

Personalized Gifts Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Type (Personalized Clothing, Chocolate Platters, Personalized Accessories, Personalized Diaries and Desk Accessories, Personalized Photo Frames, Others), By End User (Women, Men, Unisex, Kids), By Distribution Channel (Offline, Online), By Region & Competition, 2021-2031F

<https://marketpublishers.com/r/PC32F7A89041EN.html>

Date: January 2026

Pages: 185

Price: US\$ 4,500.00 (Single User License)

ID: PC32F7A89041EN

Abstracts

The Global Personalized Gifts Market is projected to grow from USD 30.04 Billion in 2025 to USD 45.46 Billion by 2031, expanding at a CAGR of 7.15%. This market involves products customized with specific names, photos, or messages to foster a unique emotional bond between the giver and recipient. Key drivers include a cultural shift toward sentimental and experiential gifting, advancements in print-on-demand technology that make customization affordable, and the corporate sector's increasing use of bespoke merchandise for relationship building. These factors encourage consumers and businesses to choose tailored items over generic retail options.

However, a major challenge hindering broader expansion is the operational complexity and high cost of 'segment-of-one' logistics, which lacks the economies of scale found in mass manufacturing. This often leads to longer lead times and reduced profit margins for retailers. To illustrate the scale of the B2B segment, the Advertising Specialty Institute reported that the promotional products industry reached a record \$26.6 billion in sales in 2024, highlighting the significant investment companies are making in customized engagement strategies.

Market Driver

The landscape of personalized gifts has been transformed by cost-effective print-on-demand and rapid fulfillment models, making the production of 'segment-of-one' items economically viable. Advanced manufacturing allows businesses to offer extensive inventories of customizable products—from apparel to home décor—without the risk of holding physical stock, significantly lowering entry barriers and lead times. This efficiency is crucial for meeting high-volume demands from both consumers and corporate clients. As reported by ASI Central in August 2024, Cimpress's Vista division generated \$1.74 billion in fiscal year 2024 revenue, an 8% increase driven by strong demand for customized materials.

Simultaneously, the market is driven by a growing preference for sentimental and unique experiential gifts, especially during seasonal milestones. Shoppers are increasingly rejecting generic items for products that convey deep personal connections, boosting the value perception of customized goods. This shift is supported by digital channels that facilitate personalization and mobile transactions. According to the National Retail Federation in October 2024, consumers planned to spend a record average of \$902 per person during the holidays. Furthermore, Adobe reported in January 2025 that online holiday spending hit a historic \$241.4 billion, underscoring e-commerce's critical role in personalized gift sales.

Market Challenge

The operational complexity and high costs of 'segment-of-one' logistics present a significant barrier to scalability in the personalized gifts market. Unlike traditional retail models that benefit from mass production, customizing individual items eliminates economies of scale, keeping unit costs high. This inefficiency forces businesses to invest heavily in manual oversight and specialized fulfillment, making the production cycle more resource-intensive. Consequently, profit margins are eroded, preventing retailers from offering competitive pricing without compromising quality.

These logistical bottlenecks also cause extended lead times, which can deter consumers who prioritize speed in e-commerce. The friction of individual customization limits companies' ability to fulfill high-volume orders quickly, constraining their market reach. The scale of the industry facing these issues is immense; the Promotional Products Association International reported a sales volume of \$26.1 billion for the preceding fiscal year in 2024. This figure indicates that a vast portion of the market operates under these constrained logistical conditions, limiting broader financial

expansion.

Market Trends

The integration of Artificial Intelligence for tailored gift recommendations is revolutionizing the sector by helping consumers overcome decision paralysis and deepening personalization. Advanced algorithms analyze recipient data to suggest relevant products, while generative AI tools assist users in creating unique, sentimental messages, bridging the gap between digital convenience and emotional connection. Moonpig Group's June 2024 annual report highlights this trend, noting that their platform's creativity features—including AI-driven messages and video content—were used over 10 million times by customers to enhance their gifts.

Simultaneously, the adoption of eco-friendly and sustainable materials is reshaping production as consumers seek ethical transparency and reduced environmental impact. Market participants are leveraging the low-waste nature of on-demand manufacturing and optimizing supply chains to minimize carbon footprints. Artcore Group's August 2024 report exemplifies this commitment, stating that 98.83% of Redbubble marketplace shipments were fulfilled within the same region as the customer. This localized efficiency significantly reduces international air transport emissions, aligning with the growing preference for responsibly sourced commerce.

Key Market Players

AGC Inc.

Hallmark

Shutterfly, Inc.

Marks and Spencer plc

Zazzle Inc.

Signature Gifts

Etsy, Inc.

Bed Bath & Beyond Inc.

Enesco, LLC

Uncommon Goods LLC

Report Scope

In this report, the Global Personalized Gifts Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Personalized Gifts Market, By Type

Personalized Clothing

Chocolate Platters

Personalized Accessories

Personalized Diaries and Desk Accessories

Personalized Photo Frames

Others

Personalized Gifts Market, By End User

Women

Men

Unisex

Kids

Personalized Gifts Market, By Distribution Channel

Offline

Online

Personalized Gifts Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Personalized Gifts Market.

Available Customizations:

Global Personalized Gifts Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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