

ONCE AGAIN THIS YEAR,

we analyzed how romance impacts supermarkets.



And we did it through our beloved Ferrero Rocher.

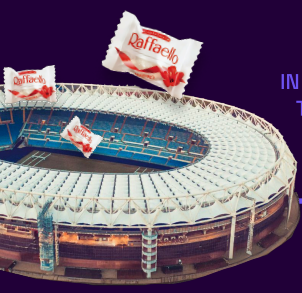
BUT WE NOTICED SOMETHING ELSE...

On February 14, 2023, love had a rival: **football!**



STADIUM OR COUCH WITH FRIENDS, INSTEAD OF THE CLASSIC ROMANTIC DINNER?

It really seems so! On Valentine's Day 2023, when the **Milan-Tottenham match played the role of the "third wheel"**, chocolate sales were significantly lower: **-74% compared to 2024.**



IN SHORT, WHEN IT'S TIME TO CHEER FOR THEIR TEAM AT THE STADIUM OR IN FRONT OF THE TV, SOME ROMANTICS SACRIFICE A BIT OF SWEETNESS.

WHILE IT'S TRUE THAT IN LOVE THERE ARE NO WINNERS, IN THE WORLD OF SWEETS, THERE JUST MIGHT BE!

Analyzing the competition variable, **Ferrero chocolates** outperform **Baci Perugina**, with a **19%** sales increase on **Valentine's Day.**



WE IDENTIFIED TWO TYPES OF ROMANTICS:

1. The planners: they probably prefer to personalize their gift by selecting individual chocolates: **+425%** in sales during the week leading up to Valentine's Day [compared to Ferrero's "ready-to-gift" boxes]
2. The last-minute buyers: although Ferrero gift boxes see an **-8%** drop in sales the week before, on Valentine's Day itself, they rise by **+103%**.



Forgetful, yes, but always in love.

We compared "unofficial" celebrations

Valentine's Day and International Women's Day **VS** traditional holidays like Halloween and Epiphany.



The results were surprising: Ferrero product sales on **February 14** and **March 8** were higher:

+71%
Sales compared to those recorded for Halloween and Epiphany.



AND WHAT IF, INSTEAD OF A FOOTBALL MATCH,

it was rain that influenced Valentine's Day? Could it make the day quieter? What impact would it have on your product sales? Maybe fewer people going out to buy chocolates...

With **Delphi**, our Machine Learning-powered platform, we can anticipate it.

