

Valentine's Day

#LOVEINDEX



Mastercard's annual Love Index was created by analysing credit, debit and prepaid card transactions during the Valentine's Day period over the last three years.



YOU CAN'T PUT A PRICE ON LOVE

49% increase in spending on Valentine's Day since 2014

73% increase in the number of transactions



LOVE GOES DIGITAL

37% increase in the number of e-commerce transactions from Valentine's Day 2014 to Valentine's Day 2016



THE ROMANTIC RUSH

Majority of purchases happen on February 13th

(47.4 million globally in the last three years)

AND MORE NIGHTS OUT!



102% increase in spending at restaurants

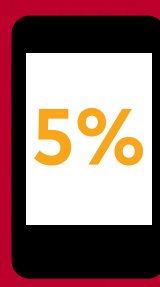


75% transactions are in restaurants during the Valentine's Day period

THE PERSONAL TOUCH STILL MATERS



of transactions are still made in person, *compare to*



of gifts being purchased online

LOVE AROUND THE WORLD

271% increase in flower sales in Latin America

22% in Middle East and Africa



130% growth in the USA in terms of eating out over the Valentine's period – the biggest in all regions



240% shift to online in Latin America

