

A young couple is shown in a close embrace, looking at a smartphone together. The woman has long dark hair tied in a ponytail with a yellow scrunchie. The man has short dark hair and wears glasses. They are both smiling and looking at the phone. The background is a softly lit indoor space, possibly a living room, with a desk and a computer monitor visible in the distance.

Valentine's Day Search Trends Reveal the Hearts of Hong Kongers

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- In the past two years, Valentine's Day-related searches grew 37% in Hong Kong.
- Last year, nearly 70% of all Valentine's Day-related searches were conducted on mobile devices.
- Most Valentine's Day-related searches peak on February 13th.
- In the past two years, searches for DIY and handmade gift ideas have grown by 35%.
- Last year, recipes and DIY projects accounted for nearly one-third of all Valentine's Day content views on YouTube.

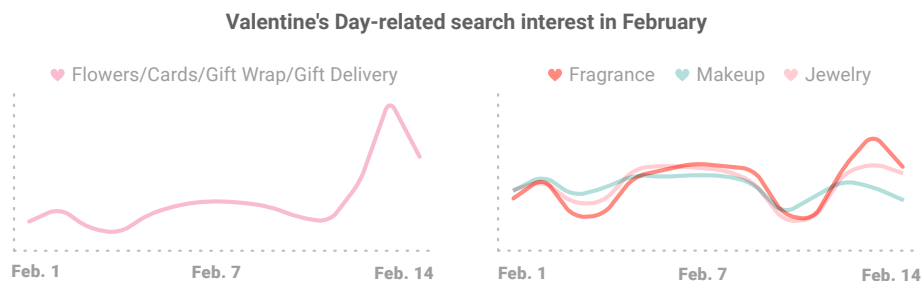
think with **Google**

Even in the hustle and bustle of Hong Kong, people love taking time to enjoy the festivities of Valentine's Day. Valentine's Day-related searches in the region nearly doubled in the last year,¹ and there was even a 27% YoY increase in the number of marriages on Valentine's Day.²

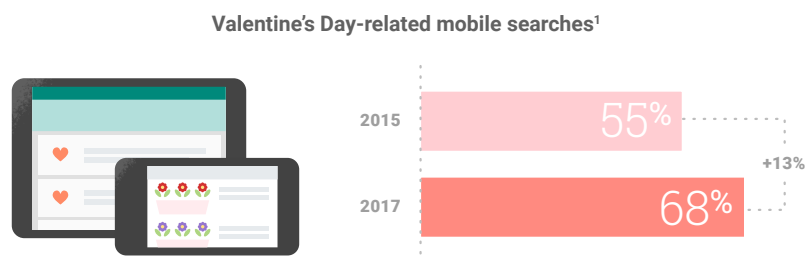
Based on the latest Google Search and YouTube data, we'll break down how Hong Kongers prepare for the holiday, when they start their research, and how marketers can position their brands to stand out in key moments.

Always on the go: Hong Kongers are last-minute, mobile shoppers

While most Valentine's Day-related searches peak on February 13th, searches for higher consideration gifts such as "jewelry" and "fragrances" take place a bit earlier.¹



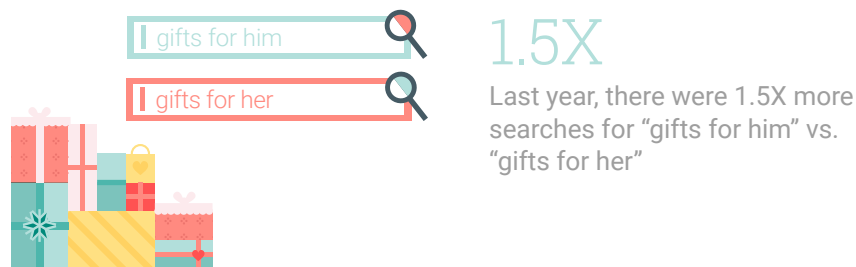
At the same time, more Hong Kongers are going mobile to do their research.



Key takeaways: Align your search bids with key dates to ensure your brand is there when people are urgently looking for gift ideas or ways to celebrate the special occasion. It's also crucial to keep your search ads updated with relevant offers and messaging, and [to speed up your mobile site](#) to offer users a [smooth, seamless online experience](#).

It's all about gift giving—and guys are the lucky ones

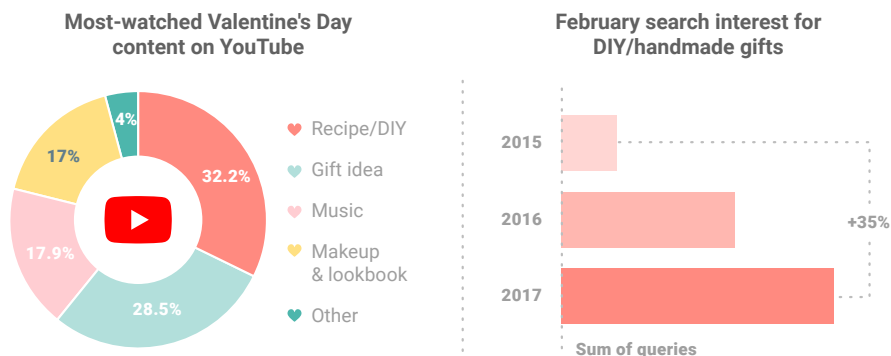
From roses to diamond rings, it's no surprise that "gift ideas" is one of the most [highly watched Valentine's Day topics on YouTube](#).¹ What's more surprising? Last year, there were actually more people searching for gifts for men.¹



Key takeaways: Developing [useful, relevant branded content](#) and offering ideas and inspiration online is a great way to help undecided consumers find the perfect gift for the special man in their lives.

Hong Kongers love handmade, personalized gifts

Sometimes the best gifts are those with a personal touch—even a simple home-cooked meal. In the past two years, searches for DIY and handmade gift ideas in February are up 35% in Hong Kong.³ And last year, recipes and DIY projects accounted for nearly one-third of all Valentine's Day content views on YouTube¹.



Key takeaways: Hong Kongers are hungry (sometimes literally) for ways they can put a personal touch on Valentine's Day. Creating compelling instructional content, including [recipe videos](#) and [helpful how-tos](#), is one of the best ways your brand can be there to lend a hand.

Sources

- 1 Google Internal Data, 2016–2017, Hong Kong.
- 2 [South China Morning Post](#), February 2017.
- 3 Google Internal Data, Hong Kong, Sum of queries during Feb. 2015 compared to Feb. 2017.