Valentine's Day eCommerce Insights

11th Feb, 2022

BY AKHIL

2022 Valentine's Day Predictions?

How will inflationary pressures and supply chain challenges impact retailers' ability to meet digital demands for Valentine's Day this year? If 2022 is anything like 2021, our advice is for consumers to buy early and be willing to branch out into categories beyond chocolates and flowers to ensure orders arrive in time for the big day.
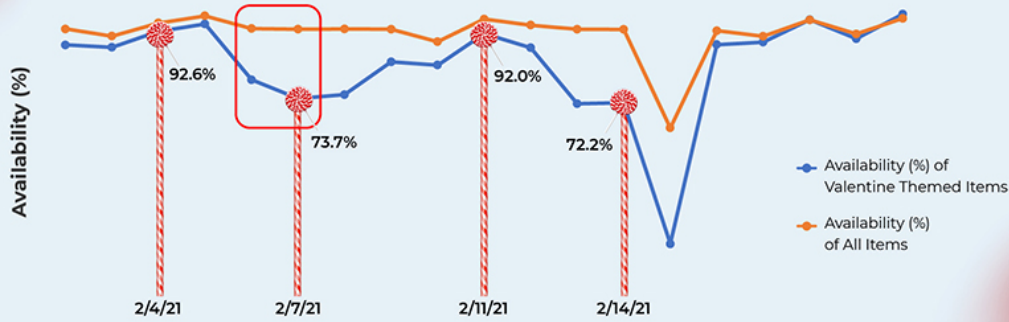
Product Availability

In 2021, availability declined right after most retailers launched Valentine's themed products on their website.

16/25

of retailers launched Valentine themed items on 2/4/21 on their website

Item Availability - February 2021

92.6% **73.7%** **92.0%** **72.2%**

Availability (%) of Valentine Themed Items

Availability (%) of All Items

2/4/21   2/7/21   2/11/21   2/14/21

Source: DataWeave Assortment & Availability – Analyzed ~25 retailers from February 1st-20th, 2021 that carried over 20k SKUs at each retailer or 200k SKUs for major retailers, including Valentine themed items/categories.

2022 Prediction: Buy Early! While we anticipate little change to demand to occur year-over-year, and we do not expect to see not see the availability recovery period seen in 2021 leading into the event given supply restrictions and delivery delays.

Valentine Themed Vs. Non-Themed Item Discounts

Our 2021 analysis shows there were deeper discounts on non-Valentine's Day themed items, and we anticipate this trend to continue.

78/90

of retailers didn't have Valentine themed categories on their website pre-event

Total Items Discounted During Valentine's 2021

21.9%

7.6%
5.7%
6.6%
2.0%

13.9%

5.6%
2.7%
5.1%
0.6%

Values

- Discount> 50%
- Discount between 25% to 50%
- Discount between 10% to 25%
- Discount < 10%
- On Discount

Non-Valentine Items   Valentine Themed Items

Discount Against MRP/Shown Price

Source: DataWeave Assortment & Availability – Analyzed ~90 retailers that carry over 20k SKUs at each retailer or 200k SKUs for major retailers from February 1st-20th, 2021.
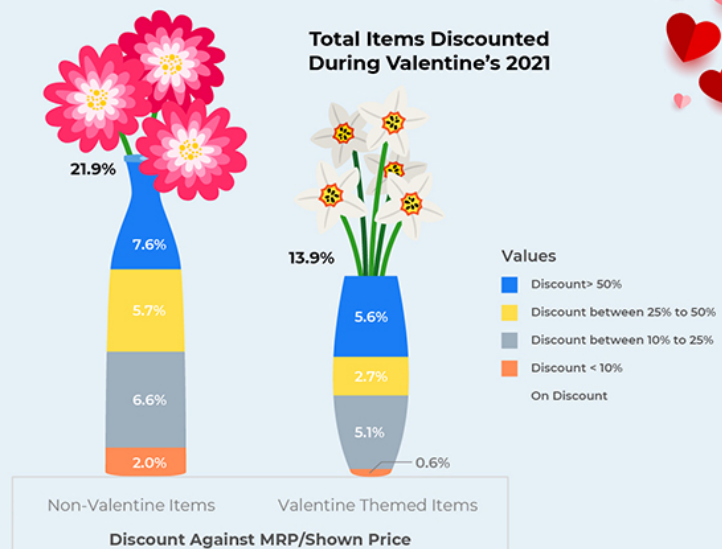
Source: DataWeave Pricing and Promotional Insights – Analyzed ~25 retailers from February 1st-20th, 2021 that carried over 20k SKUs at each retailer or 200k SKUs for major retailers, including Valentine themed items.
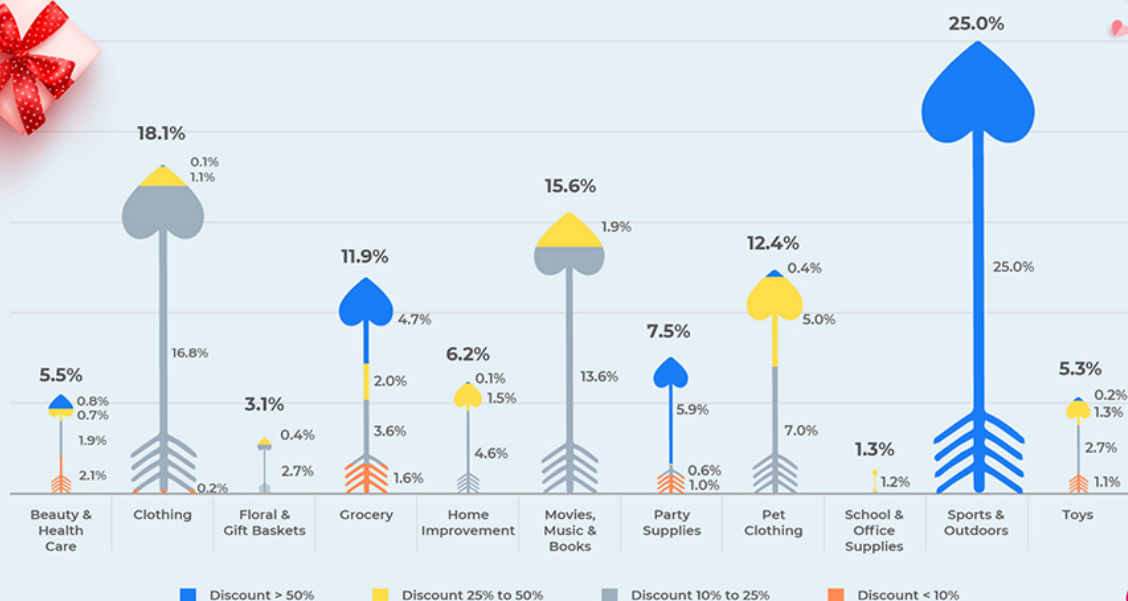
2022 Prediction: Branch out! While buying clothes, toys and games, and home improvement items might not come to mind for your loved one, they were quite popular purchases in 2021 and are projected to grow even more.

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New Valentine Themed Categories to Keep Your Eye On

Valentine themed category pages made their way across several retailer websites, and significant discounts were available in many unexpected categories like Sports & Outdoor

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Discount by Category for Valentine Themed Items

Category	Discount > 50%	Discount 25% to 50%	Discount 10% to 25%	Discount < 10%	Total
Beauty & Health Care	0.8%	0.7%	1.9%	2.1%	5.5%
Clothing		0.1% / 1.1%	16.8%	0.2%	18.1%
Floral & Gift Baskets		0.4%	2.7%		3.1%
Grocery	4.7%	2.0%	3.6%	1.6%	11.9%
Home Improvement		0.1%	1.5%	4.6%	6.2%
Movies, Music & Books		1.9%	13.6%		15.6%
Party Supplies	5.9%		0.6%	1.0%	7.5%
Pet Clothing		0.4% / 5.0%	7.0%		12.4%
School & Office Supplies			1.2%		1.3%
Sports & Outdoors	25.0%				25.0%
Toys		0.2% / 1.3%	2.7%	1.1%	5.3%

Legend: ■ Discount > 50%   ■ Discount 25% to 50%   ■ Discount 10% to 25%   ■ Discount < 10%

Valentine's Themed Items by Category

- **33%** Grocery (Snacks & Candy)
- **27%** Clothing
- **12%** Home Improvement
- **11%** Toys
- **7%** Floral & Gift Baskets
- **2%** Beauty & Health Care
- **2%** Party Supplies
- **3%** Baby
- **1%** Pet Clothing
- **1%** School & Office Supplies
- **1%** Produce

Source: DataWeave Assortment & Availability – Analyzed ~25 retailers from February 1st-20th, 2021 that carried over 20k SKUs at each retailer or 200k SKUs for major retailers, including Valentine themed categories.

2022 Predictive Advice: Deliver a real surprise! Retailers will further expand category options and enhance variety and assortments to increase basket size.

Retailers Most Likely to Win Consumer's Hearts

In our 2021 analysis, Walmart.com and Target.com were the most reliable sources of Valentine's Day purchase options.

1926 SKUs
Top Valentine's Item Count
Walmart.com

1.3%
Greatest % of Valentine's Items
Target.com

18
Greatest # of Valentine's Themed Categories
Walmartgrocery.com

2022 Prediction: While we anticipate Walmart's and Target's digital shelves to be more than prepared this year, we also expect more retailers to follow suit.

Source: DataWeave Assortment & Availability – Analyzed ~25 retailers from February 1st-20th, 2021 that carried over 20k SKUs at each retailer or 200k SKUs for major retailers, including Valentine themed items/categories.

About Dataweave

Access to these types of **real-time digital marketplace insights** can enable retailers and brands to make strategic decisions and help drive profitable growth in an intensifying competitive environment. Be sure to **reach out to our Retail Analytics experts** for access to more details regarding the above analysis.

- Akhil Gopi

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BRANDS   DIGITAL SHELF   E COMMERCE   KPI   OUT-OF-STOCK   PRICING

PRICING ANALYTICS   PRICING INSIGHTS   PRICING STRATEGIES   PRODUCT ASSORTMENT

PRODUCT AVAILABILITY   PROMOTION   RETAIL   SUPPLY CHAIN   US