Valentine's Day 2025

GDR
Global Data Resources

In close collaboration, Global Data Resources and Adform have crafted five distinctive shopper audiences tailored for the Valentine's Day vibes.

Find these five exclusive audiences within the Adform Audience Marketplace.

The curated audiences span **13** European countries and reach over **425 million** Europeans.

1. Romantic Gift Buyers

WHO THEY ARE
- People in relationships, engaged or married.
- They are searching for gifts, flowers, chocolates, jewellery, or romantic experiences.

BEHAVIOURAL DATA
- Recent searches or purchases of romantic gifts.
- Browsing or visiting websites related to Valentine's Day ideas.

INTERESTS
- Shopping for jewellery, flowers, chocolates, or tech gadgets.
- Engagement with romantic getaway destinations or fine dining options.
- Following Valentine's Day deals and gift guides.

DEMOGRAPHICS
- **Age Groups**: 18–65 (key groups: 25–45 for higher spenders).
- **Gender**: Male skew, but female buyers also present, e.g. buying for partners/planning celebrations.
- **Income**: Mid to high income; higher-income individuals favour premium or unique gift options.
- **Family**: Often married or in long-term relationships; can include parents planning a romantic evening.

2. Luxury Shoppers

WHO THEY ARE

- High-income individuals looking for luxury gifts or experiences.

BEHAVIOURAL DATA

- Interest in premium brands, fine dining, or unique getaways.
- Recent searches for jewellery, watches designer products, or exclusive events.

INTERESTS

- High-end shopping and luxury fashion.
- Fine dining, premium travel, or exclusive club memberships.
- Collecting art, jewellery, or other valuable items.

DEMOGRAPHICS

- **Age Groups:** 30–65 (key groups: 35–50 for gift buyers; 50+ for experiences).
- **Gender**: Balanced gender representation, with a slight male skew for luxury gifts.
- **Income**: High-income households (top 20% earners).
- **Family**: This can include couples without children or parents planning upscale celebrations.
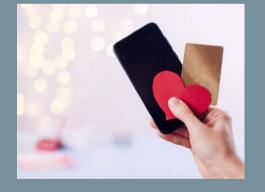
3. Last-Minute Shoppers

WHO THEY ARE

- Individuals looking for quick, easy, or digital Valentine's Day solutions.

BEHAVIOURAL DATA

- Recent searches for "last-minute gifts", "same-day delivery", or gift cards.
- Increased browsing of convenience-focused retailers like Amazon or local delivery services.

INTERESTS

- Convenience-focused solutions (e.g., digital gift cards or same-day delivery).
- Online marketplaces and apps for quick shopping.
- Engagement with "gift ideas" or last-minute sales promotions.

DEMOGRAPHICS

- **Age Groups**: 18–45 (key groups: 25–40 for higher digital engagement).
- **Gender**: Slight male skew, as men are more likely to delay gift buying.
- **Income**: Low to middle-income; often favours practical or affordable options.
- **Family**: Includes single individuals, couples, and young parents.

4. Experience Seekers

WHO THEY ARE
- Couples or individuals planning to celebrate with activities rather than gifts.

BEHAVIOURAL DATA
- Interest in events, fine dining, wine tastings, concerts, or romantic getaways.
- Browsing group activity platforms (e.g., Eventbrite, Airbnb Experiences).

INTERESTS
- Adventure and experiential travel.
- Culinary experiences like wine pairings or cooking classes.
- Attending concerts, theatre shows, or live entertainment.

DEMOGRAPHICS
- **Age Groups**: 25–55 (key groups: 30–45 for active event participation).
- **Gender**: Balanced gender representation.
- **Income**: Mid to high income, with some skew toward younger professionals and urban dwellers.
- **Family**: Includes couples without children and families arranging babysitters for a night out.

5. Friends Celebrating Galentine's Day

WHO THEY ARE
- Women who celebrate friendship instead of romance.

BEHAVIOURAL DATA
- Engagement with female-focused content, such as beauty, wellness, or group activities.
- Increased browsing for spa treatments, brunch spots, or DIY activities.

INTERESTS
- Beauty and self-care (e.g., spa treatments or makeup).
- Group experiences like yoga retreats or painting classes.
- Shopping for personalised or themed items for friends.

DEMOGRAPHICS
- **Age Groups**: 18–45 (key groups: 20–35 for active celebration).
- **Gender**: Female.
- **Income**: Low to middle-income, with some interest from affluent individuals in upscale celebrations.
- **Family**: Single women, but can also include married or partnered women celebrating with friends.