Show your love on Valentine’s Day …and test your sales tax knowledge!

Valentine’s Fast Facts

Over 145 million Valentine’s Day cards are exchanged each year.

$5.8 billion was spent on jewelry for Valentine’s Day in 2020.

Over 27 million households plan to buy Valentine’s gifts for their dogs (and 17 million more will join in for their cats).

Top Valentine’s Gifts and Sales Tax Implications

Currently, five states do not have a sales tax: AK, DE, MT, NH, and OR.

Visit TaxNA.WoltersKluwer.com/SalesTax to learn more

Values are approximate.

Dinner out... or in?*

Food served at restaurants is often referred to as “prepared food” and is taxable in all states that impose a sales tax as a comparison. Take-out, certain types of food, etc., AZ, AR, CA, CO, CT, FL, IL, IN, KS, LA, MA, MD, MS, MO, NC, ND, OH, PA, TX, UT, WI, and the District of Columbia.

Admissions*

Admissions to entertainment events are taxable in AL, AZ, AR, CT, FL, GA, IA, ID, KY, LA, KS, MN, MS, MO, NE, NJ, NY, NC, ND, OK, SC, SD, TN, TX, UT, VA, WI, WV, and the District of Columbia.

Candy

These states generally apply a sales tax for candy: AL, AR, CA, CO, CT, FL, GA, IA, ID, IL, IN, IA, KS*, KY*, ME, MD*, MN*, MS, MO*, NJ, NY, NC, ND, OK*, RI, SD, TN, TX, UT, VA*, VT, WV, WI, and WY.

Admissions are exempt in CA, CO, IL, IN, MO, MS, OH, PA, RI, and VA.

Certain states have additional provisions for taxable and exempt sales tax on candy. * Please consult the tax code in those states for additional information or consult with your tax and accounting professional.

Candy is generally exempt from sales tax in AK, CA, GA*, LA, MA, MI, MN, WI, WV, VT, KY, NV, MI, and the District of Columbia.

Alcohol*

Generally taxable in all states except KS and MA.

* Please consult the tax code in those states for additional information or consult with your tax and accounting professional.

Wolters Kluwer Tax & Accounting provides the comprehensive solutions you need to stay sales tax compliant.

And don’t think this holiday is just for hopeless romantics.

Retailers can’t help but feel warm and fuzzy when Valentine’s Day spending occurs. However, failure to comply with sales tax rules can quickly turn love into heartbreak. Wolters Kluwer Tax & Accounting provides the comprehensive solutions you need to stay sales tax compliant.

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When you have to be right

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Average per person spending*

$165

Percentage Celebrating

51%

Jewelry is not the most common gift, but it is where most spending goes; in 2020 over $5.8 billion was spent on jewelry for Valentine’s Day.

Percentage of U.S. households spending $5 billion in 2020.

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