



Flipkart unveils latest #FlipTrends - What India shopped for Valentine's Day 2024

Bengaluru - February 15, 2024: Recognizing the significant demand for gifting for Valentine's Day, Flipkart, India's homegrown e-commerce marketplace, made **over 10 lakh** gifting options available this year via sellers, through easy EMI options and Supercoin offers, combined with one-of-its-kind deals and same day delivery on select products. Interesting **#FlipTrends** were observed in the run up to and during Valentine's Day 2024, reflecting how lakhs of shoppers from both Metros and T2+ regions chose Flipkart as their preferred shopping destination.

Flipkart also launched its Valentine's Day campaign, 'Your Wingman, This Valentine's' to strengthen its position as the one-stop destination for every shopping occasion. Leading 'a rescue mission for partners of bad gifters' combined with a 'gift seeding' activation, the campaign connected with lakhs of Gen Z consumers by addressing the universal challenge of selecting the ideal gift for one's significant other.

Valentine's Day Top #FlipTrends 2024

~ A mix of traditional romantics and modern-day shoppers were seen loading their carts on Valentine's Day. **Valentine gift sets, Headphones, rings, chocolates, combo gift sets, men's t-shirts, stuffed toys and cards** were the top products sold on Valentine's Day 2024.

~ Were men shopping for themselves in higher numbers or at the receiving end for gifts? Men's apparel & Footwear Categories witnessed a significantly higher number of searches than Women's Apparel & Footwear Categories.

~ While **Bangalore, Hyderabad, Kolkata & New Delhi** topped the charts for the highest number of metro shoppers, Valentine's Day shopping was a top priority for customers in T2+ cities like **Agartala, Bhagalpur, Gorakhpur, Medinipur & Muzzafarpur** to name a few

~ Another interesting observation is that women's products across beauty & lifestyle witnessed higher demand from metros & T1 cities, while men's products across sports footwear & motorsport-themed products saw higher demand in T3+ regions

Speaking about trends observed on the platform, **Ravi Vijayaraghavan, Senior Vice President - Analytics and Data Science, Flipkart** said "As we approached Valentine's Day this year, there are some interesting **#FlipTrends** that we have observed on our platform. On 'Rose Day' (7 February) alone, we observed a remarkable **eightfold increase** in fresh flower sales compared to the previous month, with customers across India opting for the 3 hour fresh flower delivery service. There has been a **notable 2X increase** in Valentine's Day-related searches across various categories, including Valentine gift sets, chocolates, makeup accessories and jewellery, reflecting the diverse preferences of our discerning shoppers. Some interesting trends observed on 'Flippi' (Chat GPT-powered shopping assistant on the Flipkart app) in the lead-up to Valentine's Day 2024 are, 'personalized Valentine's Day gifts priced between 500 to 1000 rupees' which emerged as a popular search along with 'gift for bestie that would remind her of



me every day' and 'romantic english book', to cite a few examples. We remain committed to catering to the evolving needs and preferences of our customers, through a seamless and enriching shopping experience."

Sharing his thoughts on the campaign, **Pratik Arun Shetty, Senior Director - Marketing, Flipkart**, said *"This Valentine's campaign is a testament to Flipkart's commitment to understand and serve the evolving needs of GenZ consumers. The campaign was designed to showcase how Flipkart is the ultimate 'Wingman', especially when it comes to last-minute shopping for your significant other. Flipkart comes to the aid of its customers by offering great deals on a wide range of gifting options for their loved ones, and as an added delighter, delivers in one day."*

About the Flipkart Group

The Flipkart Group is one of India's leading digital commerce entities and includes group companies Flipkart, Myntra, Flipkart Wholesale, Flipkart Health+, and Cleartrip.

Started in 2007, Flipkart has enabled millions of sellers, merchants, and small businesses to participate in India's digital commerce revolution. With a registered user base of more than 500 million, Flipkart's marketplace offers over 150 million products across 80+ categories. Today, there are over 14 lakh sellers on the platform, including Shopsy sellers. With a focus on empowering and delighting every Indian by delivering value through technology and innovation, Flipkart has created lakhs of jobs in the ecosystem while empowering generations of entrepreneurs and MSMEs. Flipkart is known for pioneering services such as Cash on Delivery, No Cost EMI and easy returns, which are customer-centric innovations that have made online shopping more accessible and affordable for millions of Indians.

For more information, please write to media@flipkart.com