

Corporate Gifting Market Outlook 2025-2034: Market Share, and Growth Analysis By Type (Practical Swag Gifts, Food, Personalized Clothing Item, eGift Card, Experience (Airfare or Concert Tickets), Other Types), By Sales Channel (Direct Channel, Distribution Channel), By Application

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Abstracts

The Corporate Gifting Market is valued at USD 764.6 billion in 2025 and is projected to grow at a CAGR of 8.6% to reach USD 1610.6 billion by 2034. The global corporate gifting market is driven by the practice of companies providing gifts to employees, clients, and business partners to foster relationships, show appreciation, celebrate milestones, and promote brand loyalty. These gifts can range from promotional items and personalized merchandise to high-value luxury goods and experiences. The market serves various purposes, including employee recognition, client appreciation, holiday gifting, and event giveaways. The growth of the corporate gifting market is influenced by factors such as increasing corporate spending on employee engagement and client relationship management, the growing trend of personalization, and the rise of e-commerce platforms facilitating gift procurement and delivery. Companies are increasingly looking for unique and memorable gifts that align with their brand values and resonate with recipients. The market is also seeing a shift towards sustainable and ethically sourced gifts. North America and Europe are significant markets for corporate gifting due to well-established business practices and high corporate spending. Asia Pacific is the fastest-growing market, driven by increasing business activities and a growing culture of gift-giving in many countries. The market includes a wide range of suppliers, from promotional product distributors to specialized corporate gifting companies and online marketplaces.

Key Insights Corporate Gifting Market

Increasing Demand for Personalized and Customized Gifts: Companies are seeking gifts that can be personalized with names, logos, or custom messages to create a more meaningful impact.

Growing Preference for Experiential Gifts: Gifts such as event tickets, travel vouchers, and activity packages are gaining popularity as they offer unique and memorable experiences.

Focus on Sustainable and Eco-Friendly Gifts: There is a rising demand for gifts that are environmentally friendly, ethically sourced, and promote sustainability.

Integration of Technology and Online Platforms: E-commerce platforms and online gifting services are making it easier for companies to select, personalize, and distribute gifts.

Emphasis on Employee Well-Being and Wellness Gifts: Gifts that promote employee health and well-being, such as fitness trackers and wellness packages, are becoming more common.

Need for Employee Recognition and Appreciation: Corporate gifting is a key way for companies to recognize employee contributions and show appreciation.

Importance of Client Relationship Management: Gifts are used to build and maintain strong relationships with clients and business partners.

Celebration of Corporate Milestones and Holidays: Companies often provide gifts to commemorate achievements and celebrate festive occasions.

Brand Building and Promotion: Corporate gifts, especially those with company branding, can serve as effective promotional tools.

Fostering Employee Loyalty and Engagement: Thoughtful gifts can help increase employee loyalty and engagement.

Ensuring Relevance and Appeal of Gifts: Selecting gifts that are well-received and appreciated by a diverse group of recipients can be challenging.

Budget Constraints and Cost Management: Companies need to manage their gifting budgets effectively while still providing meaningful gifts.

Logistical Complexities of Procurement and Distribution: Sourcing, personalizing, and distributing gifts to a large number of recipients can be logistically complex.

Cultural and Ethical Considerations: Gift-giving norms and ethical considerations can vary across different cultures and regions.

Measuring the ROI of Corporate Gifting: Quantifying the return on investment from corporate gifting initiatives can be difficult.

Corporate Gifting Market Segmentation

By Type

Practical Swag Gifts

Food

Personalized Clothing Item

eGift Card

Experience (Airfare or Concert Tickets)

Other Types

By Sales Channel

Direct Channel

Distribution Channel

By Application

Small And Medium-Sized Enterprises (SMEs)

Large Enterprises

Key Companies Analysed

Walmart Inc.

Zara

Proforma Company

4imprint Group plc

BIC Graphic SA

CustomInk LLC

Tervis Tumbler Company

Staples Promotional Products

ePromos Promotional Products Inc.

The Gem Group Inc

Quality Logo Products Inc.

Crown Trophy Inc.

R.S. Owens And Company

Sweda Company LLC

Swag.com Inc.

Shenzhen Osea Technology Co. Ltd.

The Magnet Group

Ever Rich Gift Limited

Logo Emblem Industries Co. Ltd

NINGBO WILSHINE STATIONERY CO. LTD.

Pujjang AF Crystal Craft Co. Ltd.

Crest Craft Company

Farfromboring Promotions LLC

LION PROMOTIONAL GIFT CO. LIMITED

Quanzhou Changyi Crafts Gifts Limited

Corporate Gifting Market Analytics

The report employs rigorous tools, including Porter's Five Forces, value chain mapping, and scenario-based modeling, to assess supply–demand dynamics. Cross-sector influences from parent, derived, and substitute markets are evaluated to identify risks and opportunities. Trade and pricing analytics provide an up-to-date view of international flows, including leading exporters, importers, and regional price trends.

Macroeconomic indicators, policy frameworks such as carbon pricing and energy security strategies, and evolving consumer behavior are considered in forecasting scenarios. Recent deal flows, partnerships, and technology innovations are incorporated to assess their impact on future market performance.

Corporate Gifting Market Competitive Intelligence

The competitive landscape is mapped through OG Analysis' proprietary frameworks, profiling leading companies with details on business models, product portfolios, financial performance, and strategic initiatives. Key developments such as mergers & acquisitions, technology collaborations, investment inflows, and regional expansions are analyzed for their competitive impact. The report also identifies emerging players and

innovative startups contributing to market disruption.

Regional insights highlight the most promising investment destinations, regulatory landscapes, and evolving partnerships across energy and industrial corridors.

Countries Covered

North America — Corporate Gifting market data and outlook to 2034

United States

Canada

Mexico

Europe — Corporate Gifting market data and outlook to 2034

Germany

United Kingdom

France

Italy

Spain

BeNeLux

Russia

Sweden

Asia-Pacific — Corporate Gifting market data and outlook to 2034

China

Japan

India

South Korea

Australia

Indonesia

Malaysia

Vietnam

Middle East and Africa — Corporate Gifting market data and outlook to 2034

Saudi Arabia

South Africa

Iran

UAE

Egypt

South and Central America — Corporate Gifting market data and outlook to 2034

Brazil

Argentina

Chile

Peru

** We can include data and analysis of additional countries on demand.*

Research Methodology

This study combines primary inputs from industry experts across the Corporate Gifting value chain with secondary data from associations, government publications, trade databases, and company disclosures. Proprietary modeling techniques, including data triangulation, statistical correlation, and scenario planning, are applied to deliver reliable market sizing and forecasting.

Key Questions Addressed

What is the current and forecast market size of the Corporate Gifting industry at global, regional, and country levels?

Which types, applications, and technologies present the highest growth potential?

How are supply chains adapting to geopolitical and economic shocks?

What role do policy frameworks, trade flows, and sustainability targets play in shaping demand?

Who are the leading players, and how are their strategies evolving in the face of global uncertainty?

Which regional “hotspots” and customer segments will outpace the market, and what go-to-market and partnership models best support entry and expansion?

Where are the most investable opportunities—across technology roadmaps, sustainability-linked innovation, and M&A—and what is the best segment to invest over the next 3–5 years?

Your Key Takeaways from the Corporate Gifting Market Report

Global Corporate Gifting market size and growth projections (CAGR), 2024-2034

Impact of Russia-Ukraine, Israel-Palestine, and Hamas conflicts on Corporate Gifting trade, costs, and supply chains

Corporate Gifting market size, share, and outlook across 5 regions and 27

countries, 2023-2034

Corporate Gifting market size, CAGR, and market share of key products, applications, and end-user verticals, 2023-2034

Short- and long-term Corporate Gifting market trends, drivers, restraints, and opportunities

Porter's Five Forces analysis, technological developments, and Corporate Gifting supply chain analysis

Corporate Gifting trade analysis, Corporate Gifting market price analysis, and Corporate Gifting supply/demand dynamics

Profiles of 5 leading companies—overview, key strategies, financials, and products

Latest Corporate Gifting market news and developments

Additional Support

With the purchase of this report, you will receive

An updated PDF report and an MS Excel data workbook containing all market tables and figures for easy analysis.

7-day post-sale analyst support for clarifications and in-scope supplementary data, ensuring the deliverable aligns precisely with your requirements.

Complimentary report update to incorporate the latest available data and the impact of recent market developments.

** The updated report will be delivered within 3 working days*

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