

Gift Retailing Market Report: Trends, Forecast and Competitive Analysis to 2030

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Abstracts

2 – 3 business days after placing order

Gift Retailing Trends and Forecast

The future of the global gift retailing market looks promising with opportunities in the online retail and offline retail markets. The global gift retailing market is expected to reach an estimated \$17.4 billion by 2030 with a CAGR of 4.0% from 2024 to 2030. The major drivers for this market are the growing demand for personalized and customized gifts? and increasing online shopping popularity and convenience?.

Lucintel forecasts that, within the type category, souvenir & novelty is expected to witness the highest growth over the forecast period.

Within the application category, online retail will remain the largest segment.

In terms of regions, North America is expected to witness the highest growth over the forecast period.

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Emerging Trends in the Gift Retailing Market

As the gift retailing industry evolves, several emerging trends are reshaping how consumers choose and purchase gifts. These trends reflect broader shifts in

technology, consumer values, and market dynamics, influencing everything from product offerings to shopping experiences. Understanding these trends provides insight into the future direction of the gift retail market and how it is adapting to changing consumer demands.

Personalization and Customization: Consumers are increasingly seeking personalized and customized gifts that reflect their individuality and the recipient's preferences. Retailers are leveraging data analytics and AI to offer tailored recommendations and create unique products, enhancing emotional connections and perceived value. This trend is driving growth in sectors such as bespoke jewelry, monogrammed items, and custom-made experiences.

E-commerce and Digital Integration: The rise of e-commerce has significantly transformed gift retailing, with online platforms becoming central to the shopping experience. Digital integration includes innovations like virtual gift wrapping, AR try-ons, and AI chatbots for customer service. These advancements offer convenience and personalized experiences, driving online sales and reshaping traditional retail strategies.

Sustainability and Ethical Consumption: Sustainability is becoming a key consideration in gift retailing, with consumers prioritizing eco-friendly and ethically sourced products. This trend is leading to a rise in gifts made from recycled materials, fair trade items, and sustainable packaging. Retailers are responding by adopting green practices and highlighting their commitment to environmental and social responsibility.

Experiential Gifts: There is a growing preference for experiential gifts over physical items, driven by a desire for memorable and unique experiences. This trend includes offerings such as travel vouchers, cooking classes, and virtual experiences. Experiential gifts cater to consumers' interests and provide lasting memories, making them a popular choice for various occasions.

Social Commerce: Social commerce, where gifts are promoted and sold through social media platforms, is gaining momentum. Influencers and social media ads are driving consumer interest and purchases, integrating shopping experiences with social interactions. This trend leverages the power of social networks to reach target audiences and enhance brand visibility.

These emerging trends are reshaping the gift retailing market by aligning with evolving consumer preferences and technological advancements. Personalization, e-commerce, sustainability, experiential gifts, and social commerce are not only driving growth but also setting new standards for the industry, influencing how gifts are marketed and purchased in the future.

Recent Developments in the Gift Retailing Market

The gift retailing market is experiencing several notable developments, driven by changes in consumer behavior, technological advancements, and market dynamics. These developments reflect shifts in how gifts are marketed, sold, and consumed, highlighting the industry's adaptation to modern trends and challenges.

Growth of E-commerce Platforms: The proliferation of e-commerce platforms has revolutionized gift retailing, providing consumers with a vast array of options and conveniences. Online shopping has become the primary channel for gift purchases, driven by features like personalized recommendations, easy returns, and global reach. Retailers are investing in robust digital infrastructures to enhance the online shopping experience.

Advancements in Technology: Technological innovations such as augmented reality (AR) and artificial intelligence (AI) are transforming the gift retailing landscape. AR allows consumers to virtually try products before purchasing, while AI enhances customer service and personalization. These technologies improve the shopping experience and increase engagement, driving sales and customer satisfaction.

Rise of Sustainable Products: Sustainability has become a major focus in the gift retail market, with increasing demand for eco-friendly and ethically sourced products. Retailers are responding by offering gifts made from recycled materials, adopting sustainable practices, and highlighting their environmental commitments. This shift reflects growing consumer awareness and preference for responsible consumption.

Popularity of Subscription Services: Subscription services have gained popularity in the gift retail market, offering curated experiences and products delivered regularly. These services provide convenience and novelty, catering to consumers' desires for unique and personalized gifts. Subscription boxes are expanding across various categories, including beauty, food, and lifestyle,

appealing to diverse interests.

Emphasis on Personalization: Personalized gifts have become increasingly popular, driven by consumers' desire for unique and meaningful items. Retailers are leveraging data and technology to offer customized products, from monogrammed items to bespoke experiences. This trend enhances the emotional value of gifts and differentiates products in a competitive market.

These recent developments are reshaping the gift retailing market by introducing new technologies, emphasizing sustainability, and catering to evolving consumer preferences. The impact of e-commerce, technological advancements, and personalization is driving growth and innovation, setting the stage for future trends in the industry.

Strategic Growth Opportunities for Gift Retailing Market

The gift retailing market presents numerous strategic growth opportunities across various applications as consumer preferences evolve and technology advances. Retailers can leverage these opportunities to cater to changing demands, enhance customer experiences, and capture emerging market segments. Understanding these growth areas is crucial for businesses aiming to capitalize on trends and drive expansion in the competitive gift retail landscape.

E-commerce Platforms: The expansion of e-commerce platforms represents a significant growth opportunity in gift retailing. As online shopping continues to gain traction, retailers can enhance their digital presence by investing in user-friendly websites, mobile apps, and seamless payment options. Additionally, incorporating features like personalized recommendations and virtual try-ons can improve the shopping experience and drive sales. The ability to reach a global audience through e-commerce also allows retailers to tap into new markets and expand their customer base.

Personalized Gifts: Personalized gifts are increasingly popular as consumers seek unique and meaningful presents. This trend provides opportunities for retailers to offer customized products such as monogrammed items, bespoke jewelry, and tailored experiences. Leveraging data analytics and AI can help retailers create highly personalized shopping experiences and product recommendations. By focusing on personalization, retailers can differentiate

themselves from competitors and build stronger emotional connections with customers.

Subscription Services: Subscription services are gaining momentum in the gift retail market, offering curated boxes of products delivered regularly. This model appeals to consumers seeking convenience and novelty. Retailers can capitalize on this trend by developing subscription options for various categories, such as beauty, food, and lifestyle. By providing a steady stream of new and exciting products, subscription services can enhance customer loyalty and create recurring revenue streams.

Sustainable Products: Sustainability is becoming a key consideration for consumers when choosing gifts. Retailers have the opportunity to grow by offering eco-friendly and ethically sourced products. This includes items made from recycled materials, fair trade goods, and sustainable packaging. By aligning with environmental values and promoting responsible consumption, retailers can attract environmentally conscious customers and differentiate their brands in the market.

Experiential Gifts: Experiential gifts, such as travel vouchers, cooking classes, and virtual experiences, are increasingly popular as consumers seek memorable and unique experiences. Retailers can explore partnerships with experienced providers to offer a diverse range of options. This trend allows retailers to cater to changing consumer preferences and provide products that offer lasting memories, rather than just physical items.

These strategic growth opportunities are reshaping the gift retailing market by aligning with evolving consumer demands and leveraging technological advancements. E-commerce, personalization, subscription services, sustainability, and experiential gifts are driving innovation and expanding market potential. Retailers who capitalize on these opportunities can enhance customer engagement, differentiate their offerings, and achieve significant growth in the competitive gift retail sector.

Gift Retailing Market Driver and Challenges

The gift retailing market is influenced by a variety of drivers and challenges, including technological advancements, economic conditions, and regulatory factors.

Understanding these key drivers and challenges is essential for businesses to navigate

the market effectively and develop strategies for sustained growth and resilience.

The factors responsible for driving the gift retailing market include:

Technological Advancements: Technological advancements are a major driver in the gift retailing market, enhancing the shopping experience through innovations like e-commerce platforms, virtual try-ons, and AI-driven personalization. These technologies improve convenience, customer engagement, and operational efficiency, driving growth and expanding market reach. Retailers who embrace these advancements can better meet consumer expectations and stay competitive in a rapidly evolving market.

Rising Consumer Spending: Increased disposable incomes and rising consumer spending are driving growth in the gift retail market. As consumers have more financial flexibility, they are more likely to purchase premium and personalized gifts. This trend is particularly evident in emerging markets where economic growth is fueling greater spending on non-essential items. Retailers can capitalize on this by offering high-quality, desirable products and experiences.

Shift to Online Shopping: The shift to online shopping is a significant driver for the gift retailing market. With the growing popularity of e-commerce, consumers are increasingly purchasing gifts online due to convenience, variety, and ease of comparison. Retailers are investing in digital platforms and marketing strategies to capture this expanding market segment. The rise of mobile commerce and social media shopping further amplifies this trend.

Demand for Personalization: The demand for personalized gifts is a key driver in the market, as consumers seek unique and meaningful presents. Personalized products, such as custom jewelry and bespoke experiences, cater to this desire and offer retailers opportunities for differentiation. Leveraging data and technology to provide tailored recommendations and custom options can enhance customer satisfaction and drive sales.

Growing Focus on Sustainability: Consumers are increasingly prioritizing sustainability in their purchasing decisions, driving demand for eco-friendly and ethically sourced gifts. Retailers who adopt sustainable practices and offer environmentally responsible products can attract eco-conscious customers and build brand loyalty. This trend reflects broader societal shifts towards responsible consumption and environmental stewardship.

Challenges in the gift retailing market are:

Supply Chain Disruptions: Supply chain disruptions pose a significant challenge for the gift retailing market, impacting product availability and delivery times. Factors such as global logistics issues, raw material shortages, and transportation delays can affect retailers' ability to meet customer demands. To mitigate these challenges, retailers need to invest in robust supply chain management and develop contingency plans.

Intense Competition: The gift retail market is highly competitive, with numerous players vying for consumer attention. Retailers face pressure to differentiate themselves through product offerings, pricing, and customer service. The proliferation of online marketplaces and direct-to-consumer brands further intensifies competition. To succeed, retailers must focus on unique value propositions and effective marketing strategies.

Regulatory Compliance: Regulatory compliance, including adherence to consumer protection laws and environmental regulations, can present challenges for gift retailers. Ensuring compliance with diverse regulations across different markets can be complex and costly. Retailers must stay informed about relevant regulations and implement practices that meet legal requirements while addressing consumer expectations.

The drivers and challenges impacting the gift retailing market highlight the dynamic nature of the industry. Technological advancements, rising consumer spending, online shopping, personalization, and sustainability are key drivers propelling growth, while supply chain disruptions, intense competition, and regulatory compliance pose significant challenges. Navigating these factors effectively is crucial for retailers to thrive and adapt to the evolving market landscape.

List of Gift Retailing Companies

Companies in the market compete on the basis of product quality offered. Major players in this market focus on expanding their manufacturing facilities, R&D investments, infrastructural development, and leverage integration opportunities across the value chain. Through these strategies gift retailing companies cater increasing demand,

ensure competitive effectiveness, develop innovative products & technologies, reduce production costs, and expand their customer base. Some of the gift retailing companies profiled in this report include-

Card Factory

Disney

Hallmark Licensing

Spencer Gifts

American Greetings

Gift Retailing by Segment

The study includes a forecast for the global gift retailing by type, application, and region.

Gift Retailing Market by Type [Analysis by Value from 2018 to 2030]:

Souvenir & Novelty

Seasonal Decoration

Greeting Card

Giftware

Others

Gift Retailing Market by Application [Analysis by Value from 2018 to 2030]:

Online Retail

Offline Retail

Others

Gift Retailing Market by Region [Analysis by Value from 2018 to 2030]:

North America

Europe

Asia Pacific

The Rest of the World

Country Wise Outlook for the Gift Retailing Market

The global gift retailing market has undergone significant transformations driven by evolving consumer preferences, technological advancements, and shifting economic landscapes. As countries adapt to these changes, their gift retailing sectors are experiencing varied growth patterns and innovative approaches. From the rise of personalized gifts to the integration of advanced technologies, these developments reflect broader trends in consumer behavior and market dynamics. Understanding these recent changes helps highlight how different regions are navigating the complexities of the gift market and preparing for future trends.

United States: In the U.S., the gift retailing market has seen a surge in online sales, driven by increasing e-commerce adoption and the popularity of personalization. Major retailers are enhancing their digital platforms with features like virtual gift wrapping and AI-driven product recommendations. Additionally, there's a growing trend towards experiential gifts and subscription services, which cater to a desire for unique, memorable experiences over physical items.

China: China's gift retail market is rapidly expanding with a focus on high-tech and luxury items. The integration of augmented reality (AR) in shopping apps is enhancing the customer experience by allowing virtual try-ons and previews. Moreover, social commerce, where gifts are promoted through social media platforms and influencers, is gaining traction. The market is also influenced by traditional festivals, leading to seasonal spikes in gift-giving.

Germany: In Germany, there's a noticeable shift towards sustainable and eco-friendly gifts. Consumers are increasingly prioritizing products with minimal environmental impact, leading to a rise in gifts made from recycled materials or those supporting fair trade practices. Additionally, the market is seeing growth in local, artisanal products as consumers seek unique, high-quality items that reflect a sense of craftsmanship.

India: India's gift retail sector is experiencing growth fueled by increasing disposable incomes and a cultural emphasis on gifting during festivals and weddings. There is a rise in demand for customized gifts and luxury items as the middle and upper classes expand. E-commerce platforms are gaining prominence, offering a wider range of gifts and facilitating easy access to diverse options.

Japan: In Japan, the gift retail market is characterized by its focus on high-quality, often handcrafted items. Recent developments include the rise of subscription boxes that offer curated experiences and goods. Additionally, there is a strong emphasis on seasonal and thematic gifts, reflecting the country's deep cultural traditions. The market is also seeing innovations in packaging, with an emphasis on aesthetic presentation and convenience.

Features of the Global Gift Retailing Market

Market Size Estimates: Gift retailing market size estimation in terms of value (\$B).

Trend and Forecast Analysis: Market trends (2018 to 2023) and forecast (2024 to 2030) by various segments and regions.

Segmentation Analysis: Gift retailing market size by type, application, and region in terms of value (\$B).

Regional Analysis: Gift retailing market breakdown by North America, Europe, Asia Pacific, and Rest of the World.

Growth Opportunities: Analysis of growth opportunities in different types, applications, and regions for the gift retailing market.

Strategic Analysis: This includes M&A, new product development, and competitive

landscape of the gift retailing market.

Analysis of competitive intensity of the industry based on Porter's Five Forces model.

If you are looking to expand your business in this market or adjacent markets, then contact us. We have done hundreds of strategic consulting projects in market entry, opportunity screening, due diligence, supply chain analysis, M & A, and more.

This report answers following 11 key questions:

Q.1. What are some of the most promising, high-growth opportunities for the gift retailing market by type (souvenir & novelty, seasonal decoration, greeting card, giftware, and others), application (online retail, offline retail, and others), and region (North America, Europe, Asia Pacific, and the Rest of the World)?

Q.2. Which segments will grow at a faster pace and why?

Q.3. Which region will grow at a faster pace and why?

Q.4. What are the key factors affecting market dynamics? What are the key challenges and business risks in this market?

Q.5. What are the business risks and competitive threats in this market?

Q.6. What are the emerging trends in this market and the reasons behind them?

Q.7. What are some of the changing demands of customers in the market?

Q.8. What are the new developments in the market? Which companies are leading these developments?

Q.9. Who are the major players in this market? What strategic initiatives are key players pursuing for business growth?

Q.10. What are some of the competing products in this market and how big of a threat do they pose for loss of market share by material or product substitution?

Q.11. What M&A activity has occurred in the last 5 years and what has its impact been on the industry?

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