



9th February 2026

Love in bloom: Kerry men spend most on flowers for Valentine's Day while Westmeath, Donegal and Cavan men spend the least, AIB Spend Trend

- **Despite stormy conditions, over €143m spent by AIB customers on Valentines Day 2025**
- **Does love really conquer all? Romance and rugby go head-to-head this Valentine's Day**

As Ireland loves up for Valentine's Day 2026, new data from AIB reveals over €143 million was spent on Friday 14th February last year, an increase of 45% on the previous year, when Valentine's Day fell on a Wednesday. Romantics didn't let the aftermath of Storm Eowyn dampen their spirits with c. 3 million transactions on the day. Spending patterns this year will likely be influenced by the Six Nations rugby match between Ireland and Italy on Saturday 14th February 2026 in the Aviva Stadium, Dublin.

The peak day for spending in florists by men last year was Thursday 13th February, when over half a million euro was spent (€505,000), with an average spend of €62 on a bunch of flowers. The busiest time on 14th February 2025 was between 4 and 5pm, as people made a last-minute dash on their way home from work. Men from Kerry spent the most on flowers (€72) followed by Limerick (€68) and Sligo (€67). Seemingly less overcome by romance, men from Westmeath spent the least (€54) followed by Donegal (€55) and Cavan (€57). In-store purchases accounted for 62% of this spend, reflecting a preference for the personal touch.

Traditionally, women dominate supermarket spending in Ireland, representing 59% of transactions in February 2025. However, on the evening of Valentine's Day 2025, men flipped the script, accounting for just over half of supermarket spend from 5pm onwards. The average transaction by men that evening was €25. Meanwhile, fast food restaurants enjoyed their best day of the month on Valentine's Day, with an average transaction of €17.

The data was compiled from 67 million card transactions carried out by AIB customers in store and online during February 2025 and has been anonymised and aggregated. Data provided by AIB features one of the most comprehensive and accurate data sets on consumer spending in Ireland.

- Compared to Valentine's Day 2024, which fell on a Wednesday compared to a Friday in 2025, total spend increased by 45%, the number of transactions increased 28%, the average purchase increased from €43 to €48.

- **Cinemas:** Women spent more than men at the cinema on Valentine's Day 2025 (57%). This was also the case throughout the month of February when spending by women at the movies outstripped men by 62% versus 38%.
- **Jewellery:** The best day for jewellery spend in February 2025 was Valentine's Day with an average transaction size of €142. 63% of the spend in jewellers that day was by men and the **vast majority (83%) was in-store rather than online. People aged 25-44 accounted for over half of the spend on jewellery on Valentine's Day, with only 9% by people aged 65 and over.**
- **Chocolates: In confectionary stores,** it seems romantics buy their cards and chocolates in advance, with the peak day for spending in February **2025 on Thursday 13th. On that day, women accounted for 54% of the spend.**

AIB's Head of Consumer, Adrian Moynihan said "Valentine's Day spending patterns continue to evolve, reflecting not only our love of flowers, food, and supermarket bargains, but also the influence of societal – and sporting - events. With Ireland set to face Italy in the Six Nations on Valentine's Day this year, we anticipate a lively atmosphere and a shift in spending trends, especially in Dublin. Understanding these spending habits is crucial, as it enables us to help businesses tailor their offerings and ensures we continue to meet the evolving needs of our customers."

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AIB Valentine's Spend Trend



c. €143m spent by AIB customers on Valentine's Day 2025 with c. 3 million transactions



Love in bloom

Kerry men spend most on flowers for Valentine's Day (€72) while Westmeath men spend the least (€54)



Fast food restaurants enjoyed their best day of the month on Valentine's Day 2025, with an average transaction of €17



Women spent more than men (57%:43%) at the cinema on Valentine's Day 2025



Will love really conquer all?

Romance and rugby spend go head to head this Valentine's Day as Ireland take on Italy at the Aviva Stadium, Dublin

