

# 2024 U.S. Gift, Novelty & Souvenir Stores Industry-Industry & Market Report

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## Abstracts

The 2024 U.S. Gift, Novelty & Souvenir Stores Industry-Industry & Market Report, published annually by Barnes Reports, contains timely and accurate industry statistics, forecasts and demographics (NAICS 45322).

The report features 2024 current and 2025 forecast estimates on the size of the industry (sales, establishments, employment) nationally and for all 50 U.S. States and over 900 metro areas. Other data include financial ratios, number of firms, payroll, industry definition, 5-year historical trends on industry sales, establishments and employment, a breakdown of establishments, sales and employment by employee size of establishment (9 categories), and estimates on up to 10 sub-industries, including art, curios, seasonal gifts, greeting cards and gift baskets.

Barnes Reports' Industry & Market reports are an essential part of any GAP analysis, benchmarking project, SWOT analysis, business plan, risk analysis, or growth-share matrix.

## Contents

Users' Guide

Industry Definition and Related Industries

Industry Establishments, Sales and Employment Trends

Other data include financial ratios, Establishments, Firms, payroll

Sub-Industries - 2024 Estimated Industry Sales (\$Millions)

Sub-Industries - 2024 Estimated Number of Establishments

Sub-Industries - 2024 Estimated Number of Employees

5-Year Trend - Estimated Industry Sales (\$Millions)

5-Year Trend - Estimated Number of Establishments

5-Year Trend - Estimated Number of Employees

2024 U.S. Metropolitan Areas - Estimated Number of Establishments

2024 U.S. Metropolitan Areas - Estimated Industry Sales (\$Millions)

2024 U.S. Metropolitan Areas - Estimated Number of Employees

2025 U.S. Metropolitan Areas - Estimated Number of Establishments

2025 U.S. Metropolitan Areas - Estimated Industry Sales (\$Millions)

2025 U.S. Metropolitan Areas - Estimated Number of Employees

2024 U.S. States - Estimated Number of Establishments

2024 U.S. States - Estimated Industry Sales (\$Millions)

2024 U.S. States - Estimated Number of Employees

2025 U.S. States - Estimated Number of Establishments

2025 U.S. States - Estimated Industry Sales (\$Millions)

2025 U.S. States - Estimated Number of Employees

Definitions and Terms

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