

VALENTINE'S DAY SPEND IS **ON THE RISE**

Total sales in 2012 were

\$17.6B

That's

+12%

year-on-year
(vs. +4.1% 2010 - 2011)



The average amount spent on Valentine's Day by a US consumer in 2012 was

\$126.03

That's an

↑8.5%

increase in spend per person from 2011

Source NRF Consumer Intentions Survey 2012 - Valentine's Day http://www.nrf.com/modules.php?name=News&op=viewlive&sp_id=1304

GOOGLE SEARCHES RELATED TO VALENTINE'S DAY ARE **GROWING YEAR-ON-YEAR**

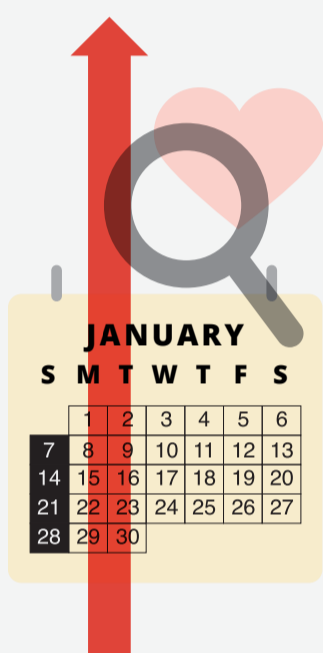
The rise begins in

JAN

with the shopping peak now stretching into March

Year-on-year growth in 2012 vs 2011 was

↑45.3%



Source Internal Google Data

SEARCH VOLUME IS ALSO INCREASING ACROSS KEY PRODUCT CATEGORIES **YEAR-ON-YEAR**



FLOWERS +12%



GIFTS +27%

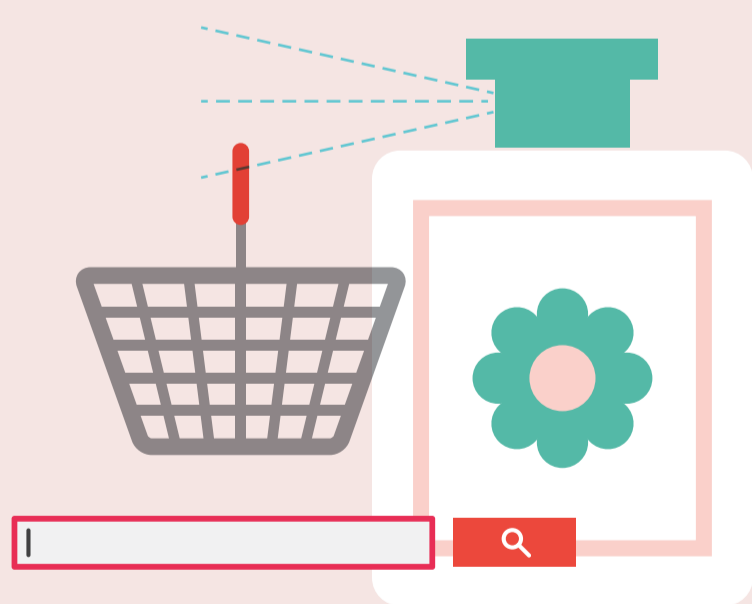


GIFT BASKETS +15%



WINE +7%

MEANWHILE...



Fragrance sales for 2013 are forecasted at

\$3.7B

with non-drugstore sales (including online) up

↑16.6%

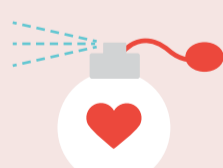
78M

fragrance purchasers use search engines around Valentine's Day

80%

of these searches are branded

The remainder are...



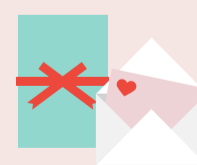
PERFUME 9%



RETAILER 7%



COLOGNE 3%



GIFTING 1%

Source Mintel Fragrances September 2012, Mintel Holiday Shopping July 2012, MRI Doublebase GfK 2011