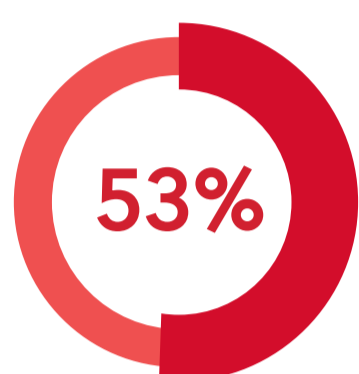


# Valentine's Day eCommerce tips to help your customers feel the love



## Valentine's Day 2022

Valentine's Day spending is expected to reach \$23.9 billion this year, up from \$21.8 billion in 2021 and the second-highest year on record

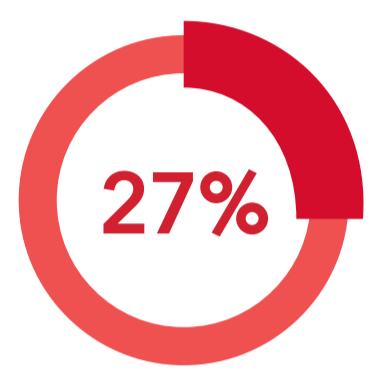


of consumers plan to celebrate



**\$175.41**

Consumers plan to spend \$175.41 on Valentine's Day gifts, on average



of consumers who aren't celebrating still plan to mark the occasion

Source: <https://nrf.com/topics/holiday-and-seasonal-trends/valentines-day>

## Top Gifts for the Occasion



of consumers plan to buy candy



plan to buy greeting cards



plan to buy flowers



prefer an evening out



plan to buy jewelry

Source: <https://nrf.com/topics/holiday-and-seasonal-trends/valentines-day>

## How to Make the Most of the Increased Traffic

During check-out, get the list of shipping carriers and methods that are optimized for one or the other above, or perhaps a blend.

### Flexible List of Shipping Carriers

The set of shipping carriers or methods may change day-to-day based on supply and demand, so you don't want to be stuck with a static set of options that may be more expensive or not be able to deliver by the promised date.

### Speedy Delivery

With delivery, it's important to take into account what your shoppers need to get their items as quickly as possible, with flexible options available for their varying lifestyles.

### It's All About Options

The more options provided that fit the shopper's needs, the more apt the shopper is to place their order with you - whether that's shipping to their home, to a retail store, to a locker in a third party location or picking up from the store directly.



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## About Us

Pivotree designs, builds and manages complex commerce ecosystems for market-leading brands. We empower frictionless commerce experiences for our client's customers across the entire buyer journey, from finding their item, to buying it, to getting it, all the while trusting the experience.

