

Valentine's Day spend

17 February 2025

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In brief

There is likely a range of views out there about whether Valentine's Day spending is a luxury or a necessity, but either way, ANZ card spending at jewellers and florists saw its usual jump leading up to and on Valentine's Day, 14 February. The data shows a decent bump for jewellers, and a dramatic annual spike for florists.



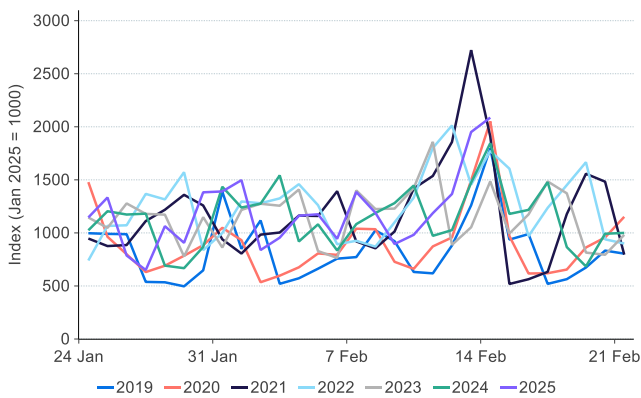
Contact

[Sharon Zollner](#) for more details.

Jewellery spending hasn't reached the heights of 2021 and 2022, but florist spend has surpassed previous years. However, this is nominal data, meaning it captures price changes as well as volumes of sales.

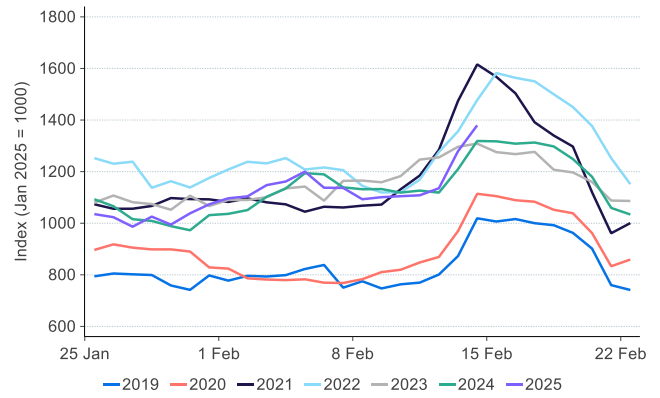
Figures 1 and 2. ANZ card spend at jewellery shops

Daily spend



Source: ANZ Research

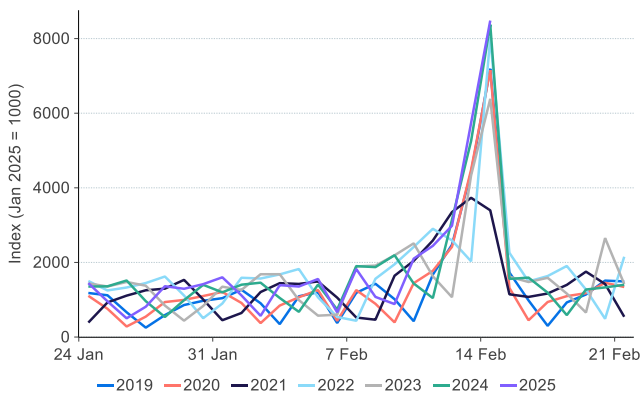
Weekly total



Source: ANZ Research

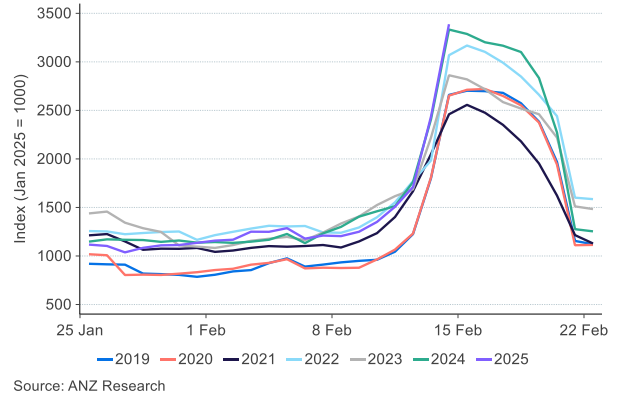
Figures 3 and 4. ANZ card spend at florists

Daily spend



Source: ANZ Research

Weekly total



Source: ANZ Research

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