

# Valentine's Day Celebrating: Americans Expect to Spend Over \$26 Billion This Year

*Consumers are planning to spend Over \$26 billion on Valentine's Day this year.*

HONG KONG, HONG KONG, CHINA, January 23, 2024 /EINPresswire.com/ -- Love is in the air, and so is the sound of cash registers ringing across the nation as Americans are gearing up to celebrate Valentine's Day in grand style. According to recent projections by the sender.net, the collective spending on this romantic festival is expected to reach an astonishing \$26 billion in 2024. As the countdown to February 14 begins, it's evident that love comes with a hefty price tag.

The Sender.net conducted a survey to determine the spending habits of Americans for Valentine's Day. The results showed that the average person is expected to spend over \$190 on gifts, cards, and other Valentine's Day related items. The total spending for Valentine's Day is expected to reach \$26 billion.

The survey also revealed that 52% of consumers are planning to celebrate Valentine's Day, while 67.68% of men said they would purchase Valentine's gifts for their loved ones. The most popular gifts for this year's Valentine's Day include candy, greeting cards, and flowers. However, there has been a significant increase in the purchase of experiences such as dining out, tickets to events, and spa treatments, showing a shift towards more meaningful and memorable gifts.

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The increase in spending for Valentine's Day is a positive sign for the economy and reflects the strong consumer confidence in the country. It also shows that Americans are willing to splurge on their loved ones to make them feel special on this day of love. With the rise in popularity of



experiences as gifts, it is clear that people are looking for more meaningful ways to express their love and appreciation.

### What Do Americans Buy for Valentine's Day?

Gift-giving is an integral part of Valentine's Day, and Americans are getting creative with their choices. Candies and sweets are historically the popular gifts among the young people. Next up are greeting cards, flowers, dinner, wine and [gift cards](#).

There's also a noticeable shift towards more personalized and experiential presents. Tech gadgets, customized jewelry, and subscription services are gaining popularity among the younger demographic. Social media influencers and celebrities are also influencing purchasing decisions, with many opting for products endorsed by their favorite personalities. The desire to stand out and create unique experiences has led to an increase in demand for exclusive and [personalized gifts](#) that go beyond the conventional.

This year, the increased demand for popular Valentine's Day gifts has contributed to inflated prices, adding an extra layer of pressure for those trying to find affordable yet thoughtful presents. The rising cost of living has also impacted dining and entertainment expenses, making it crucial for individuals to plan wisely and find innovative ways to save on their Valentine's Day budget. [CouponFeature.com](#) is a coupon site and designed to help people find the lowest prices.

Valentine's Day is not just a day for couples, but a day to celebrate all forms of love. Whether it's with a significant other, family, or friends, Americans are ready to spread love and joy this Valentine's Day. So, get ready to see the streets filled with flowers, chocolates, and happy faces as Americans celebrate love in a big way this year.

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[couponfeature@gmail.com](mailto:couponfeature@gmail.com)

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