

Global Gifts Novelty and Souvenirs Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

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Abstracts

According to our (Global Info Research) latest study, the global Gifts Novelty and Souvenirs market size was valued at USD 97720 million in 2023 and is forecast to a readjusted size of USD 116290 million by 2030 with a CAGR of 2.5% during review period.

Brick-and-mortar retail and online retail form two key channels for the retail industry. A wide range of products is sold as gifts, novelty, and souvenirs in the global retail market. Based on the product offerings of the major global gift retail players, the products can be divided into five major segments: souvenirs and novelty items, seasonal decoration, greeting cards, giftware, and other products. The other products segment includes accessories, candles, ceramics/pottery, collectibles, gift books, gift packaging, jewelry, personal care, photo frames, plush products, stationery, and wall art.

The global gifts novelty and souvenirs market witnessed the highest demand from Europe, which emerged as the highest revenue contributor in the market. Factors such as the growing tourism industry in the region and the increasing demand for premium-priced and customized gifts in the UK, France, Italy, Spain, and Germany contributed to the growth of the market. The other key geographies analyzed were the Americas, APAC, and MEA.

The Global Info Research report includes an overview of the development of the Gifts Novelty and Souvenirs industry chain, the market status of Online Retail (Souvenirs and Novelty, Seasonal Decorations), Offline Retail (Souvenirs and Novelty, Seasonal Decorations), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Gifts Novelty

and Souvenirs.

Regionally, the report analyzes the Gifts Novelty and Souvenirs markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Gifts Novelty and Souvenirs market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Gifts Novelty and Souvenirs market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Gifts Novelty and Souvenirs industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the sales quantity (K Units), revenue generated, and market share of different by Type (e.g., Souvenirs and Novelty, Seasonal Decorations).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Gifts Novelty and Souvenirs market.

Regional Analysis: The report involves examining the Gifts Novelty and Souvenirs market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

Market Projections: Report covers the gathered data and analysis to make future projections and forecasts for the Gifts Novelty and Souvenirs market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Gifts Novelty and Souvenirs:

Company Analysis: Report covers individual Gifts Novelty and Souvenirs

manufacturers, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards Gifts Novelty and Souvenirs. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Online Retail, Offline Retail).

Technology Analysis: Report covers specific technologies relevant to Gifts Novelty and Souvenirs. It assesses the current state, advancements, and potential future developments in Gifts Novelty and Souvenirs areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Gifts Novelty and Souvenirs market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

Market Segmentation

Gifts Novelty and Souvenirs market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

Market segment by Type

Souvenirs and Novelty

Seasonal Decorations

Greeting Cards

Giftware

Others

Market segment by Application

Online Retail

Offline Retail

Major players covered

American Greetings

Card Factory

Hallmark

Spencer Gifts

Alibaba Group

Market segment by region, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Gifts Novelty and Souvenirs product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Gifts Novelty and Souvenirs, with price, sales, revenue and global market share of Gifts Novelty and Souvenirs from 2019 to 2024.

Chapter 3, the Gifts Novelty and Souvenirs competitive situation, sales quantity, revenue and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Gifts Novelty and Souvenirs breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share and growth rate by type, application, from 2019 to 2030.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value and market share for key countries in the world, from 2017 to 2023. and Gifts Novelty and Souvenirs market forecast, by regions, type and application, with sales and revenue, from 2025 to 2030.

Chapter 12, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Gifts Novelty and Souvenirs.

Chapter 14 and 15, to describe Gifts Novelty and Souvenirs sales channel, distributors, customers, research findings and conclusion.

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