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**AMERICANS PLAN ON SPENDING
MORE THAN EVER ON VALENTINE'S DAY
AS TRUMP'S TARIFFS SPIKE PRICES OF
CHOCOLATE, FLOWERS, AND A NIGHT OUT**



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Americans Plan on Spending More Than Ever On Valentine's Day As Trump's Tariffs Spike Prices of Chocolate, Flowers, and a Night Out



On February 14th, millions of Americans will celebrate their love and affection for each other. A majority of Americans in relationships are planning on celebrating Valentine's Day this year, and most are expecting President Trump's tariffs and inflation to make celebrating more expensive than ever before. One in four say they may take on debt for Valentine's Day this year – and Americans have good reason to be weary of yet another high-priced holiday in Donald Trump's America.

Since most U.S. flowers are imported, Trump's tariffs have raised the price of a bouquet, especially roses. Likewise, chocolate prices have surged over the past year. Most Americans expect a night out to be the most expensive part of Valentine's Day, with dinner and a romantic movie for two in key states costing up to \$150 on average this year. Meanwhile, as Americans pinch pennies and swallow higher costs, Trump has continued to spew [blatant lies](#) denying rising costs. He and Republicans in Congress are spending billions [bailing out their allies](#), building [lavish monuments](#), and handing out [tax breaks to billionaires](#), as Americans continue to face higher prices with fewer resources, even during holidays.

Trump's Tariffs Are Making Valentine's Day 2026 More Expensive Than Ever

- **83% of Americans planning on celebrating Valentine's Day this year plan on purchasing a gift for a significant other – even though nearly a majority of Americans in relationships say inflation has made gifts harder to afford.**

**ONE IN FOUR AMERICANS
MAY GO INTO DEBT FOR VALENTINE'S DAY**



- One in four surveyed said they may **take on debt for Valentine's Day** this year.
- **Americans are expecting to spend more than ever this Valentine's Day** at \$200 per person, with the National Retail Federation expecting consumers to increase their spending by nearly 6% compared to last year.

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- 41% of Americans [celebrating](#) Valentine's Day this year **plan on purchasing flowers**, even as Trump's tariffs have raised the price of a bouquet, especially roses.

- **More than 85% of U.S. cut flowers are imported**, and [97%](#) of U.S. floral importers are small businesses.
- **Trump's tariffs have made importing flowers more expensive** across the U.S. floral industry. Trump's economic policies are [raising input costs for florists](#) and scrambled global supply chains, and his *de minimus* policy has complicated shipping conditions – and shipping alone can account for [up to 30%](#) of the final retail price of a bouquet. In addition, the prices of vases and ribbon have [increased](#) under Trump's tariffs. Rising costs are forcing local florists to [close storefronts](#) and prompting local papers to [publish discount buying guides](#).
- Roses, a [longtime Valentine's Day staple](#), are among the imported flowers hardest hit by Trump's tariffs, with some florists reporting **cost increases of up to a dollar or more per stem**. The [national average](#) for a dozen roses this Valentine's Day is \$90.50, with some states like Texas facing prices as high as \$110.

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- A majority (56%) of Americans celebrating Valentine's Day this year **plan to purchase candy**, even as **chocolate prices have surged 19% over the past year, pushing** producers to shrink portion sizes and raise prices for American consumers.

CHOCOLATE PRICE HIKES



- Trump's tariffs are adding upward pressure to the price of chocolate in the U.S. ahead of Valentine's Day. Prices for 39 popular Valentine's Day chocolate brands rose an average of nearly 12% year-over-year, according to LendingTree.
- Small chocolatiers, from Nebraska to North Carolina to Maine, are struggling to absorb Trump's tariffs as individual importers face hefty tariff bills.

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- Nearly 40% of Americans celebrating Valentine's Day are **planning an evening out**. This year, most Americans expect a night out to be **the most expensive part of Valentine's Day**.

→ The average cost* of a steak dinner for two and catching a romantic movie in key states this Valentine's Day **ranges from \$125 to nearly \$150**:

- ◆ **Pennsylvania (Philadelphia Suburbs-Bensalem): \$146.98**
(\$80.60 for dinner, \$66.38 for a movie)
- ◆ **Arizona (Phoenix): \$136.31** (\$80.96 for dinner, \$55.35 for a movie)
- ◆ **North Carolina (Raleigh-Durham): \$132.48** (\$66.66 for dinner, \$65.82 for a movie)
- ◆ **Georgia (Savannah): \$131.21** (\$66.76 for dinner, \$64.45 for a movie)
- ◆ **Wisconsin (Milwaukee Suburbs-West Milwaukee/Wauwatosa): \$130.90** (\$68.04 for dinner, \$62.86 for a movie)
- ◆ **Nevada (Las Vegas): \$130.30** (\$69.28 for dinner, \$61.02 for a movie)
- ◆ **Michigan (Detroit Suburbs-Livonia): \$124.38** (\$72.54 for dinner, \$51.84 for a movie)

**Steak dinner based on the price of two 12oz ribeye steak dinners, each with a side of mashed potatoes, a side of broccoli, and a fountain drink, with a 20% tip at a local Applebee's; movie based on the price of two tickets to Wuthering Heights with a large popcorn and two large fountain drinks at the local AMC.*