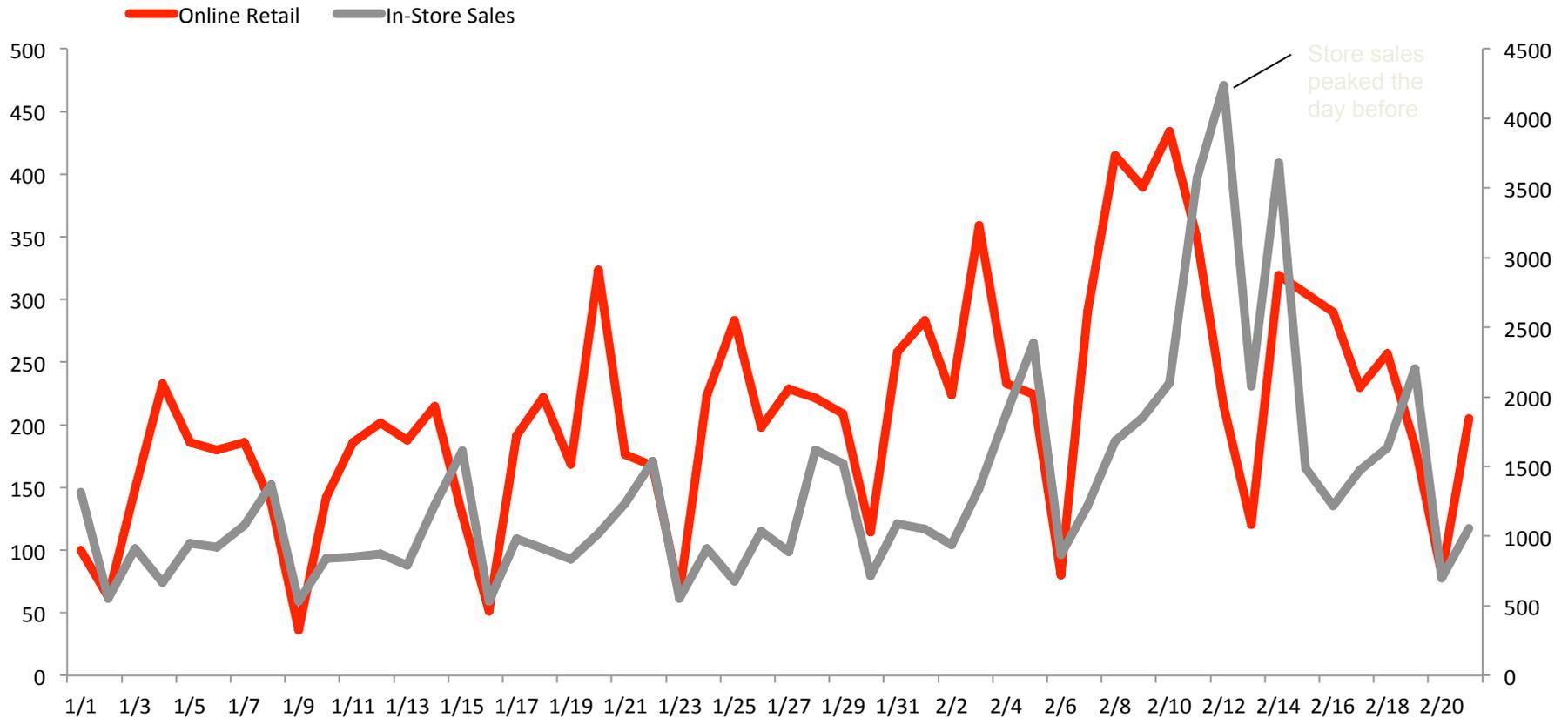
to the Howcast YouTube channel! www.youtube.com ... chocolate covered **day** desserts food fooddrink homemade making sweets **valentine valentines** Howcast ...

by Howcast | 2 years ago | 379,938 views

Online Sales Happen In Advance, While In-Store Sales are Likely to be More Last Minute

2011 Jewelry Sales (Online vs. In Store*)

Online jewelry purchases started to peak 3 weeks in advance, while store sales lagged until just before the holiday



Source: Mastercard Spending Pulse

*Note: in-store sales included here for trending purposes indexed on secondary axis