

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

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Abstracts

US Gifts Retailing Market is valued at approximately USD 2.94 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 4.25% over the forecast period 2024-2032. Gifts Retailing market is an essential component of the retail business that is committed to providing a wide selection of gifts. This market offers a wide selection of distinctive goods, such as custom presents, high-end goods, seasonal gifts, and limited-edition items that cater to customers' sophisticated preferences. The core of the gift-retailing industry is a consistent focus on client happiness, which is exemplified by tasteful packaging and adaptability to suit the demands of different events including holidays, weddings, and birthdays. Businesses in the gifts retailing sector choose their products carefully to match current consumer tastes and trends, making for a delightful in-person and online shopping experience. The market capitalizes on the sentimental value of giving gifts, creating enduring shopping experiences and clever marketing campaigns that foster consumer loyalty. The industry for retailing presents is now booming as more and more customers want for unique, memorable gifts that are personalized and memorable experiences. The burgeoning demand for sustainable and ethically sourced products is mostly driven by online platforms and social media

The growing demand from customers for experiential and personalized presents that provide memorable occasions with a particular and meaningful touch. The market has changed because of the growth of e-commerce platforms, giving customers easy access to a huge assortment of gift possibilities. Social media and digital marketing

techniques have also raised customer awareness and demand, which has spurred drifted and raised sales. Customers that care about the environment are drawn to items that are ethically and sustainably sourced, which is driving up market expansion. Holidays and other cultural occasions, including birthdays and Valentine's Day, keep demand high and guarantee a constant stream of clients looking for the ideal presents. However, fierce rivalry between a number of brick-and-mortar and internet retailers, which strains margins and costs. Additionally, consumer spending on presents and other non-essential items may be impacted by economic fluctuations, and timely delivery and inventory management may be negatively impacted by supply chain disruptions and logistical challenges.

Major market player included in this report are:

Amazon.com Inc.

American Greetings Corp.

Spencer Gifts LLC

The Walt Disney Co

Hallmark Cards Inc

Macys Inc

Shutterfly Inc

Company 8

Company 9

Company 10

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

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 of major regions.

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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