

Valentine's Day FUN Facts



Most popular Valentine's Day flowers (in millions):

ROSES	80
Tulips	100
Chrysanthemums	23
Orchids	3.5

Source: royalfioraholland.com

300 million flowers pass through Royal FloraHolland the week before **Valentine's Day**. Almost double a normal week.

On February 14th they celebrate **Ystävänpäivä**, Friend's Day in **Finland**. They buy jewelry, candy and **flowers** to give to friends and relatives.

The **French** love giving flowers and plants on "La Saint-Valentin" **cut flowers** are the most popular (80%) followed by indoor plants (16%) and garden plants (4%)

In **Germany**, the preferred flower is the **ROSE = 57%**
Spring Bouquets = 31%
Arrangements = 6%.

On average, the German consumer spends between **€20** and **€30** at the florist.

In 2017 Love-struck **Brits** spent £620 million on Valentine's gifts. They splashed their cash on: Jewelry (£112 million) **Flowers (£102 million)** Clothing or footwear (£80 million)

mintel.com (2018)

50% of Belgians celebrate February 14th. On average they spend **31 euro** on gifts. Men are slightly more generous; they spend 8 euro more than women.

newsmonkey.be (2017)

We love **Valentine's Day**, and hope you have a great one!

