

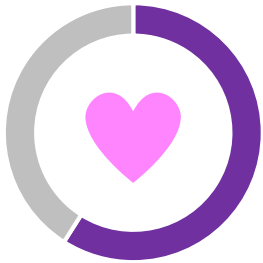


Valentine's
expenses
Mexico – 2019

 Business Fishers

Mexicans like to celebrate Valentine's, 59% celebrate it by investing an average of \$11 to \$30 USD in the celebration. They invest the same amount when purchasing the presents they will give, which are commonly chocolates and candies. The couple is the main person with whom they celebrate this date, although 5% also celebrate with their unofficial partner.





The **Business Fishers study** indicates that in **2019**, only 59% of Mexicans celebrated Valentine's Day.

The ones who celebrated this February 14th believe is a day to celebrate ...



35%
Any kind of love



24%
Couples love



20%
Is not a real celebration, is only marketing

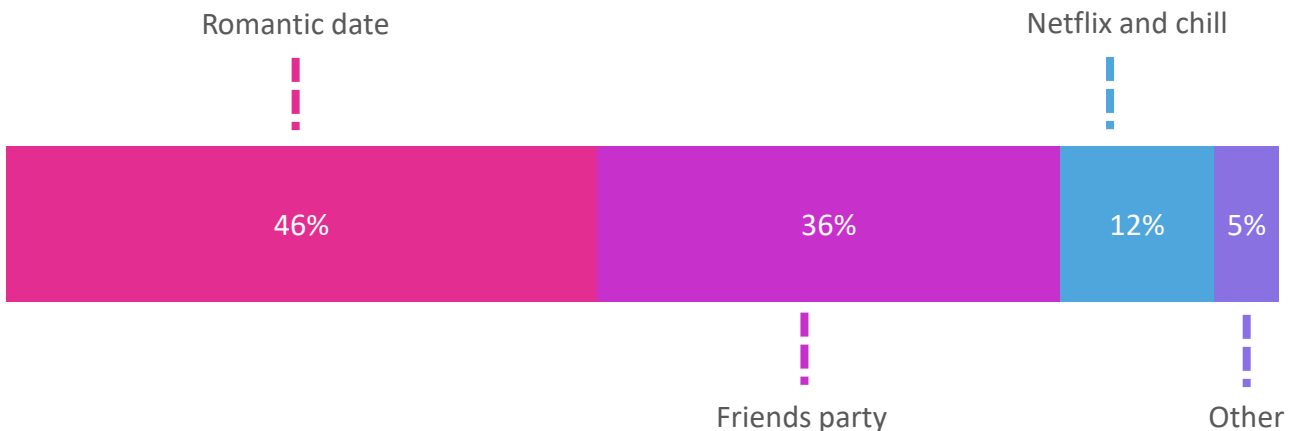


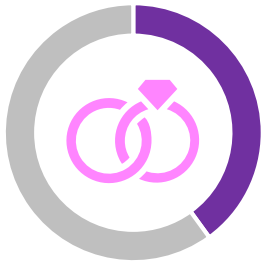
18%
Love between friends



3%
Love between lovers

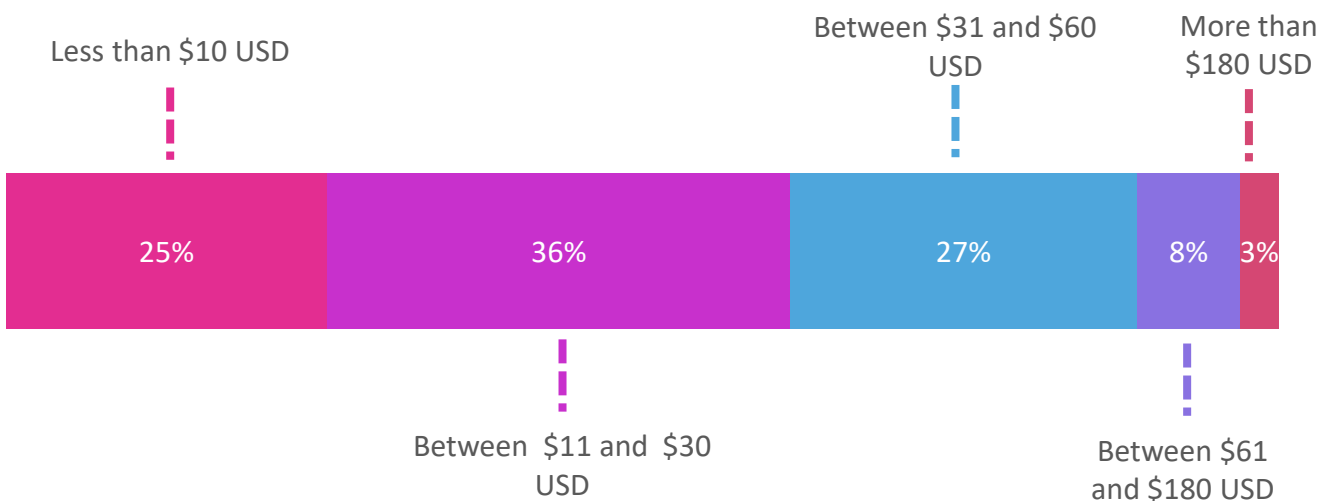
Kind of celebration that Mexicans made on February 14th :

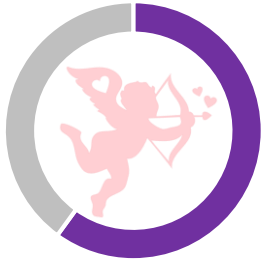




The **Business Fishers study** revealed that among Mexicans who celebrated February 14th, 44% celebrated in their homes, while 25% celebrated at a restaurant, 22% went to the cinema, 5% went to a hotel and only 4% made a trip.

Average expenses during February 14th:





The **Business Fishers study** indicated that among Mexicans who celebrated February 14th, 60% bought a gift, 30% gave something just because they had a partner and 10% did not give any present.

The main receiver of Valentine's gifts was ...



44%
The couple



27%
The friends



23%
The family

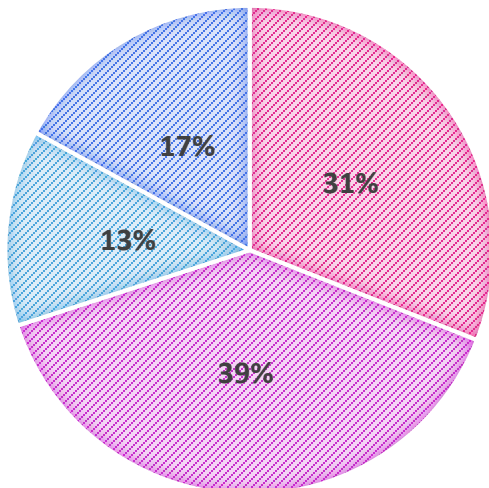


5%
The unofficial couple



1%
Other person

Time in advance for buying presents to give in February 14th



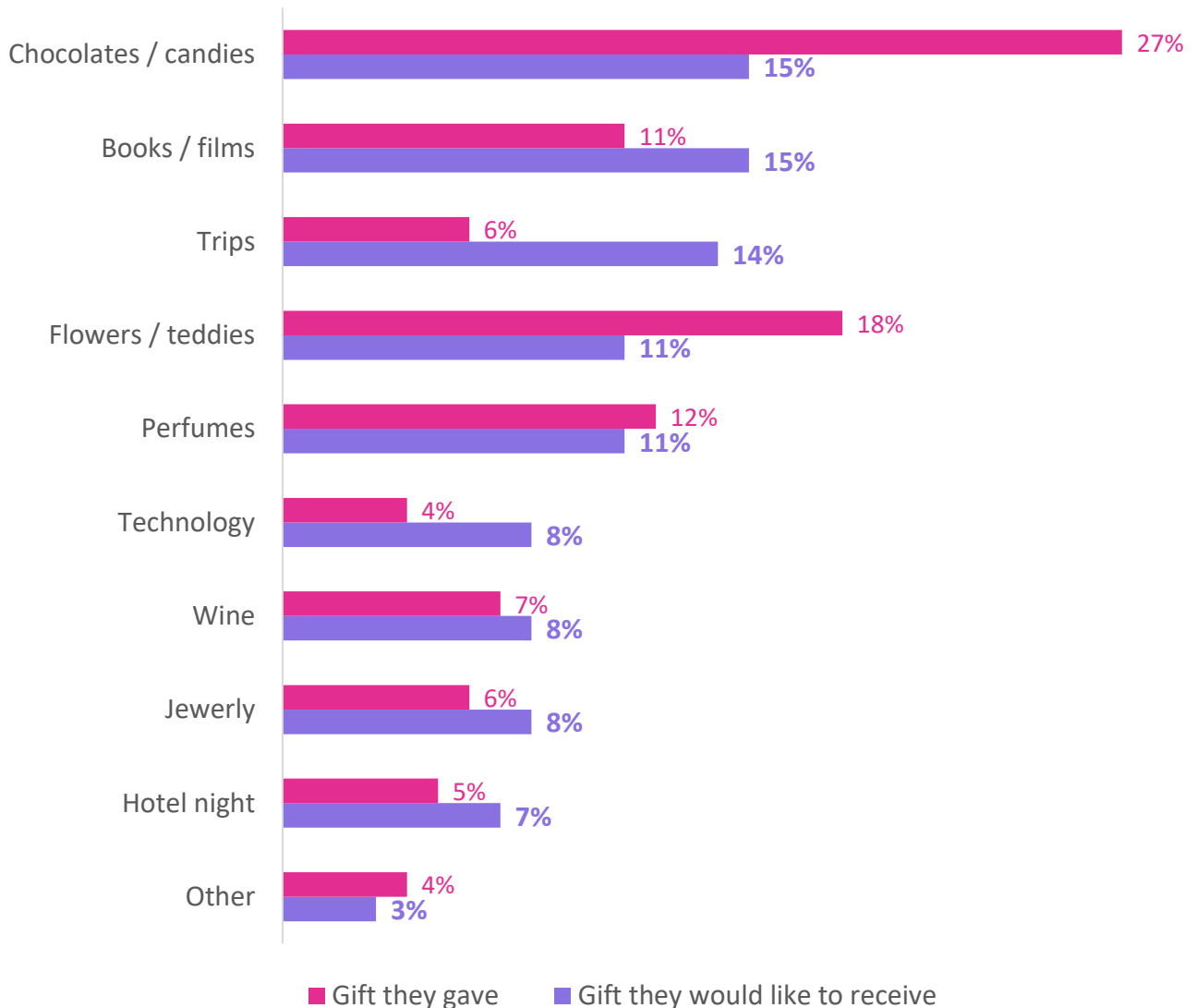
- One day in advance
- 2 to 3 days in advance
- 4 to 5 days in advance
- More than 5 days in advance





The **Business Fishers study** shows that 43% of Mexicans bought their Valentine's gifts at a mall, 23% at a self-service store, 20% at a florist, 7% at a jewelry store and 5% in another place.

The gift Mexicans would like to receive VS the one they gave to their loved ones ...



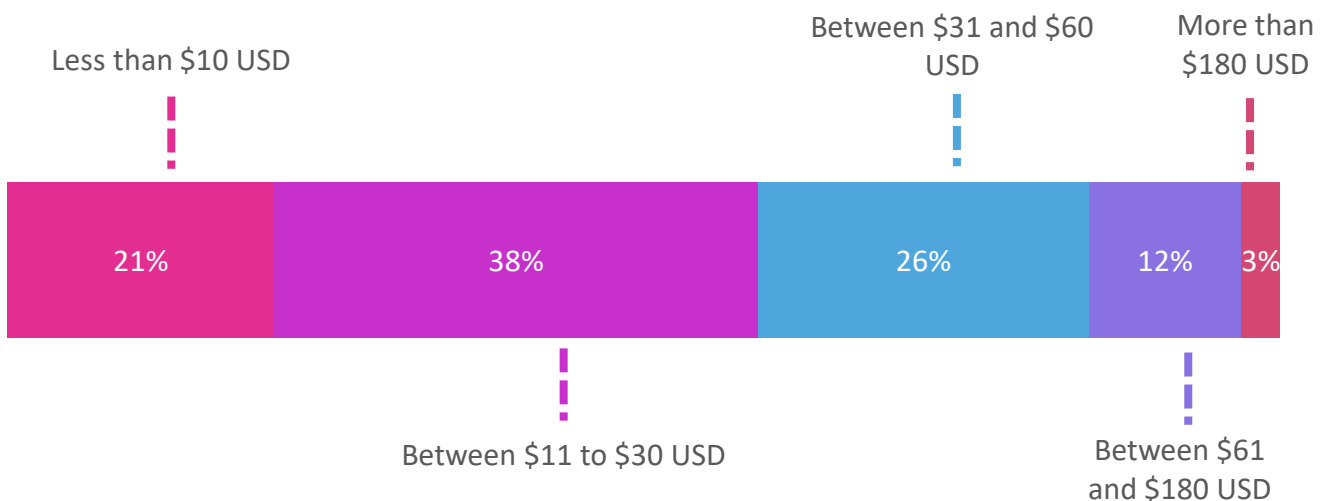


The **Business Fishers study** indicates that 76% of Mexicans bought their gifts from February 14th in a physical store, while 23% bought them both in a physical store and online and only 1% bought them online only.

The Mexican chooses the Valentine's gift that ...



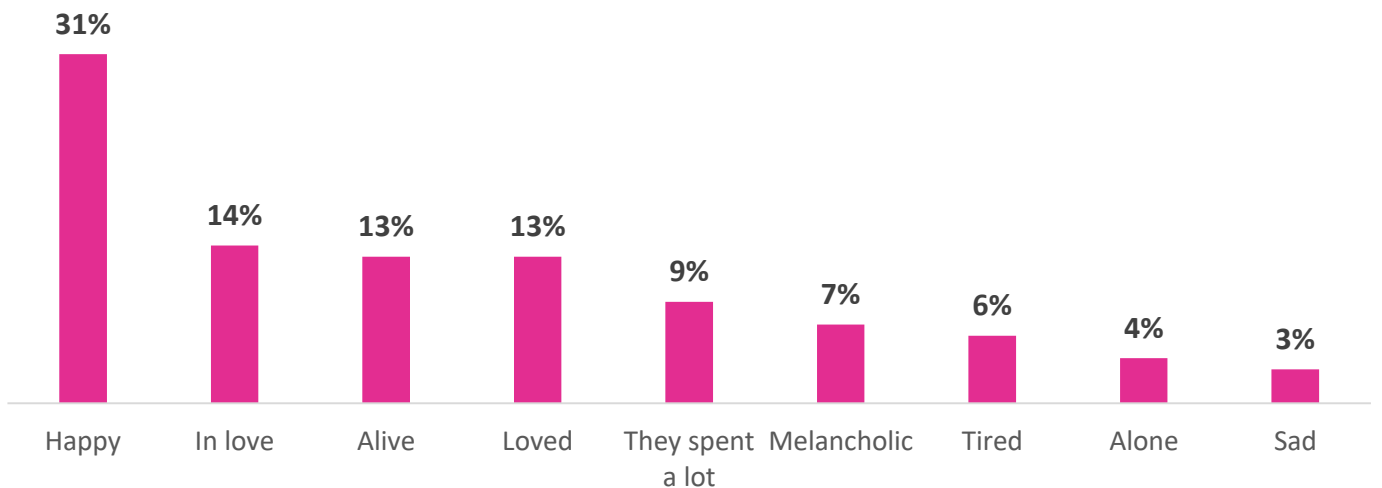
Average expense in Valentine's gifts



Mexicans confirmed they preferred ...

	Totally agree	Agree	Somehow agree	In disagree	Totally disagree
A gift done by the loved one	28%	31%	15%	16%	11%
An experience	19%	18%	21%	22%	20%
Something symbolic	22%	24%	31%	11%	13%
A traditional gift	16%	13%	13%	27%	31%


By the end of Valentine's Day Mexicans feel...



METHODOLOGY

– FEBRUARY 2019

QUANTITATIVE ONLINE		
800 interviews	95% CONFIDENCE LEVEL	+/- 3.5% ERROR

	+18 y.o. all SELs	National scope
Nielsen distribution		



Business Fishers

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