

From Sweethearts to situationships: 2024 Valentine's Day trends

Article

Valentine's Day is quickly approaching (a helpful reminder), and ahead of the romantic holiday, **Sweethearts put out a collection of "situationship" hearts** with "messages as blurry as your relationship." The candies are targeted at Gen Zers in an aim to get buy-in from consumers who may not be head over heels for celebrating Valentine's Day.

Love is blind: Valentine's Day isn't only for romantics. Some 60% of US adults believe the holiday is for **both romantic and platonic relationships**, according to YouGov. Brands should see that as an opportunity to reach young, single, or not-quite-committed consumers in creative ways this Valentine's Day.



Photo: Spangler Candy Company

Cupid's arrow: **Valentine's Day spending will total \$25.8 billion** this year, down from \$25.9 billion last year and from 2020's peak of \$27.4 billion, per National Retail Federation (NRF) data.

- Some 53% of people in the US will celebrate the holiday, down 10 percentage points from 15 years ago, per NRF.
- But 29% of those not celebrating still plan to mark the occasion in some way, which creates an entry point for brands.

Young love: Situationships are big right now, at least among Gen Z. The term for an undefined relationship was in the running for **Oxford's word of the year in 2023**, but was beaten by rizz and a few others. (More on that in our **guide to Gen Z slang**.)

- **For retailers:** **Situationships** are also a jumping-off point for **Gen Z products**, like a situationship-themed **candle**, **lingerie set**, and **makeup product**, per Axios.
- **For marketers:** Gen Z's casual approach to relationships presents a goldmine for social media content, as shown by **TikTok's "dating wrapped"** trend, where creators present the year's dating history in a play on Spotify Wrapped.

Be mine: For those celebrating Valentine's Day in the more traditional sense, it's business as usual.

- Total spending on significant others is expected to reach a record \$14.2 billion this Valentine's Day, per NRF data.
- The most popular place for Valentine's Day shopping will be online, with 40% of people expecting to shop there. Some 33% will shop in department stores, while 31% will head to discount stores, and 17% will buy from florists, the NRF notes.
- Candy (at 57%), greeting cards (40%), and flowers (39%) will be the most popular gifts. But don't discount an evening out, which ranks at No. 4 with 32%.
- At Target, **the pink Stanley Cup** has already caused a frenzy among eager shoppers.

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