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Love does cost a thing: Aussies set to splurge this Valentine's Day

Australians are proving romance isn't dead, with ANZ customers expected to fork out millions of dollars this Valentine's Day.

New data reveals ANZ customers spent more than \$343 million on February 14 alone in 2025, a significant rise from \$308 million in 2024. *

Despite cost-of-living pressures, ANZ customer spending on the 'day of love', which fell on a Friday in 2025, was around 10 per cent higher than a typical Friday.

Roses remained a popular option in the gift giving department, with florists experiencing the largest Valentine's Day boost – a whopping 585 per cent increase in customer spending.

Jewellery and chocolate were also popular options with jewellery and confectionery stores recording a 36 per cent and 14 per cent increase respectively.

But receiving gifts isn't everyone's love language with some preferring to spend quality time with their significant other over a meal, as restaurants recorded an 18 per cent rise compared to a normal Friday.

ANZ Acting Managing Director Retail Products, Kate Britton, said: "Food is certainly the way to many people's heart with restaurants recording significant increases in spending over the past three Valentine's Days. We expect to see this again this year, especially with February 14 falling on a Saturday – an encouraging sign for local businesses throughout the country."

Christophe Verstreken, owner of Gold Coast chocolate factory, Belgian Delights, and ANZ Business & Private Bank customer, said: "We will produce at least 3 tonnes of chocolate in the lead up to Valentine's Day, which will then be shipped to our various wholesale clients including hotels, restaurants and specialty retailers. Our 'Hearts Box' is particularly popular with our florists to complement their flower orders.

"As soon as Valentine's Day is done, we'll be stocking retailers with Easter products."

Men spent 27 per cent more on Valentine's Day than on an average Friday, while women spent just 7 per cent more. **

18–28-year-olds were the 'most generous', spending 30 per cent more than on other Fridays, but customers from their late 20s through to mid-60s still spent 15 to 20 per cent more, proving love has no age limit.

In terms of traditional Valentine's gift giving, the most 'romantic' suburbs across Queensland include Buderim, Southport, Surfers Paradise, Robina and Upper Coomera – these locations saw the highest spend from ANZ customers across the categories: florists, florists' supplies, nursery stock and flowers, restaurants, candy, nut and confectionery stores and jewellery stores.

Elsewhere, Melbourne and Port Macquarie were the 'most romantic' spots in Victoria and New South Wales, respectively.

*Figure based on ANZ customer credit and debit card spend on February 14 across all merchant categories.

**Figures based on ANZ customer retail credit and debit card spend on February 14 across the following merchant categories: florists, florists' supplies, nursery stock and flowers, restaurants, candy, nut and confectionery stores and jewellery stores.

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