

# **Gift Boxes Market Forecasts to 2030 – Global Analysis By Box Type (Rigid Boxes, Folding Cartons, Magnetic Closure Boxes, Two-Piece Boxes, Drawer Boxes, Pillow Boxes, Window Boxes, Custom-Shaped Boxes and Other Box Types), Material, Distribution Channel, Application, End User and By Geography**

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## **Abstracts**

According to Statistics MRC, the Global Gift Boxes Market is accounted for \$1.78 billion in 2024 and is expected to reach \$2.91 billion by 2030 growing at a CAGR of 8.5% during the forecast period. Gift boxes are decorative containers used to present gifts stylishly and elegantly. They come in various shapes, sizes, and materials, such as cardboard, wood, or metal, often adorned with ribbons, wrapping paper, or personalized messages. Designed for special occasions like birthdays, weddings, and holidays, gift boxes enhance the presentation and add an element of surprise. Their purpose is to elevate the gifting experience, making it more thoughtful and memorable.

According to figures from the wedding gift business, married couples spend on average \$161 more per gift than unmarried couples (\$121 on average).

Market Dynamics:

Driver:

Growing gift culture

The growing gift culture is increasing demand for aesthetically appealing and personalized packaging. Occasions like birthdays, weddings, festivals, and corporate

events drive the need for premium and customized gift boxes. Social media trends and influencer marketing further enhance gifting traditions, making stylish packaging a key factor in consumer choices. Additionally, cultural and seasonal celebrations worldwide contribute to sustained market growth.

#### Restraint:

##### Environmental concerns

Environmental concerns associated with gift boxes include excessive waste, non-biodegradable materials, and deforestation due to paper and plastic-based packaging. Single-use and laminated gift boxes contribute to landfill overflow and pollution. As brands shift toward greener solutions, companies relying on conventional packaging methods face declining demand and regulatory pressures, slowing market expansion.

#### Opportunity:

##### Rising sustainability trends

Consumers and brands increasingly prefer recyclable materials like kraft paper, bamboo, and FSC-certified cardboard to reduce environmental impact. Luxury and corporate sectors adopt sustainable packaging to enhance brand image and meet regulatory requirements. Innovations in plant-based inks and plastic-free packaging further boost market growth. As businesses prioritize sustainability, the shift towards green packaging fuels expansion.

#### Threat:

##### High production costs

Gift boxes have high production costs due to premium materials, intricate designs, customization, and sustainable packaging requirements. The use of luxury materials like rigid boxes, embossing, and eco-friendly alternatives increases manufacturing expenses. Labor-intensive processes and fluctuating raw material prices further add to costs. These high costs hamper market growth by limiting affordability.

#### Covid-19 Impact:

The covid-19 pandemic significantly impacted the gift boxes market. Lockdowns and

supply chain disruptions led to raw material shortages and production delays. However, the surge in e-commerce and online gifting boosted demand for customized and premium packaging. While the initial phase saw declines due to economic uncertainty, the long-term effect accelerated innovation and digital-driven packaging trends in the market.

The cosmetics & personal care segment is expected to be the largest during the forecast period

The cosmetics & personal care segment is expected to account for the largest market share during the forecast period. Gift boxes in cosmetics and personal care enhance product presentation, branding, and customer experience. Premium and customizable packaging attracts consumers, especially for luxury skincare, perfumes, and beauty sets. The rise of e-commerce and subscription beauty boxes has boosted innovative packaging solutions.

The luxury brands segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the luxury brands segment is predicted to witness the highest growth rate. Gift boxes in luxury brands play a crucial role in enhancing product value, exclusivity, and customer experience. Personalization, sustainability, and eco-friendly luxury packaging trends drive innovation. Luxury brands invest in reusable and elegantly designed boxes to reinforce brand identity and exclusivity.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share due to rising disposable income, urbanization, and increasing gifting culture in countries like China, India, and Japan. E-commerce expansion and demand for premium, eco-friendly packaging further drive market growth. Overall, the region's dynamic retail and digital transformation contribute to the market's strong upward trajectory.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR driven by a strong culture of gift-giving, premium packaging demand, and e-commerce expansion. The U.S. and Canada lead with high consumer spending on

personalized and luxury packaging for holidays, corporate events, and special occasions. Sustainability trends push innovation in eco-friendly materials. Overall, the region sees steady demand, fuelled by branding, customization, and digital retail trends.

### Key players in the market

Some of the key players in Gift Boxes market include Cherry Republic, Marigold & Grey, Levain Bakery, Di Bruno Bros., Jeni's Splendid Ice Creams, Wicked Good Cupcakes, Recchiuti Confections, Magnolia Bakery, Cheryl's Cookies, Harry & David, igourmet, The Cheeky Project, Sweet Flour Bake Shop, The Sauce Shop, Gyfting, The Sip, Tasty Ribbon, KHYVA, Healthy Nibbles and Nio Cocktails.

### Key Developments:

In January 2024, Marigold & Grey introduced 'Marigold Mailers,' a budget-friendly line of curated gift boxes designed for various occasions. These themed sets are carefully curated by their expert team, ensuring high-quality gifts that create a thoughtful experience for recipients. This launch aims to provide affordable yet impactful gifting options for a wide range of occasions.

### Box Types Covered:

Rigid Boxes

Folding Cartons

Magnetic Closure Boxes

Two-Piece Boxes

Drawer Boxes

Pillow Boxes

Window Boxes

Custom-Shaped Boxes

Other Box Types

**Materials Covered:**

Paper & Paperboard

Plastic

Metal

Wood

Fabric

Other Materials

**Distribution Channels Covered:**

E-commerce Platforms

Wholesale & Bulk Suppliers

Supermarkets

Specialty Stores

Other Distribution Channels

**Applications Covered:**

Personal Gifting

Food & Beverages

Cosmetics & Personal Care

Electronics & Gadgets

Apparel & Fashion

Corporate Gifting

Wedding & Special Occasions

Other Applications

End Users Covered:

Individuals/Households

Retailers & E-Commerce

Corporations & Businesses

Luxury Brands

Other End Users

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

#### Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

#### South America

Argentina

Brazil

Chile

Rest of South America

#### Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2022, 2023, 2024, 2026, and 2030
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

#### Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

#### Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

#### Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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