

작성일 : 2025.1.22

네이버프리미엄유료콘텐츠에 무상제공위해, 일부 편집 및 삭제한 파일 입니다.

Y2025 발렌타인데이 판매전략

(*) Valentine's Day : Feb 14, 2025 (- - > White Day : March 14th)

- 1부 : Research
- 2부 : 판매전략
- 3부 : Selling Items

1. What is Valentine's Day?


(*) 무슨 날 인지 파악부터 해야 하는 이유는...."문화를 알아야 판매아이템 이 보인다"

- February has also been known as the month of love and romance for centuries and on the 14th lovers exchange special gifts among themselves like roses, chocolates, or even jewelry.
- Many people also take the opportunity of this day to declare their affection for their crushes, often disguised as secret admirers. (많은 사람들은 또한 이 날의 기회를 이용하여 종종 비밀스런 추종자로 위장하여 자신이 좋아하는 사람에 대한 애정을 선언합니다.)
- Despite historical uncertainties, Valentine's Day has evolved into a widely celebrated occasion for expressing love and affection over the centuries. People all over the world are exchanging greeting cards, flowers, and gifts today to commemorate this day dedicated to matters of the heart.

2. 발렌타인데이는 판매자에게 중요한 날 인가?

- Roughly 59% of consumers celebrate Valentine's Day across the globe
- Galentine's Day (**Feb 13) originated from NBC's Parks and Recreation
- 49% of consumers keep costs at the forefront when purchasing Valentine's Day gifts

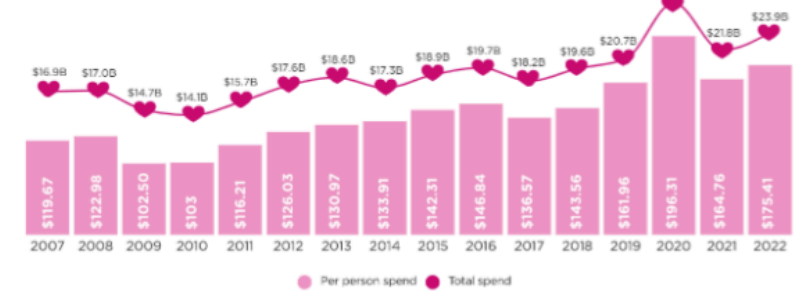
3. Valentine's Day 시즌판매, **US마켓사이즈**

The market size for Valentine's Day in the United States is expected to be **around \$26 billion in 2023 and \$25.8 billion in 2024.** This spending includes gifts, dining out, and takeout. 

Valentine's Day spending plans

Valentine's Day total spend (2007 - 2022)

Per person expected Valentine's Day spending (2007 - 2022)



15 Slides

Source: NRF's Annual 2022 Valentine's Day Spending Survey, conducted by Prosper Insights & Analytics

NRF National Retail Federation

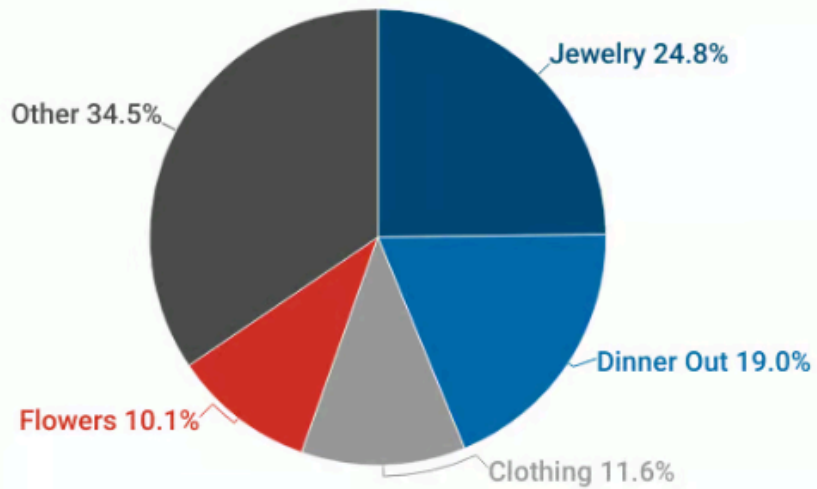
4. Valentine's Day Statistics

- “데이터분석에 의한 판매” 를 해야, 전략을 세우고...큰 매출을 만들수 있음.

Annual Valentine's Day Spending

Year	Average Budget	Total Spending (in billions)
2024	\$185.81	\$25.8
2023	\$192.80	\$25.9
2022	\$175.41	\$23.9
2021	\$164.76	\$21.8
2020	\$196.31	\$27.4
2019	\$161.96	\$20.7
2018	\$143.56	\$19.6
2017	\$136.57	\$18.2
2016	\$146.84	\$19.7
2015	\$142.31	\$18.9

Average Valentine's Shopping Budget



(Source : National Retail Federation)

What sells most on Valentine's Day?

- Acrylic plaques
- Cards
- Couple apparel
- Mugs and Tumblers
- Pet items
- Candies
- Custom gift boxes
- Couple canvases or posters
- Tech accessories
- Personalized Teddy Bears

5. 2025년 발렌타인데이 트렌드

- Personalized Gifts
 - People want gifts that scream, "I thought about you."
 - Customizable products—like engraved jewelry, monogrammed apparel, or photo books—are winning hearts.

- This year, add extra flair with interactive options like custom packaging or digital add-ons (e.g., QR codes linked to a love note or playlist).
- **Sustainability** (지속가능성)
 - Shoppers care about the planet.
 - Market sustainable products like reusable gift wrap, eco-friendly candles, or plant-based treats.
- **Experiential Gifting** (체험형 선물)
 - It's not just about the stuff—it's about the memories.
 - DIY kits, virtual workshops, or products that lead to shared experiences (like wine-tasting kits) are hot.
- **Beyond Romance**
 - Valentine's isn't just for couples anymore.
 - Offer gifts for
 - Galentine's Day (BFF bundles or matching accessories)
 - Pet Lovers (matching owner-pet outfits or themed toys)
 - Singles (self-care packages or empowering apparel)

6. 각 Seller 별, 판매전략 수립을 위한 상세 리서치 계속...

- **2025년 트렌드 상세자료** [Valentine's Day Trends to watch for 2025](#)
- Target audiences ?
- General categories items or 특정 카테고리?
- Timeline 별, action items
- Others

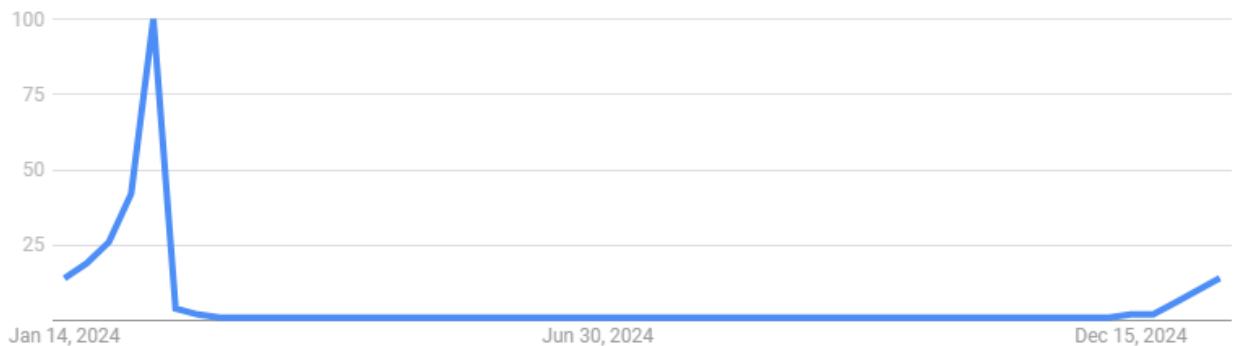
.....[1부 : Research 끝]

7. 매출 및 손익목표 Simulation (개인셀러, US Dollar)

항목	만불	3만불	5만불	10만불
Gross Profit Rate	30%	30%	30%	40%
Gross Profit	3,000	9,000	15,000	40,000
Expenses	20%	20%	25%	25%
광고비	0%	5%	10%	15%
Net Profit	5,000	13,500	17,500	20,000
Return rate	2% (-200)	2% (-600)	2% (-1,000)	2% (-2,000)

- 마케팅 및 판매전략은, 매출/손익 목표에 따라서...각 Seller 에 따라서 다르기에, **구체적인 판매 전략은 각 Seller 가 수립** 하여야 함.
- 기본적으로 포함하여, 수립해야 할 항목 들
 - Gross Profit Rate 에 따른, 상품소싱 계획
 - Promotion 및 광고선전비 계획
 - Return & Refund rate 는, 2% 정도로 막을 수 있을 것.

8. Step-by-Step Preparation Timeline



- Timeline #1 : January
 - 각종 리서치 (trend 및 판매 환경 등...) --> **목표 매출 및 손익플랜 결정**
 - 작년도 데이터 분석 (What sold well last Valentine's Day? What didn't? Use this info to shape your product lineup and strategy.)

- 판매시스템 점검 including Update Product Pages (예 :
이베이판매면, 대문사진 및 배너...쇼피파이면, 현재 스토어의
images 변경 및 SEO 작업)
- Timeline #2 : 1월 중순 - Feb 3, 2024 < - - - **Early Birds**
 - **Index 25**
 - 많은 리스팅 --> Pageview 및 ctr 분석 하여, 판매가능성 높은 아이템으로
포진하여 감.
 - 판매가격 test 를 통한, Price positioning 정하기
 - 판매가 전략 : 적정마진 ~ 고가
 - Start teasing Valentine's products on social media.
 - Email subscribers with early-bird offers
- Timeline #3 : Feb 4 - 10, 2024
 - **Index 50**
 - Offer bundles (e.g., matching couple's sets or best friend
packages).
 - Create exclusive Valentine's items with limited availability
 - Promote free shipping thresholds (e.g., "Free delivery for orders
over \$50!")
- Timeline #4 : Feb 11 - 17, 2024 < - - - **PEAK !**
 - **Index 100**
 - Focus on Non-Traditional Gifting: Galentine's, pet love, and single
shoppers need love too. Market gifts that aren't couple-centric.
 - Run Flash Sales: Offer 24-hour discounts or limited-time promos to
push hesitant buyers into action.
 - Promote Last-Minute Digital Gifts: Gift cards, downloadable art, or
digital love letters are perfect for procrastinators.
 - Push Express Shipping: Use banners and email campaigns to
emphasize last-minute shipping options.
 - Upsell + Cross-Sell: Encourage customers to add smaller items
(like greeting cards or gift wrap) to their orders.

9. 이런 실수를 하면 안됩니다.

- 너무 늦게 시작 - 1월 중순 에 시작이 가장 좋음. (판매를 위한 캠페인을
시작하기 위해서 2월까지 기다리면 실기 함)

- Non-Traditional Shoppers 를 무시하지 말 것 - 발렌타인데이는 더 이상 “커플” 을 위한 날 이 아님.
- 마케팅을 할 때...”Perfect for Valentine’s Day” 이런 문구는 흥미를 못 끌것 입니다. 이렇게...”Why your product is the perfect gift” 인지를 강조해야 함.
- 판매상품의 quality 만이 아닌, 판매 “전 process” 의 quality 를 높임. (packaging, shipping, delivery on time, no damaged gift... 등)

.....[2부 : 판매전략 끝]

10. 판매할 상품의 Insights