

Global Novelty Gifts and Souvenirs Competitive Landscape Professional Research Report 2025

<https://marketpublishers.com/r/N6954322A9BAEN.html>

Date: June 2025

Pages: 165

Price: US\$ 3,500.00 (Single User License)

ID: N6954322A9BAEN

Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Novelty Gifts and Souvenirs market size will reach 111,261 Million USD in 2025 and is projected to reach 133,615 Million USD by 2032, with a CAGR of 2.65% (2025-2032). Notably, the China Novelty Gifts and Souvenirs market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

Research Summary

Novelty gifts and souvenirs are a diverse category of products designed to provide personal expression, entertainment or memento. Novelty gifts are often characterized by their quirky or unique features and are designed to bring fun and surprise, which may include quirky baubles, humorous accessories or unique designs. Souvenirs, on the other hand, exist as tangible memories, often acquired while traveling, capturing the essence of a particular place or event through items such as keychains, postcards, or local handicrafts. Together, these two product categories offer a variety of options for individuals seeking to express their emotions, add humor to their lives, or preserve treasured experiences through tangible mementos.

The major global manufacturers of Novelty Gifts and Souvenirs include American Greetings, Card Factory, Hallmark, Spencer Gifts, Alibaba Group, etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and

generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Novelty Gifts and Souvenirs. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major manufacturers, as well as the market status and trends of different product types and applications in the global Novelty Gifts and Souvenirs market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Novelty Gifts and Souvenirs market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Novelty Gifts and Souvenirs industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Manufacturers of Novelty Gifts and Souvenirs Include:

American Greetings

Card Factory

Hallmark

Spencer Gifts

Alibaba Group

Novelty Gifts and Souvenirs Product Segment Include:

Souvenirs and Novelty

Seasonal Decorations

Greeting Cards

Giftware

Others

Novelty Gifts and Souvenirs Product Application Include:

Online Retail

Offline Retail

Chapter Scope

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