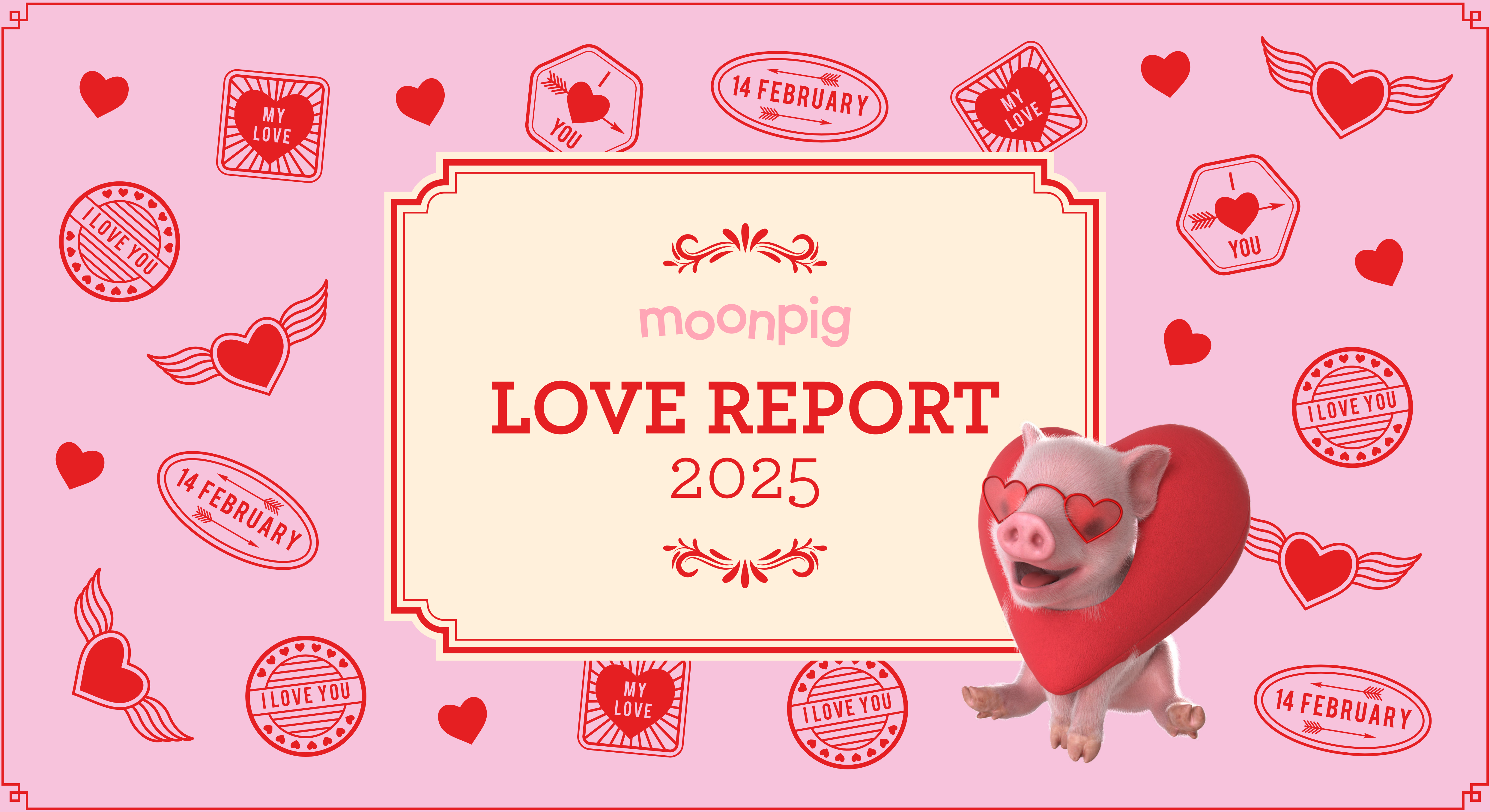
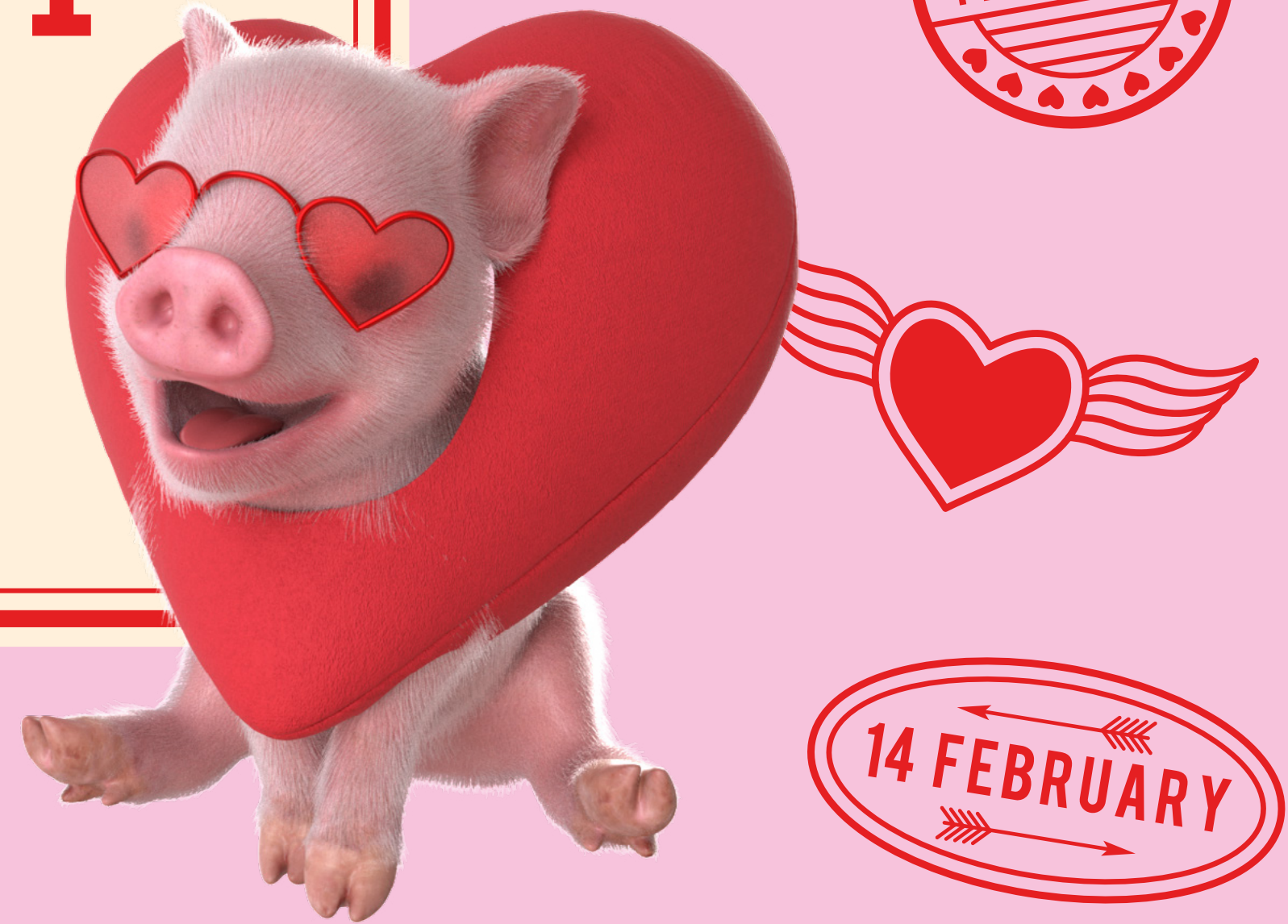
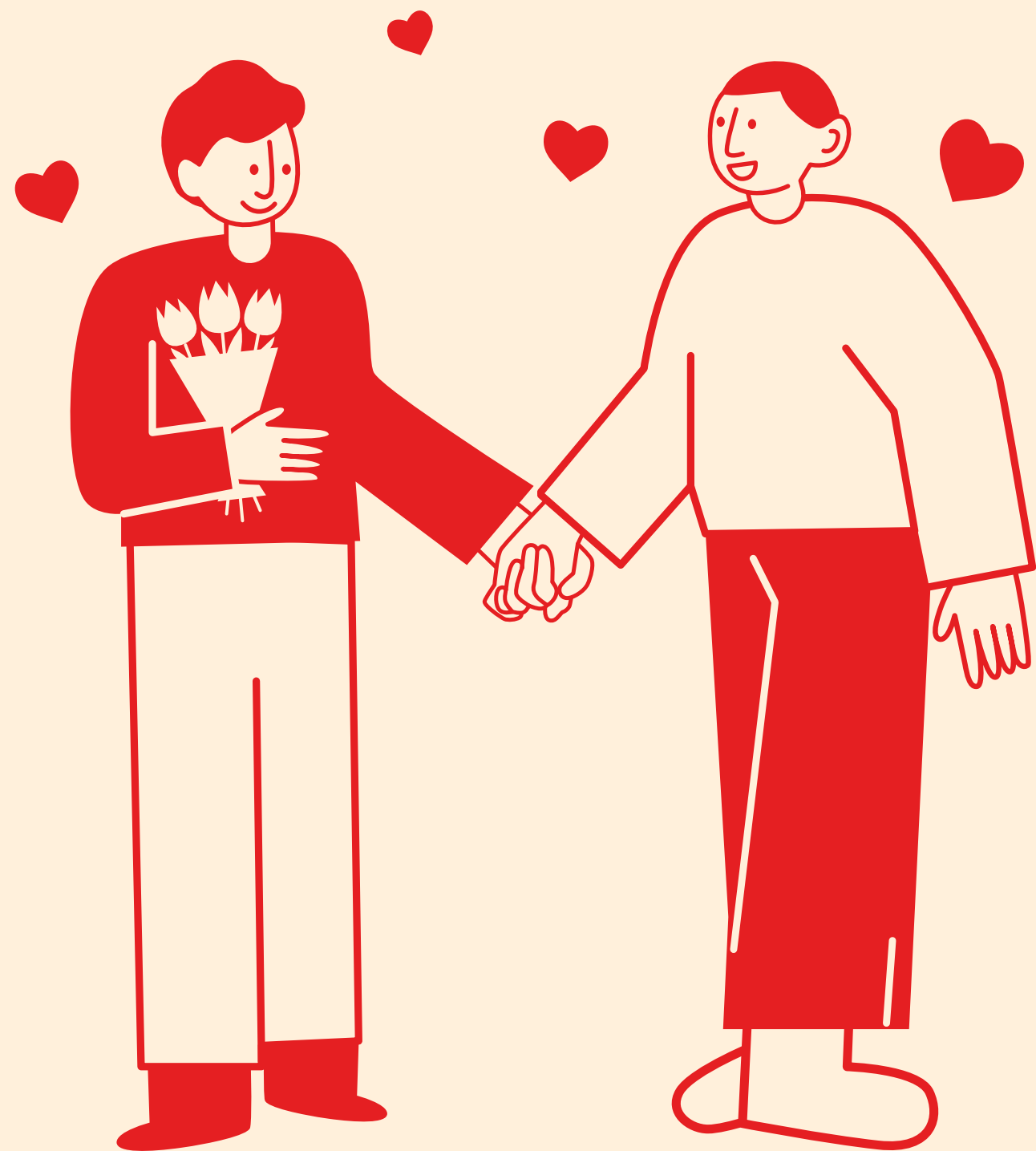


moonpig

# LOVE REPORT 2025





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# Getting to the **heart** of the matter...

**W**e've all dreamed about those iconic, movie-style romantic gestures – a love song serenade outside your window, or a sprint through the airport that ends with “I can't live without you!” But sometimes love isn't always about grand gestures. Sometimes it's as simple as a handwritten love note, sharing the last slice of pizza, or waiting to watch the last ep of your favourite series with your partner.

And while some of us might hope for scattered rose petals, love letters, and expensive jewellery from time to time, in reality, romance comes in many different forms.

At Moonpig, we want to know what really makes the UK swoon. We quizzed 2,000 UK adults with previous or current relationship experience on all things romance – from how they express affection to the little things that matter most in their relationships.

So, whether your idea of love is a freshly washed and folded load of laundry, or you simply want to hear those three magic words from time to time, read on to see how the UK keeps the spark alive.





# Love locations

**R**omance may come easy at the start of a relationship (hello, love-struck honeymoon phase!), but what happens when life gets busy? Turns out, many Brits still have a flair for love.



**54%**

of Brits think they're very or fairly romantic

Our research revealed that over half (54%) of Brits think they're very or fairly romantic – with Gen Z leading the love parade, as 78% confidently own their lovebird status. Among the 10% of UK respondents claiming to be *very* romantic, men are feeling themselves a bit more, with 13% selecting this response compared to just 8% of women.

**But how does this romance really play out across the UK? Are we all talk and no action?**

Well, over seven in ten Brits (71%) told us they show signs of affection towards their partner a few times a week or more, with just over a third (34%) stepping it up daily. Northern Ireland is winning in this department – with 41% expressing their love every single day compared to just 29% in Scotland, Wales and the East Midlands.

**71%**

show signs of affection a few times a week

When it comes to PDA (public displays of affection!) Northern Irish folks are also leading the way, showing their love five times a week, compared to three times in regions like Wales, the West Midlands, and Yorkshire.



People in **Northern Ireland** engage in PDA's

**5X a week**

And while every romantic movie ends with the big “I love you” moment, these three words appear to be a regular occurrence for many couples across the UK. On average, Brits say it eight times a week.

# Speaking the same (love) language



**R**omance isn't one-size-fits-all. For some, an act as simple as their partner taking out the bins is enough to make them swoon, while others expect nothing less than a five-star luxury getaway.

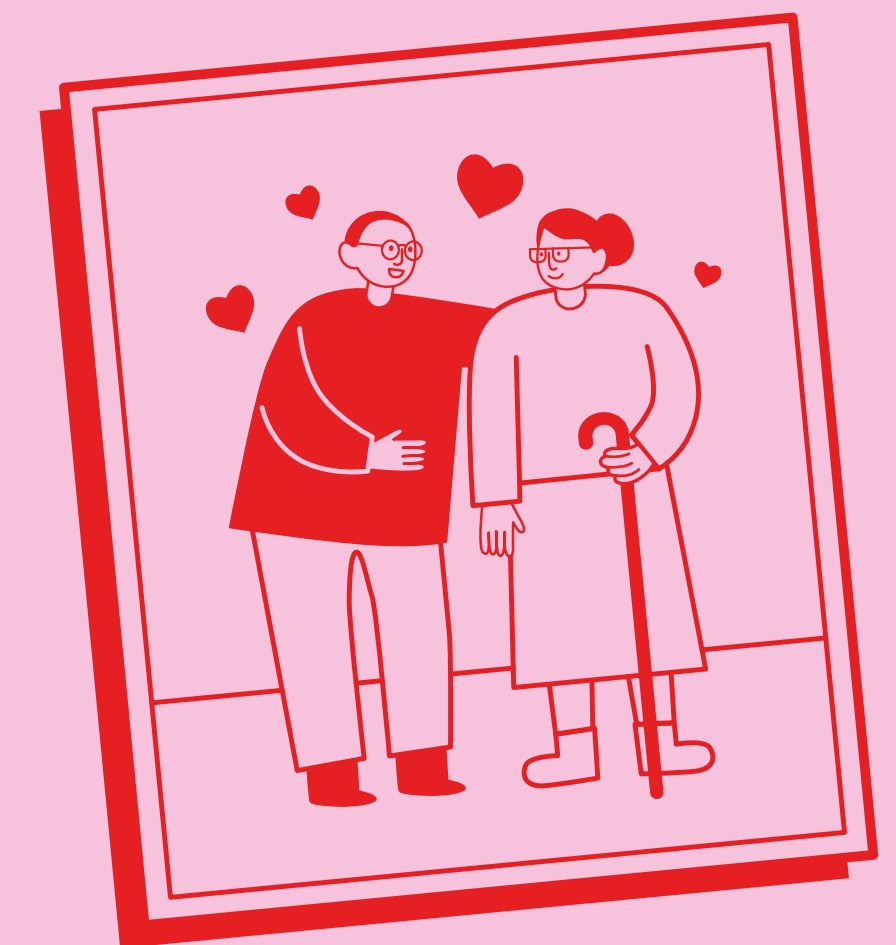
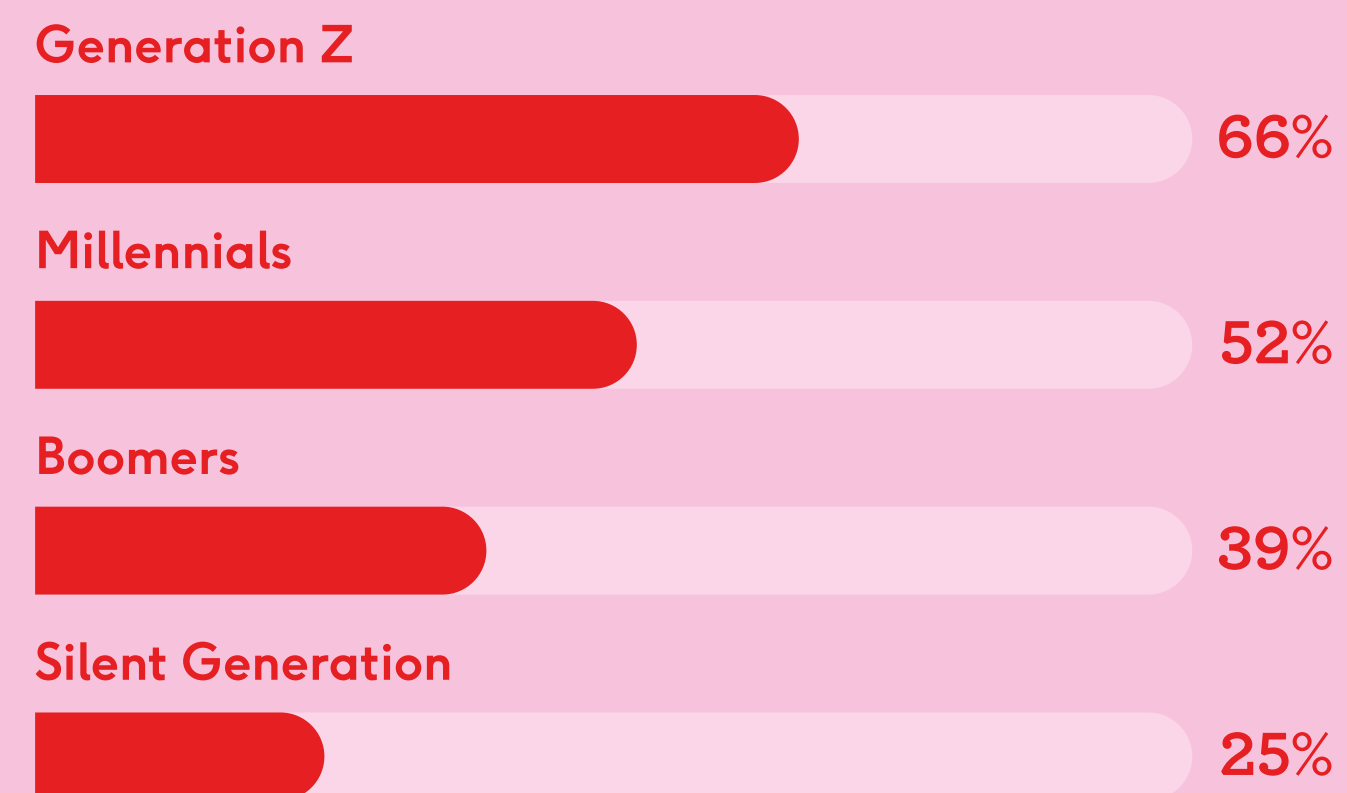
What matters most is *knowing* what makes your other half melt, and speaking their love language loud and clear!

**So, are Brits fluent, or do they need a little help turning foreign into flirting?**

According to our research, 43% of respondents claim to know the person they're dating or their partner's love language, with a pretty even split seen between genders (45% of males compared with 42% of females).

Yet it's the younger generations who are most confident in their romantic intelligence, with 66% of Gen Z and 52% of millennials claiming to know, compared with 39% of boomers and 25% of the silent generation.

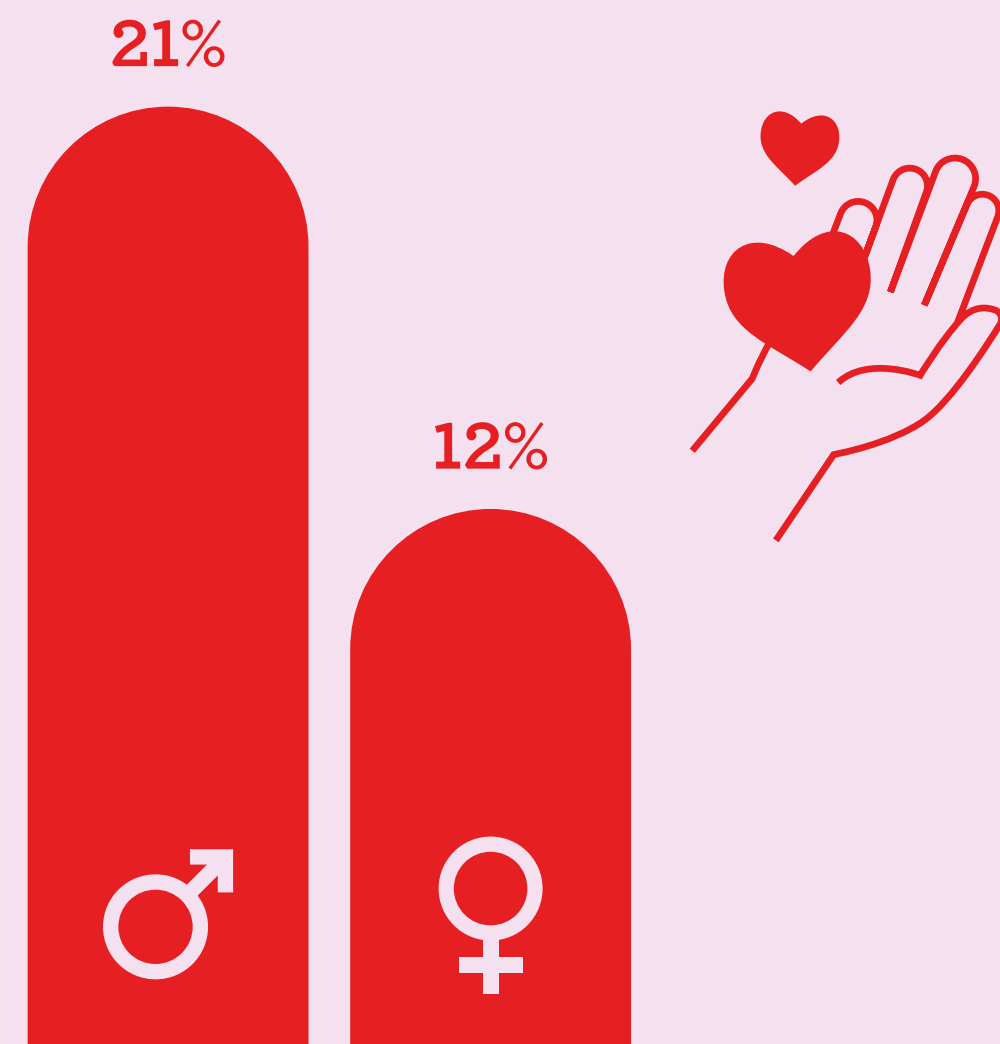
*Do you know your partner's love language?*



## So, what's the most spoken love language among Brits?

Quality time takes the top spot for 36% of Brits (good job we've got loads of experience gifts at Moonpig, spa day anyone?). This is followed by acts of service (19%), physical touch (16%), words of affirmation (perhaps a handwritten card would do the trick?) (9%) and giving or receiving gifts (4%).

## Do you prefer physical touch?



# 36%

prefer to express and accept love by **spending quality time with their partner**

Yet while a higher proportion of men prefer physical touch than women (21% compared with just 12%), it's women who prefer acts of service from their partners (22% compared with 15%).

**And just like our accents vary across the UK, so do our love languages.**

Northern Ireland is *big* on quality time, with nearly half (48%) picking it as their love language. This is compared to just 27% of respondents from the South West – the area with the highest proportion of respondents who prioritise physical touch (22%).

Scotland stands out for acts of service, with 28% embracing it compared with just 15% in the West Midlands and North East.



**Scottish** people prefer to provide and **accept acts of service** the most (28%)



Northern Irish people prefer to **spend quality time together** the most (48%)



People in the **South West** prioritise **physical touch** the most (22%)

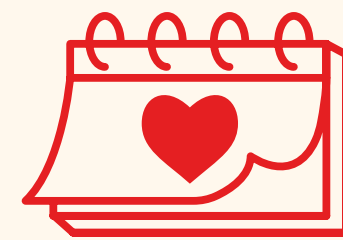
**A**s you read this, Brits across the country are planning the next big, or small, act to express their love. But how does this differ across regions? Do the Scots give superior surprises, or are the Welsh wizards with their words?

Well, while three-quarters (76%) of Brits like to *spend time* with the person they're dating to show affection, it's respondents from the East Midlands who value this the most (82%).

**60%**

of Brits **give compliments** to show their other half they care

And it's not just the L-word that matters to the UK, 60% of Brits give compliments to show their other half they care – although these *words of affirmation* appear to be least popular among the East of England, with only 49% of this region keen on showering their partner with flattery.



People in the **East Midlands** value time together to **show affection** the most (82%)

People in the **East** are the least likely to **shower their partner with compliments** (49%)

Hugs, kisses  
and **hand-**  
**written notes**





But we don't *all* have the confidence to sing our love from the rooftops. Some of us prefer the written word, with almost one in five Brits (19%) writing cards and 9% leaving handwritten notes to their partners. The largest proportion of wordsmiths can be found in the East Midlands, with a quarter of this region sending cards to express their feelings, and London, where 18% (double the UK average!) opt to put pen to paper.



So, what about those who go weak at the knees over a sparkling worktop, a beautifully organised drawer or other **acts of service**? Our results reveal that, while 58% of Brits help with tasks to show their affection, this is particularly prominent in the West Midlands (64%) and less so in the East of England (50%).

Over half (52%) of Brits like their partner to express their feelings romantically through **physical touch**, those in the East Midlands and South East certainly agree as the regions with the largest proportion of respondents who like to kiss to show how they feel (71%).

58%

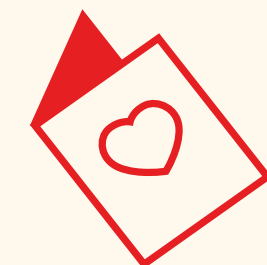
of Brits help with tasks, such as **cleaning the kitchen and organising drawers** to show their affection



Showing **affection through tasks** is most popular in the **West Midlands** (64%)



People in the **South East** are most likely to **kiss** to show how they feel (71%)



People in the **East Midlands** are most likely to send cards to show their affection (25%)





People in **Northern Ireland** prefer a **personalised gift** (43%) compared to 23% in the UK



People in the **North East** are most likely to send thoughtful **love letters** (71%)



**48%** of Brits like to bring home their partner's **favourite treats** to show their admiration

And when it comes to **giving and receiving gifts**, nearly half (48%) of Brits love treating their partner to their favourite snack, while the Northern Irish vastly prefer a more personalised gift (43% compared with 23% for all regions).

It's clear Brits are determined to keep the flames of love burning, no matter how they choose to express themselves. But what happens on the big day – Valentine's Day that is! – do Brits crank up the heat?

Well, while over half (52%) celebrate Valentine's Day with their partners, it's the youngest generation – 76% of Gen Z – who are the most infatuated with this holiday. And when it comes to making Valentine's Day plans, Gen Z is significantly more likely to choose to wine and dine their partners than the rest of the UK (65% compared with the 38% average), as well as take them on an overnight stay (31% compared with 16% UK average).

### *Do you celebrate Valentine's Day?*

#### **Generation Z**



#### **Boomers**



But by far, the most popular expression of love on Valentine's Day is a classic card, with nearly two-thirds (64%) of the UK sending a card to bae. Northern Ireland and the North East are the most likely to celebrate the most romantic day of the year by sending these thoughtful love letters (71%), while the North West, Scotland and Wales are the least likely to put their love in writing for the big day (56%).

# #lovetrends 2025

**S**ocial media has added a new twist to the way we communicate, with today's conversations now comprised of rapid-fire exchanges of funny memes, double taps and heart-eye emojis.



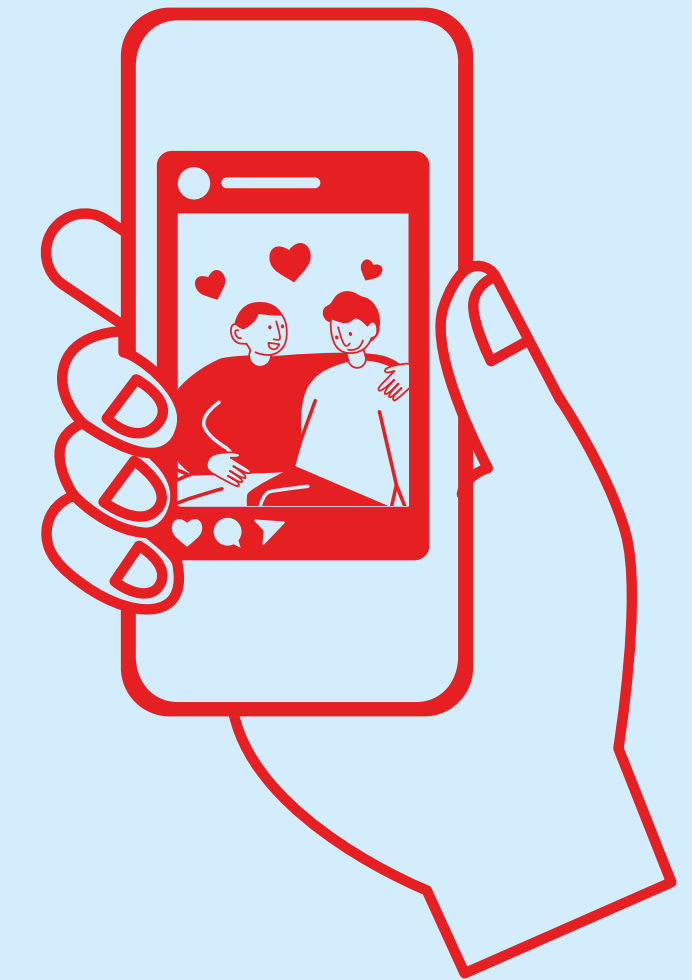
But has this new way of communicating snuck its way into modern romance? Could we be witnessing the rise of a brand-new love language??

## 51%

of Gen Z's believe **digital expressions**, such as memes and playlists are trending in modern relationships

Our results suggest this may be the case, as 36% of Brits believe romantic gestures in the form of digital expressions, such as memes, playlists and video messages, are trending in modern relationships. While it will come as no surprise that this is the case for over half of Gen Z (51%), this proportion drops drastically back to 36% for millennials and Generation X.

That said, offline romance is still alive and well., Thoughtful gifts and experiences remain high on the list (at 34%) for trending romantic gestures in today's modern love stories. And while Londoners are the most likely to witness this type of gesture (54%), the same cannot be said of Yorkshire and the Humber (27%).



*Which romantic gestures are trending in modern relationships?*





# With love, Moonpig

So, there you have it... romance isn't dead. In fact, Brits are pulling out all the stops to keep it very much alive, it might just look a little different depending on where you call home.

But, no matter your love language, Moonpig is here to help you make Valentine's Day unforgettable. Whether it's a heartfelt card, a special gift, or a surprise bouquet – we've got something for everyone.

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