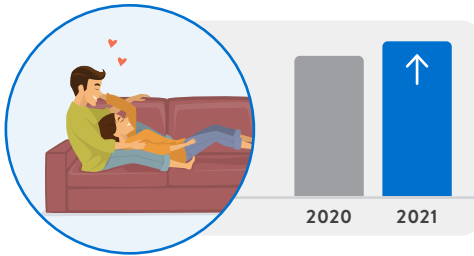# All you need is love

82% of customers surveyed will be shopping at Walmart for Valentine's Day[2]

69% of Walmart customers are **committed to celebrating Valentine's Day** regardless of whether it will be in-person or a virtual celebration[1]
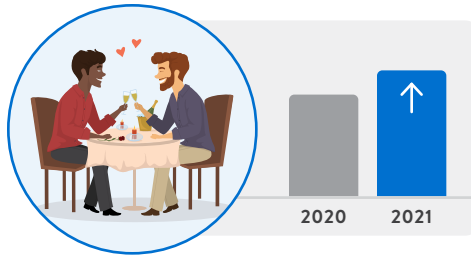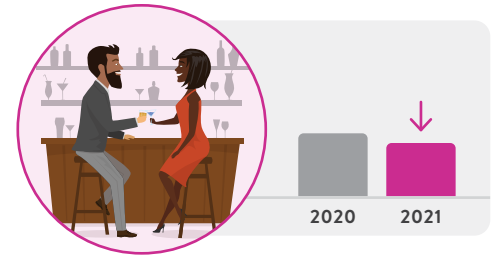
How do they plan to celebrate this year?

2020	2021

3% increase
in customers celebrating at home with family only

2020	2021

5% increase
in customers celebrating at home with special meals and snacks

2020	2021

1% decrease
in customers celebrating at an outdoor dining or bar area

What inspires them to shop during the holiday of love?[2]

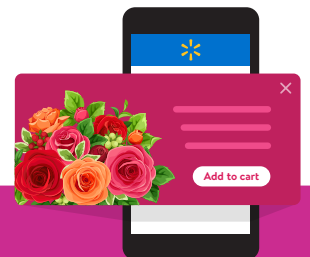- **47%** Sales or promotions
- **46%** Tradition
- **32%** Store displays and decorations
- **29%** Exclusive or seasonal products
- **19%** Recommendations from friends or family
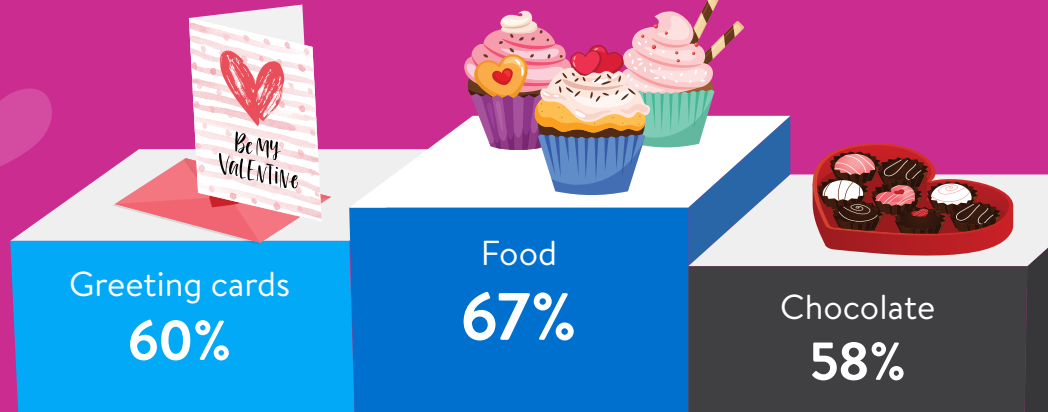
Add to cart

44% of Walmart customers are **open to purchasing a brand or product after seeing an ad** that is related to what they're shopping for during the Valentine's Day shopping season

How they'll spread the love

What they plan to buy:

Greeting cards 60%

Food 67%

Chocolate 58%

When they plan to shop:

37% 1–2 weeks ahead of time

34% 1–6 days ahead of time

8% on Valentine's day

Who they plan to shop for:[2]

72% Significant other / spouse

48% My child / children

26% Other family members

18% Myself

15% Friends

How much they plan to spend:[2]

34% $1–$25

36% $26–$50

20% $51–$100

7% $101–$200

3% $200+

How long they plan to shop:[2]

15% <10 minutes

36% 10–29 minutes

23% 30–59 minutes

16% 1–2 hours

9% 2+ hours

47% of Walmart customers say ads have influenced their decision to buy a product for Valentine's Day in the past

The kinds of ads they are likely to click on:

Walmart.com

Walmart app

	Walmart.com	Rank	Walmart app	
	27% Chocolate	#1	Chocolate 24%	
	21% Snacks	#2	Snacks 16%	
	18% Apparel	#3	Greeting cards & stationery 16%	
	18% Flowers & Plants	#4	Decorations 15%	
	17% Greeting cards & stationery	#5	Flowers & Plants 15%	
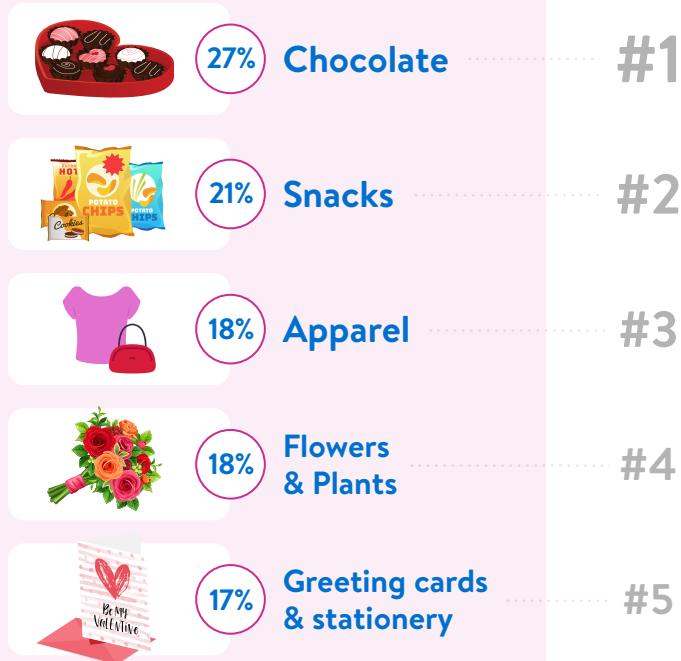
Start planning your Valentine's Day campaign with Walmart Media Group today.