September 2026

NIQ *Perspective*

Hearts, hugs, & halftime

"A lot of companies are going to focus on how to combine Valentine's Day and the Super Bowl in 2027, and there is certainly opportunity there. The mistake is assuming every shopper wants the two occasions to collide. Some consumers will embrace the overlap, while others will actively look for ways to keep each occasion special, creating opportunity at both ends of the spectrum."

Chris Costagli
Vice President,
F&B Thought Leadership

For brands…

Manufacturers need to develop products, packaging, and promotions that support both combined celebrations and separate occasions. Companies that understand which shoppers want Valentine's Day and the Super Bowl to intersect, and which want each occasion to have its own moment, may be best positioned to capture spending regardless of how households choose to celebrate.

For retailers…

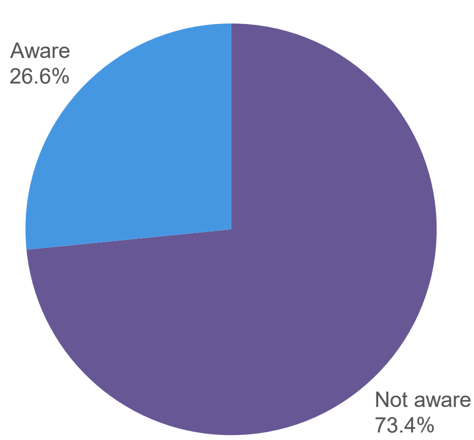
Retailers need to build merchandising, promotions, and displays that support shoppers looking to combine Valentine's Day and the Super Bowl as well as those looking to keep each occasion distinct. Creating clear pathways for both celebration styles may help retailers capture more trips, larger baskets, and a greater share of occasion spending.

Implications for the Food & Beverage Industry

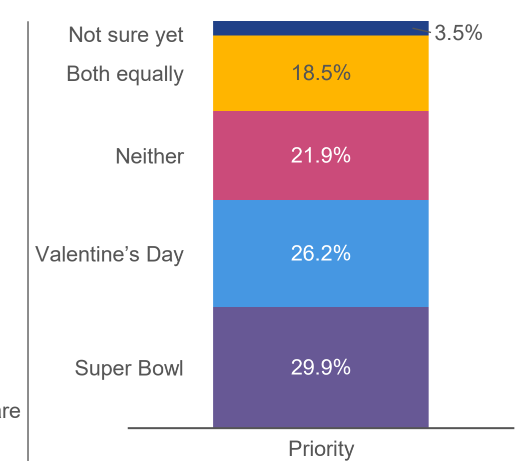
A collision most shoppers don't see

Most remain unaware that Valentine's Day and the Super Bowl share the same day in 2027. That creates a rare opportunity because consumer behavior has not yet been fully shaped. While the Super Bowl holds the upper hand overall, younger households and families with children show a more balanced view. The real story is that different consumer groups are approaching the same calendar events through entirely different lenses.

AWARENESS THAT VALENTINE'S DAY & SUPER BOWL ON SAME DAY IN '27[1]



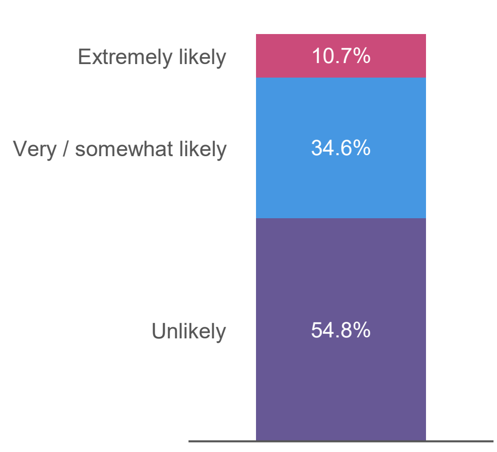
WHICH WILL TAKE PRIORITY NEXT YEAR[1]



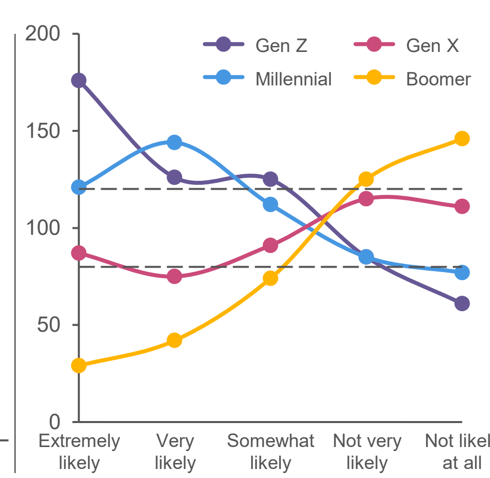
The danger of betting one way

Most shoppers currently plan to celebrate Valentine's Day and the Super Bowl separately, yet younger consumers show greater openness to combining both occasions. That creates a fragmented market without a single winning strategy. The challenge is not choosing between separate or combined celebrations. The challenge is building solutions that can serve both.

LIKELIHOOD OF COMBINED SUPER BOWL + VALENTINE'S DAY ACTIVITY[1]



LIKELIHOOD OF COMBINED ACTIVITY, BY GENERATION[1]



Industry Analysis Sources: [1]NIQ, BASES Super V-Day '27 Quick Question Survey, September 2026, n=2,017; [2]NIQ, Retail Measurement Services Inc. Non-UPC, Total US Full View + Conv + Pet + Costco + REM, 52-Weeks Ending 8/29/2026 Vs. 1 & 2 Years Ago

Author: Chris Costagli, Vice President, Thought Leadership, F&B Insights Lead

The takeaway…

- *The impact of Valentine's Day and the Super Bowl sharing a date may show up in purchase timing before it shows up in spending levels.*
- *Some consumers want Valentine's Day and the Super Bowl to meet. Others want each occasion to have its own moment. Both behaviors represent growth opportunities.*
- *Unlike most major occasions, the rules for February 14, 2027 have not been written yet.*

Your next move…

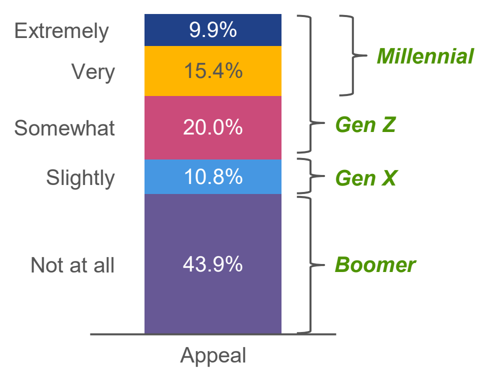
- *Begin activations earlier than usual, particularly around gifting, party planning, and pantry-loading categories. Shoppers looking to manage affordability may spread purchases across multiple trips, creating opportunities to capture spending weeks before.*
- *Build parallel occasion strategies rather than a single occasion strategy. Give shoppers pathways to celebrate Valentine's Day and the Super Bowl together, while preserving distinct products, merchandising, and experiences for consumers who want each occasion to stand on its own.*
- *Start shaping shopper expectations now through early merchandising, occasion-specific innovation, and marketing that demonstrates multiple ways to celebrate.*

Looking for more?

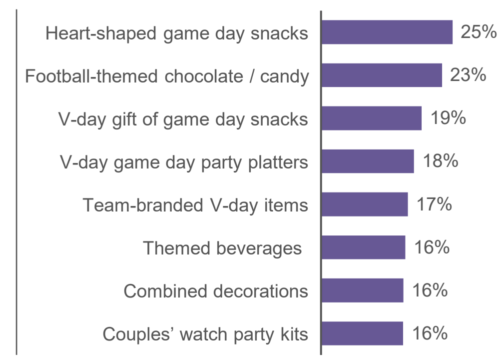
When shared interests become gifts

Most shoppers are not asking for football-themed Valentine's products. That will tempt many companies to dismiss the opportunity entirely. Yet Millennials and Gen Z are showing interest. The real risk may not be overestimating demand but rather ignoring where younger consumers are experimenting with new forms of celebration and expression.

APPEAL OF THEMATICALLY COMBINED PRODUCTS AND / OR GIFTS[1]



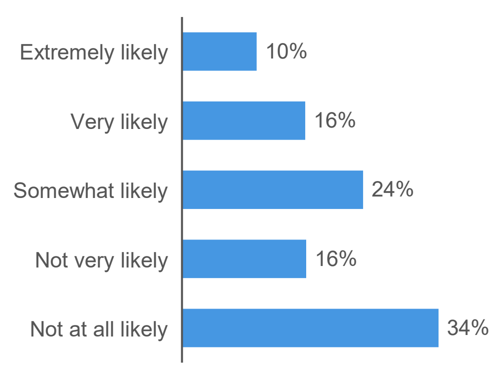
COMBINED PRODUCTS MOST INTERESTED IN PURCHASING[1]



Who's the gift really for?

A football-themed Valentine's gift raises a question about modern gifting. Is a gift tied to someone's hobby a sign that you know them well, or a shortcut around giving a more meaningful present? Consumer hesitation suggests many shoppers are working through that distinction. The success of interest-based gifting may depend on how authentic it feels.

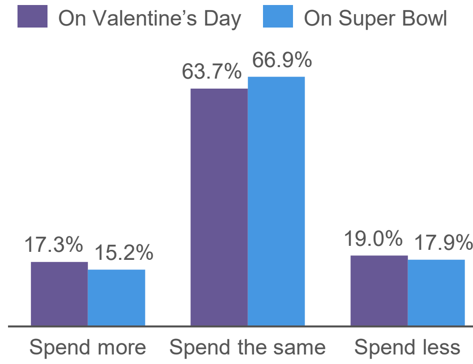
PURCHASE INTENT OF V-DAY GIFT DESIGNED FOR FOOTBALL FANS[1]



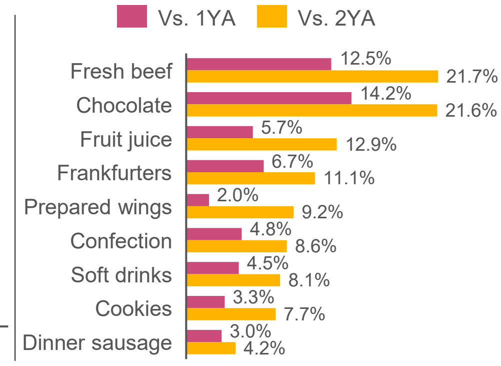
Intentions hold, reality awaits

Despite sharing the same date, Valentine's Day and Super Bowl spending plans remain largely unchanged. Sharing the same day does not appear to trigger widespread spending tradeoff intentions. Whether those intentions hold once shoppers face real-world budget and time constraints remains to be seen.

SPENDING INTENTIONS FOR 2027 OCCASION[1]
(AMONG THOSE WHO PLAN TO PARTICIPATE)



BASE EQ PRICE % CHANGE, STAPLE OCCASION F&B CATEGORIES[2]



Valentine's Day and Super Bowl spending plans suggest most consumers intend to protect both occasions rather than sacrifice one for the other. The biggest opportunities in 2027 may come from helping shoppers celebrate the occasions together or helping them keep each distinct and meaningful. Younger consumers are more open to blended experiences, while many households still prefer dedicated moments for each celebration. Demand is likely to emerge at both ends of the spectrum. The winners may be those that give consumers the flexibility to celebrate in either direction.

NielsenIQ