

Valentine's Day

By the Numbers

**\$19.5
BILLION**

The projected annual spend by Americans on Valentine's Day in 2019.

The average annual spend on jewelry.

**\$4.7
BILLION**



**224
MILLION**

The average number of roses produced for Valentine's Day.



The average number of Valentine's Day cards exchanged annually.

**55
PERCENT**

**180
MILLION**

The percentage of us that will receive candy as gift today.

The percentage of us that will receive flowers as a gift today.

**35
PERCENT**

**36
PERCENT**

The percentage of us that will celebrate the holiday with an evening out.

