

# North America Food Gifting Market

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## Abstracts

North America Food Gifting Market By Applications (Corporate, Individual), By Type (Chocolate or Candies, Sweet Baked Foods, Coffee/Tea/Hot Chocolate, Nut/Salty Snack Foods, Others), By Sales Channel (E-commerce, Brick and Mortar) And By Geography – Covid-19 Impact Analysis, Post Covid Analysis, Opportunities, Trends And Forecast From 2024 t-2034

The North American Food Gifting market was valued at \$12,254.8 million in 2023 and is anticipated t-grow at a CAGR of 6.41% from 2024 t-2034. This growth is attributed t-several macr-and microeconomic factors such as

The rising demand for premium and artisanal food items

The rising demand for premium and artisanal food items is indeed a significant factor propelling the growth of the North American food gifting market. Consumers increasingly seek high-quality, unique, and gourmet food products t-gift t-their friends, family, and colleagues. This demand is driven by various factors such as the desire for experiential gifts, the popularity of food culture, and the inclination towards supporting local and small-scale producers. Additionally, the appeal of premium and artisanal food items lies in their perceived quality, authenticity, and often, their association with luxury and indulgence. As a result, businesses in the food gifting industry are focusing on offering a diverse range of upscale and handcrafted products t-cater t-this growing market segment.

Further several factors restraining the market growth include

Decline in brick-and-mortar store sales

The decline in brick-and-mortar store sales is indeed a significant factor restraining the growth of the North American food gifting market. With the rise of e-commerce and changing consumer preferences, traditional brick-and-mortar stores face challenges in maintaining foot traffic and sales. This decline affects various aspects of the food gifting market, including reduced visibility and accessibility of products, limitations in showcasing unique offerings, and higher operational costs associated with maintaining physical stores. As a result, businesses in this market may need to adapt by focusing more on online channels and enhancing their digital presence to overcome this constraint and tap into the potential of the food gifting industry.

Premiumization of Gift Offerings and collaborations and alliances in the Food Gifting market are expected to generate higher avenues during the forecast period.

In the wake of the COVID-19 pandemic, supply chain disruptions have led to supply shortages or lower demand in the food-gifting market. The pandemic has caused a decline in new orders and a corresponding decrease in pressure.

This section will analyze how COVID-19 has impacted supply chains, leading to shortages and lower demand for Food Gifting.

In terms of COVID-19 impact, the Food Gifting market report also includes the following data points:

Impact on Food Gifting market size

Operating Weights Trend, Preferences, and Budget Impact

Regulatory Framework/Outdoor Policies

Key Players' Strategy to Tackle Negative Impact/Post-COVID Strategies

Opportunity in the Food Gifting market

Key Insight in the report:

The North America Food Gifting market report covers an executive summary, market dynamics, COVID impact & post-COVID scenario, market size and forecast, competitive intelligence, market positioning, and pressures.

Our report covers extensive competitive intelligence which includes the following data points:

Business Overview

Business Segment Data

Financial Data

Pressure Segment Analysis and Specification

Recent Development and Company Strategy Analysis

SWOT Analysis

Food Gifting Market Segmentation:

Application

Corporate

Individual

Type

Chocolate or Candies

Sweet Baked Foods

Coffee/Tea/Hot Chocolate

Nut/Salty Snack Foods

Others

Sales Channel

E-commerce

Brick and Mortar

Region/ Countries Covered:

North America

US

Canada

Mexico

Key Players Analyzed in the Report:

Harry & David

Russell Stover Candies

Edible Arrangements

Jeni's Splendid Ice Creams

Nothing Bundt Cakes

Popcornopolis

The Fruit Company

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