

Gift Wrapping Products Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Product Type (Gift Boxes, Containers, Ribbon & Bows, Gift Sacks, Gift Bags, Others), By Sales Channel (Hypermarkets/ Supermarkets, Specialty Stores, Stationery, Online, Others), By Region & Competition, 2020-2030F

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Abstracts

Global Gift Wrapping Products Market was valued at USD 18.59 Billion in 2024 and is expected to reach USD 27.56 Billion by 2030 with a CAGR of 6.8% during the forecast period. The global gift wrapping products market is experiencing robust growth as it caters to the ever-expanding culture of gifting across various occasions and events worldwide. This market's vitality is primarily attributed to the rising consumer demand for aesthetically appealing and eco-friendly wrapping solutions. Consumers are increasingly seeking innovative designs and sustainable materials to enhance the presentation of their gifts. This trend is driven by the desire to create memorable and visually pleasing gift experiences.

Customization is a key factor shaping the gift wrapping industry, with individuals and businesses seeking personalized wrapping options that reflect their unique style or brand identity. This has led to the emergence of a wide range of customizable wrapping solutions, including personalized gift wrap, ribbons, and labels, offering consumers the ability to add a personal touch to their presents. Furthermore, sustainability has become a significant concern in the gift wrapping products market. Eco-friendly materials, such as recycled paper, biodegradable wrapping, and reusable options, are gaining popularity as consumers become more environmentally conscious. This shift towards sustainability aligns with global efforts to reduce waste and minimize the environmental

impact of packaging. The global gift wrapping products market is flourishing due to the increasing demand for customized, eco-friendly, and visually appealing wrapping solutions. As gifting continues to be a cherished tradition worldwide, the market is likely to witness continued growth and innovation in the years to come.

Key Market Drivers

Rising Culture of Gifting

One of the key drivers of the gift wrapping products market is the expanding global culture of gifting, which is deeply tied to social, cultural, and corporate practices. From birthdays, weddings, and anniversaries to holidays, festivals, and professional events, gifting remains a universal way to express affection, appreciation, and goodwill. This cultural emphasis continues to diversify, creating a sustained demand for aesthetically pleasing and innovative gift wrapping products that elevate the overall presentation. According to the National Retail Federation (NRF), U.S. consumers spent over USD 23.9 billion on Valentine's Day gifts in 2024, while holiday season spending in 2023 reached USD 964.4 billion, highlighting the massive scale of gifting occasions. Similarly, cultural festivals such as Christmas, Diwali, and Lunar New Year contribute significantly to seasonal packaging demand worldwide.

Key Market Challenges

Environmental Concerns and Sustainable Practices

One of the foremost challenges confronting the gift wrapping products market is the heightened awareness of environmental issues and the demand for sustainable practices. As consumers become increasingly eco-conscious, there is a growing expectation for gift wrapping materials to be environmentally friendly. Traditional wrapping papers often involve the use of virgin paper, which contributes to deforestation and generates significant waste. The challenge for the industry lies in the transition to more sustainable alternatives, such as recycled paper, biodegradable materials, and eco-friendly inks. While there is a growing demand for such products, their production costs can be higher compared to conventional materials. As a result, manufacturers face the challenge of balancing environmental responsibility with economic viability. Striking this balance is crucial for the industry's long-term sustainability, as consumers increasingly base their purchasing decisions on ethical considerations. Moreover, there is the challenge of communicating the eco-friendliness of products effectively. Clear and transparent labeling that conveys the use of sustainable materials and practices can

help build consumer trust and meet the rising demand for environmentally responsible gift wrapping solutions.

Key Market Trends

Eco-Friendly Materials and Sustainable Practices

A prominent and enduring trend in the gift wrapping products market is the increasing emphasis on eco-friendly materials and sustainable practices. As environmental awareness continues to grow, consumers are seeking wrapping solutions that align with their values. This trend has led to a surge in demand for gift wrapping products made from recycled paper, biodegradable materials, and sustainable inks. Manufacturers are responding by incorporating eco-friendly practices into their production processes. This includes sourcing paper from sustainably managed forests, reducing water and energy consumption, and minimizing waste. Additionally, companies are developing wrapping materials that can be reused or repurposed, thereby reducing their environmental impact. Sustainable gift wrapping not only addresses environmental concerns but also appeals to ethically conscious consumers. Furthermore, businesses are increasingly using eco-friendly packaging as a part of their corporate social responsibility initiatives. This trend aligns with broader global efforts to reduce waste and minimize the environmental footprint of consumer products.

Key Market Players

Hallmark

Card Factory

Mondi Group

IG Design Group plc

Karl Knauer KG

DS Smith

Shenzhen Fuxiang Gifts & Packaging Co. Ltd

Bayley's Boxes Inc.

Valtenna SRL

Messe Dusseldorf GmbH

Report Scope:

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

Gift Wrapping Products Market, By Product Type:

Gift Boxes

Containers

Ribbon & Bows

Gift Sacks

Gift Bags

Others

Gift Wrapping Products Market, By Sales Channel:

Hypermarkets/ Supermarkets

Specialty Stores

Online

Others

Gift Wrapping Products Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

India

Japan

Australia

South Korea

Indonesia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

South America

Argentina

Colombia

Brazil

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Gift Wrapping Products Market.

Available Customizations:

Global Gift Wrapping Products 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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