

A man in a dark suit and white shirt is presenting a small, wrapped gift box to a woman in a white dress. They are seated at a dinner table with glasses and plates. The background is softly blurred, showing other diners and a restaurant setting. The overall mood is romantic and elegant.

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Valentine's Day Gifts .

Hearts, Flowers, Jewelry, Lingerie...and Kisses

February 14, 2017

Valentine's Day: A celebration of love – and a lot of chocolate.

Valentine's Day might have started with notes transmitted by doves from a saint to his followers, but in the 21st century, it's a holiday to celebrate connections between people.

Criteo's Network division, which is comprised of many of the top eRetailers in the US, provides insights into buying trends.

This analysis is based on millions of search terms from sites like Walmart, Target, Macy's Kohl's, Kmart, Kohl's Sears and more.

Busy couples turn to ecommerce to give a wide array of gifts to their loved ones:

- Flowers are the most popular gift, with Valentine Roses the most popular type of flower.
- Online purchase is no impediment to high consideration products like engagement rings, which rank as the 3rd most popular term overall.
- Chocolate is the most popular type of candy-Hershey's Kisses the most popular brand.
- Underwear is a commonly purchased item for both men and women.

Top 25 Search Terms Overall: What will be gifted this Valentine's Day?

Flowers are the top gift.

- Men search for **stem roses** and the term **rose**.



Jewelry closely follows:

- Despite the price points, and the fact it is a highly considered gift, **engagement ring**, is the third most popular search term.

Apparel is not just about **underwear** and **lingerie** is hot:

- **Red dress** is the 4th most commonly searched term.
- **Women's Underwear** ranks at #6.
- **Lingerie** at #13.



According to an NRF study, men are the top Valentine's Day purchasers, but women are also clearly gifting their significant other:

- **Men's watches** come in at #10 for searches, closely followed by **men's underwear**.
- **Curve for Men**, from **Liz Clairborne**, is the popular fragrance

RANK	SEARCH TERM
1	flowers
2	vday stemroses
3	engagement rings
4	red dress
5	vday jewelry
6	womens underwear
7	chocolates
8	candles
9	Curve for Men
10	mens watches
11	mens underwear
12	watches
13	lingerie
14	earrings
15	rings
16	womens watches
17	chocolate
18	Valentine candy
19	panties
21	candy
22	wedding rings
23	underwear
24	Cuddle Duds
25	bridal sets

Top 26-50 Valentine's Day Terms

Top ranking underwear brands include:

- **Hanes**
- **Vanity Fair**
- **Fruit of the Loom**

Candles are clearly setting the mood:

- **Wax warmers** are in this instance likely related to candles rather than personal care.
- People are also searching for **scented oil diffusers**.



Jewelry is also a popular gift. Top types include:

- **Watches #12**
- **Earrings #15**
- **Wedding Rings #22**
- **Diamond Rings #26**
- **Engagement Rings for Women #27**



RANK	SEARCH TERM
26	diamond rings
27	engagement rings for women
28	Hanes womens underwear
29	Valentines Day flowers
30	mens boxers
31	oil diffuser
32	wax warmer
33	candle
34	Hershey Kisses
35	womens panties
36	diamond earrings
37	flameless candles
38	jewelry
39	essential oil diffuser
40	gold jewelry
41	Valentines Day candy
42	watch
43	mens boxer briefs
44	Vanity Fair panties
45	promise rings
46	womens lingerie
47	roses
48	mens rings
49	Fruit of the Loom
50	Wedding bands

What gets hotter as Valentine's Day approaches?

Valentine's related things get hotter during the two weeks before the actual day.

As compared to the last two weeks of January (1/15 - 1/28), the first two weeks of February see great volatility of Valentine's related search terms:

- Searches for **Cards, Hearts** and **Valentines** quadruple.
- **Jewel, Chocolate** and **Candy** nearly double.
- The terms **Gold, Diamond, Garter, Black, Kiss,** and **Teddy** get a nearly 50% bump as the holiday approaches.

SEARCH TERM	%	SEARCH TERM	%
card	213%	cologne	33%
heart	213%	bra	30%
valentines	198%	lace	30%
basket	125%	bracelet	29%
jewel	96%	clutch	26%
chocolate	88%	earring	26%
candy	76%	ring	23%
teddy	71%	lip	22%
kiss	56%	wine	18%
black	51%	boy shorts	18%
garter	49%	ruby	15%
diamond	47%	sexy	14%
gold	46%	g string	14%
necklace	42%	bustier	14%
lingerie	36%	cologne	33%

Valentine's Day takeaways for brands and retailers.

Valentine's Day provides a winter pop to retail spending and consumers are clearly increasingly comfortable buying personal, romantic items online, even high ticket, high consideration ones like engagement rings.

Most retailers in the Criteo Network have Valentine's centers with helpful gift suggestions

- Retailers like Macy's and Walmart have also implemented Click & Collect programs so that last minute purchases can be picked up in store.
- Retailers need to ensure they have appropriate stocks of inventory given these shorter fulfillment times.

Brands can take advantage of the increase in shopping volume and help their products stand out:

- Sponsored Product ads are relevant to the user and to the context being shopped.
- Cross Sell tools can ensure that the panties make it into the carts with the bras.

Shoppers shop both broadly and specifically:

- Because shoppers at Valentine's are often not familiar with the specifics of the negotiate preferable positioning on category and seasonal pages, they often search more specific terms related to the brand itself.

A note on the data

Criteo Sponsored Products retail network data is compiled in aggregate from sales figures from some of the largest retailers globally.

The weeks of 1/15 - 1/28 were compared with the weeks of 1/29 - 2/11/2017 to form this analysis.

About Criteo

Criteo (NASDAQ: CRTO) delivers personalized performance marketing at an extensive scale. Measuring return on post-click sales, Criteo makes ROI transparent and easy to measure. Criteo has over 2,200 employees in 30 offices across the Americas, EMEA and Asia-Pacific, serving 13,000 advertisers worldwide and with direct relationships with 17,500 publishers.

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