

# **Europe Gifts Retailing Market Size study, by Product (Souvenirs and novelty items, Seasonal decorations, Greeting cards, Giftware, Other Gift items), by Distribution Channel (Offline, Online) and Country Forecasts 2022-2032**

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## **Abstracts**

Europe Gifts Retailing Market is valued at approximately USD 2.77 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 3.56% over the forecast period 2024-2032. Gifts Retailing market is a crucial aspect of the retail sector, specializing in selling a diverse array of gift products. This shop offers a variety of unique items that cater to customers' refined tastes, including high-end products, custom-made presents, and seasonal gifts. The business shows its strong commitment to customer satisfaction through its exceptional packaging and ability to cater to various occasions like holidays, weddings, and birthdays. To offer a compelling selection to both customers shopping in stores and those shopping online, retailers in this industry meticulously choose their products to match current trends and consumer desires. The market's performance mainly relies on the emotional influence of gift-giving, created by pleasant shopping experiences and strategically placed ads, particularly during festive periods like Christmas and Valentine's Day. The demand for unique and personalized gifts is fueling the expansion of the retail gift industry. Social media and online platforms have a significant impact on trends, leading to an increased consumer interest in products sourced ethically and sustainably.

The Gifts Retailing Market has witnessed an increase in consumer expenditure due to rising disposable incomes and a growing preference for personalized and customized gifts. The emergence of e-commerce platforms has revolutionized the industry by providing clients with convenient access to an extensive range of gift options. Social media and digital marketing strategies have a big impact on consumer demand and

movement. Additionally, European customers who care about the environment are firmly aligned with the rising awareness of and demand for items generated ethically and sustainably. Holidays and other cultural events, such as birthdays and Easter, provide a constant flow of customers searching for unique and meaningful gifts. However, economic volatility affects consumer purchasing, fierce competition drives down shop profit margins, and stringent legislation relating to quality standards and the environment raise operating costs.

The key countries considered for the Europe Gifts Retailing market study includes UK, Germany, France, Italy, Spain, and Rest of Europe. In 2023, the United Kingdom stands out as the dominating country in the Gifts Retailing Market in Europe because of its strong retail infrastructure, which blends well-known physical locations with cutting-edge online platforms to satisfy a wide range of customer tastes. Strong consumer purchasing power, supported by a cultural inclination for regular gift-giving, propels market expansion even further. Oliver Bonas and Paperchase are two well-known retailers that highlight the strength of the market. The UK has a strong consumer culture surrounding gifting, as seen by the apparent spike in demand for unique and personalized presents, especially during big holidays such as Christmas and Valentine's Day. This guarantees a healthy market with steady customer participation and sales all year long. On the other hand, Germany is the fastest growing country for Gifts Retailing market in Europe.

Major market player included in this report are:

Card Factory PLC

House of Fraser Ltd.

HEMA

Paperchase

Flying Tiger Copenhagen

Butlers GmbH & Co. KG

Pylones

R?der GmbH

La Chaise Longue

AMARA Retail Limited

The detailed segments and sub-segment of the market are explained below:

By Product

Souvenirs and Novelty Items

Seasonal Decorations

Greeting Cards  
Giftware  
Other Gift Items

By Distribution Channel  
Offline  
Online

By Region:  
Europe  
UK  
Germany  
France  
Spain  
Italy  
ROE

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

Key Takeaways:

Market Estimates & Forecast for 10 years from 2022 to 2032.

Annualized revenues and Country level analysis for each market segment.

Detailed analysis of geographical landscape with Country level analysis.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market.

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