

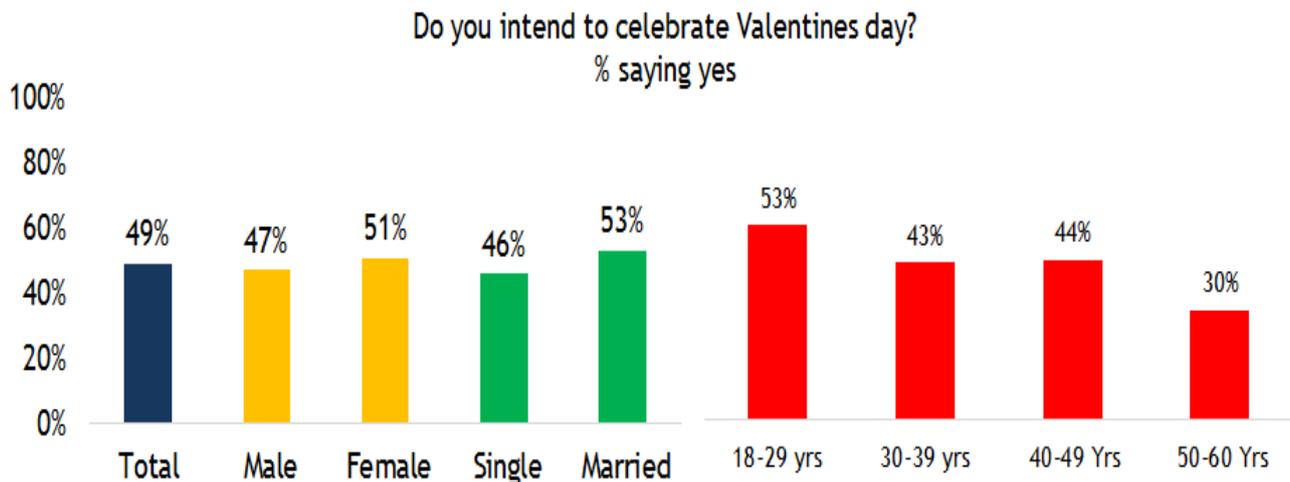


Nairobi’s Valentine’s Day Spending Patterns Unveiled

Valentine’s Day is the day that we show appreciation to our loved ones and it is the norm to give chocolate, flowers, cards and other gifts. With the lovers’ celebration day a few days away, a new survey has revealed interesting insights on Nairobians planned activities and expenditure. The survey conducted between 30th January to 3rd February 2016 in all the 17 sub-counties of Nairobi.

Women, Married & Generation Z more likely to celebrate Valentine’s Day

Not everyone has plans for this day as less than half (46%) of Nairobians have an intention of celebrate this year’s Valentine’s Day. The survey indicates that more women (51%) are likely to celebrate Valentines Day as compared to males (47%). Married couples are more likely to celebrate the Valentines Day as compared to the singles, this accounts for 53% and 46% of the respondents respectively. The survey also shows that age is another key differentiator for intentions to celebrate Valentine’s - the younger one is, the more likely they are to commemorate the day.



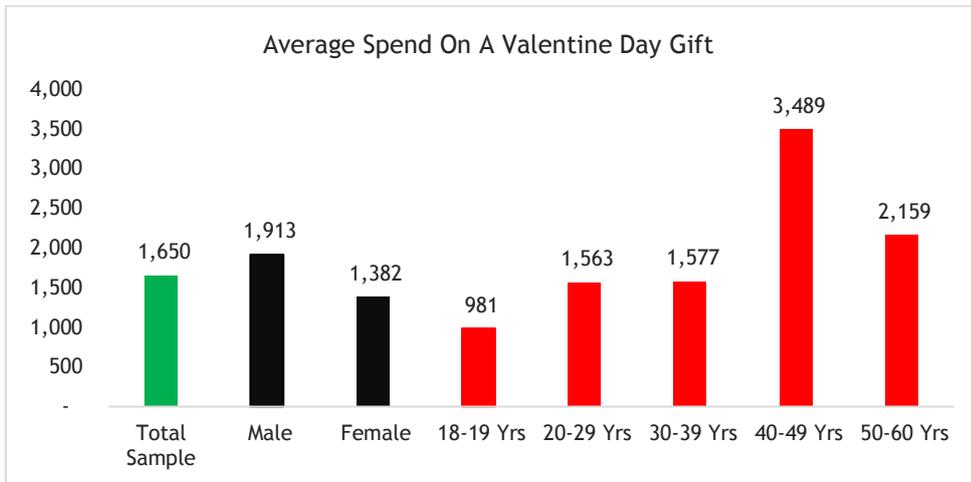
Base 544 (total sample)

Valentine’s Day expenditure to reach KES 1.6 billion¹

The survey has shown that Nairobians intend to spend an average KES 1,650 on this day on gifts. In light of this, planned expenditure is expected to reach KES 1.6 billion this year. The spending patterns vary by gender, with males having an intention to spend more than women. Moreover, the older age group (40+ years) has a higher propensity to spend on gifts compared to the younger ones (18 - 39 years).

“The higher expenditure envisioned by men not unusual as they are expected to spend gifts and pick the tab for the day’s outings. Women on the other hand will spend money only on gifts. The older generation are spending more on their loved ones and this could be an indication of them having higher incomes or having more affection for their loved ones” says Maggie Ireri, Director at TIFA Research Ltd.

¹ Adult’s population in Nairobi 2million. 49% intend to celebrate Valentines at average spend of Kshs 1,650



Average Expenditure on Gifts

- Card - KES 445
- Chocolate - KES 907
- Flowers - KES 894
- Clothes - KES 1,532
- Jewellery - KES 1,716

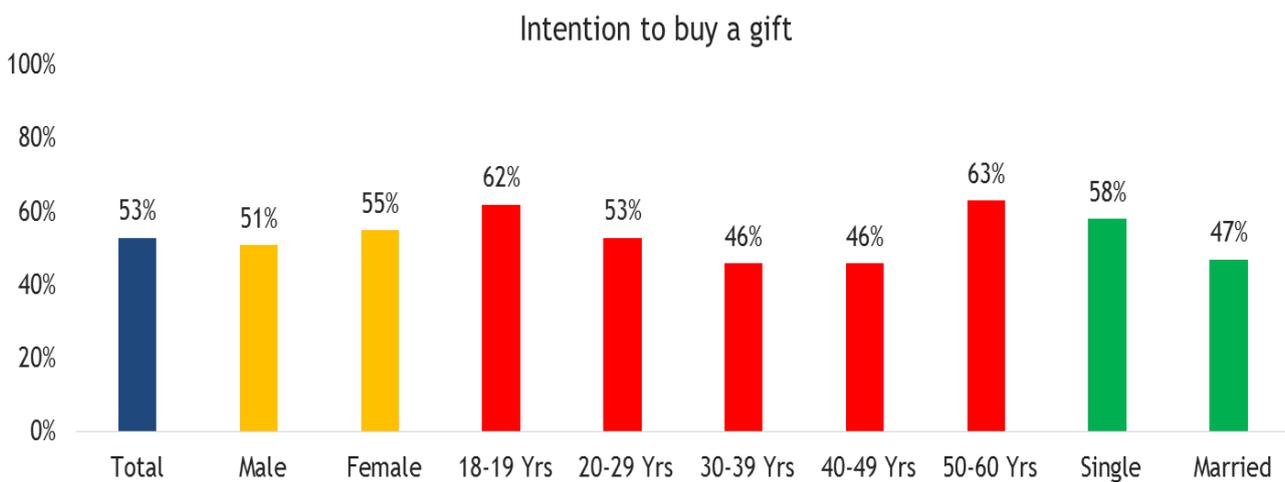
Base=334, those who will celebrate Valentine’s Day with a gift

Women, Singles & Generation Z more likely to give gifts

A deeper review of those intending to celebrate Valentine’s Day reveals that more than half (53%) intend to purchase a gift for their loved and this means that not all loved ones will get a gift. 51% of males and 55% women intend to purchase gifts.

“The study shows that the proportion of more women will purchase gifts for their loved ones is 4% higher than the similar intentions from men. Evidently, there will be a proportion of women who will be disappointed as their gifts will not be reciprocated” says Ms Ireri.

Interestingly, Generation Z and those over 50 years have a higher propensity to purchase gifts for their special ones. Those who are single are more likely to purchase gifts for their loved ones as compared to those who are married.



Base for total is 265 (those who intend celebrate Valentine’s Day)

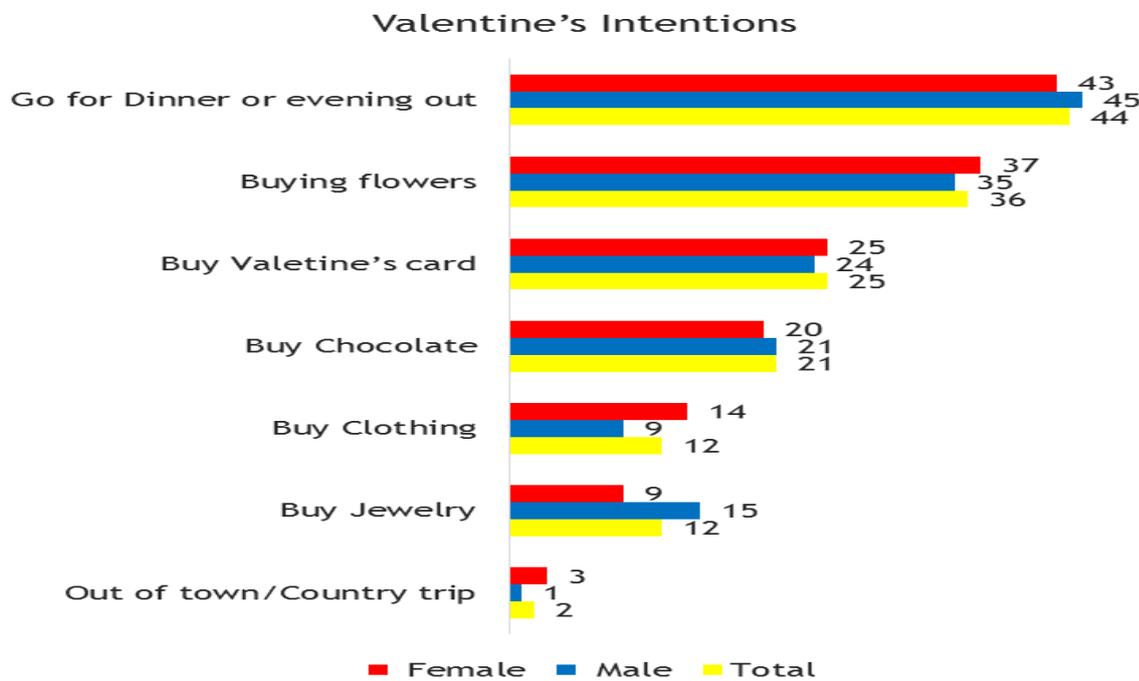


Romantic dinner tops the list of activities

An evening outing tops the list of activities that Nairobians will engage in with 44% total mentions. Purchase of flowers gets mentions from both men and women. The men will purchase flowers for their loved ones as a sign of love. Other gifts are chocolate, clothing, and jewellery. Although Valentine’s Day falls on a weekend, only 2% of Kenyan intend to have a make a trip to another county.

The survey findings also revealed that women will purchase flowers. When probed further, the women indicate that they flowers are for family and/or friends.

“The practice of women buying flowers goes contrary to common to belief that flowers are purchased by men for members of opposite sex. Women in Kenya are challenging this practice as they intend to give those close to them flowers. And they include family and friends,” says Ms Ireri.



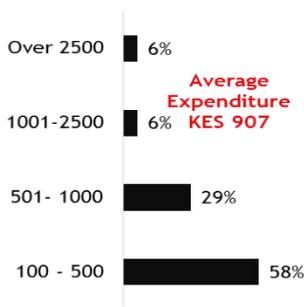
Base 265 (those who intend to purchase gifts)
 Males=132; Female =133

Expenditure on gift items

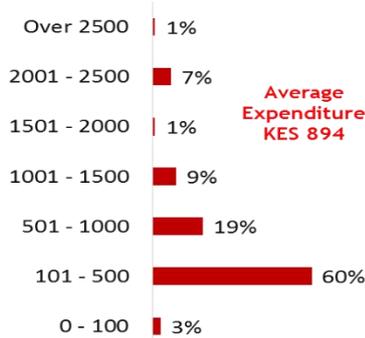
The average expenditure on chocolates is anticipated to be KES 907 with a majority (58%) intending to spend between KES 100-500. For those purchasing flowers and cards, the majority will spend below KES 500.



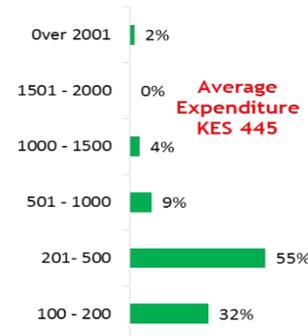
Expenditure on chocolate



Expenditure on flowers

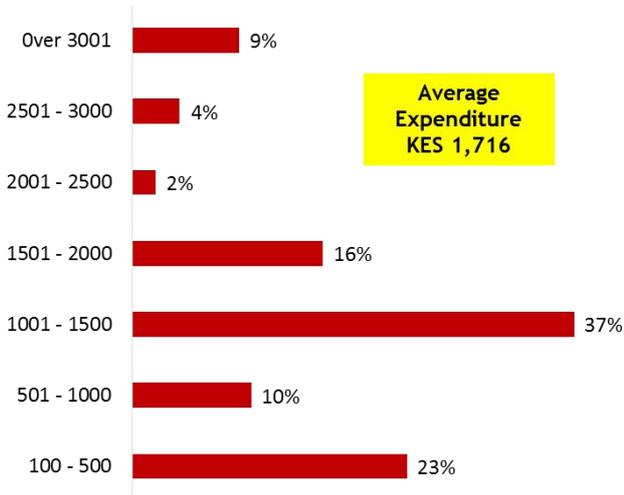


Expenditure on Valentine cards



The survey unveiled the average expenditure on jewellery to be KES 1,716. Men will purchase watches, bracelets, earrings and necklaces for women. The main gift for men under this category is a wrist watch.

Expenditure on Jewellery



Clothes as gift items and for adornment

The average expenditure on clothing is KES 1,532. Nariobians intend to purchase clothes as gift items and also for themselves in order to look presentable for their Valentine’s Day outing. Men indicate that they will buy for women gifts items such as shoes, belts and handbags. On the other hand, women intend to purchase shoes, shirts and trousers as a gift for thier men.



About TIFA Research

Trends and Insights for Africa (TIFA) is an African based full market research company offering market, social and sports research. We understand Africa and our team has traversed across the continent interviewing, observing and immersing themselves with consumers and stakeholders. TIFA’s philosophy is to work with our clients to enable them transform the research data to insights and then into action. Visit www.tifaresearch.com for more information about the company.

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