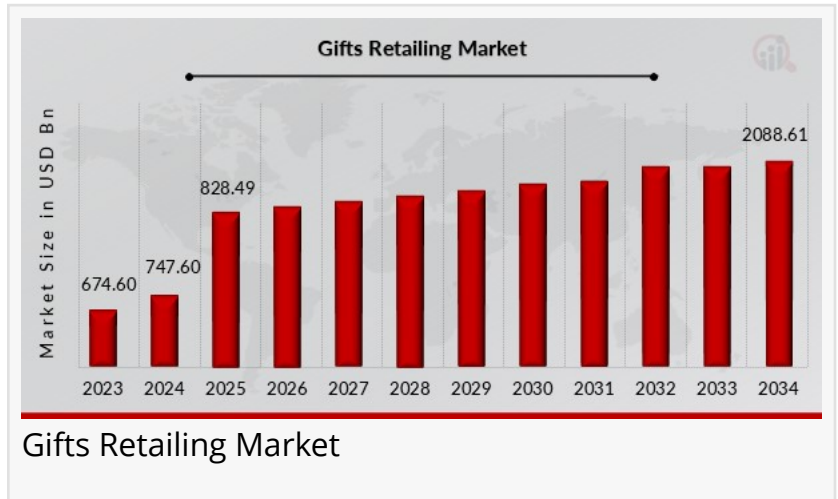


# Gifts Retailing Market to Skyrocket to 2088.61 Billion by 2034 at 10.8% CAGR, Driven By Popularity of Personalized Gifts

*Gifts Retailing Market Research Report By Product Type, By Distribution Channel, By Target Audience, By Occasion, By Price Range and By Regional*

NEW YORK, NY, UNITED STATES,  
January 22, 2025 /EINPresswire.com/ --  
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In 2024, [Gifts Retailing Market](#) Size was projected to be worth 747.60 billion USD. By 2034, the gifts retailing market is projected to have grown from 828.49 billion USD in 2025 to 2088.61 billion USD. During the projection period (2025-2034), the gifts retailing market's compound annual growth rate (CAGR) is anticipated to be approximately 10.8%.



## Diverse Product Segments Catering to Varied Preferences

The product type segment within the gifts retailing market is a vibrant reflection of consumer demand for personalization, luxury, and innovative gifting solutions. Traditional gifts remain a cornerstone, appealing to consumers who value classic, timeless options. On the other hand, personalized gifts, such as custom photo frames, engraved jewelry, and tailored keepsakes, continue to gain momentum as they foster emotional connections and cater to unique preferences.

Experiential gifts are witnessing an unprecedented surge in popularity, with experiences such as spa treatments, concert tickets, and adventure packages appealing to the millennial and Gen Z demographics. Additionally, digital gifts like e-gift cards and subscription services offer convenience, particularly for last-minute gifting. Meanwhile, the rising affluence of consumers is driving the growth of the luxury gifts segment, encompassing high-end jewelry, premium wines, designer accessories, and exclusive artworks.

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Global Gifting Market Report: Key Players and Market Trends

- American Greetings
- Waterford Crystal
- Mattel
- Hasbro
- Signet Jewelers
- Swarovski
- Richemont
- Pandora Jewelry
- LVMH
- Tiffany Co.
- Starbucks
- Lenox
- Nike
- Kering
- Hallmark

Key Market Insights: The growing significance of distribution channels

The report highlights the growing significance of distribution channels, which include brick-and-mortar stores, e-commerce marketplaces, specialty gift shops, department stores, and online gift cards. While physical retail stores continue to play a pivotal role in the gifting ecosystem, particularly for consumers seeking in-store experiences and personal assistance, the dominance of e-commerce is reshaping the market landscape.

Online platforms have emerged as the preferred shopping destination for gifts, offering convenience, competitive pricing, and an extensive range of products. The increasing integration of artificial intelligence (AI)-driven personalization tools in e-commerce platforms further enhances the online shopping experience. Specialty gift shops and department stores are also focusing on creating curated collections to cater to niche markets, while the popularity of digital gift cards is simplifying the gifting process for both individual and corporate customers.

Target Audience Segments: A wide array of target audiences

The gifts retailing market serves a wide array of target audiences, including individuals, corporates, non-profit organizations, event planners, and gift basket companies. Individual consumers continue to dominate the market, with gifting being an integral part of social interactions, celebrations, and personal expressions of gratitude.

The corporate gifting segment is expanding rapidly, as businesses increasingly leverage gifts to foster client relationships, reward employees, and enhance brand visibility. Non-profit organizations and event planners are also major contributors to the market, as they rely on gifts to build goodwill and engage stakeholders. Gift basket companies are capitalizing on the

demand for thoughtfully curated and bundled gift options, appealing to both personal and professional audiences.

"Global Gifts" - Market Research Future Report on Global Gifts Retailing Market  
Market Research Future Report on Global Gifts Retailing Market:  
[https://www.marketresearchfuture.com/checkout?currency=one\\_user-USD&report\\_id=11205](https://www.marketresearchfuture.com/checkout?currency=one_user-USD&report_id=11205)

Occasion-based segmentation of the gifts retailing market

The occasion-based segmentation of the gifts retailing market reveals significant demand during birthdays, anniversaries, holidays, weddings, and other special occasions. Birthdays and anniversaries remain among the most celebrated events globally, driving the purchase of both traditional and experiential gifts. Holidays, including Christmas, Diwali, and Chinese New Year, represent peak gifting seasons, with retailers launching seasonal promotions and exclusive collections to attract consumers.

Weddings are another key driver of the gifts market, with a strong focus on luxury items, personalized keepsakes, and practical household goods. The "other special occasions" category, which includes graduations, retirements, and baby showers, also contributes significantly to market growth, reflecting the diversity of consumer gifting behaviors.

Price range analysis: Consumer spending habits on gifts

The report's analysis of the price range segment indicates a broad spectrum of consumer spending habits, with categories ranging from \$0-\$25, \$25-\$50, \$50-\$100, \$100-\$250, to \$250 and above. The affordability of gifts in the \$0-\$25 range ensures inclusivity, catering to budget-conscious shoppers and younger consumers. Mid-range categories, such as \$25-\$50 and \$50-\$100, remain popular for their balance between quality and affordability.

At the premium end, gifts priced at \$100-\$250 and \$250 and above are witnessing increased demand, driven by the growing preference for luxury and high-quality products. These segments are particularly popular among affluent consumers and in the corporate gifting sector, where premium gifts are used to convey prestige and exclusivity.

Global regional distribution of the gifts retailing market

The global gifts retailing market spans key regions, including North America, Europe, South America, Asia Pacific, and the Middle East and Africa. North America remains a dominant player, fueled by high disposable incomes, a robust culture of gifting, and the widespread adoption of e-commerce. Europe follows closely, with a strong emphasis on luxury and experiential gifts, particularly in markets such as the United Kingdom, France, and Germany.

In the Asia Pacific region, rapid urbanization, rising middle-class incomes, and cultural festivals are driving significant growth in the gifts market. Countries like China, India, and Japan are key contributors, with a growing demand for personalized and digital gifting solutions. South America and the Middle East & Africa are emerging markets, characterized by increasing

consumer awareness, expanding retail networks, and the influence of global gifting trends.

"Global Gifts Retailing Market" - Market Research Future's report, published, will help gift retailers and manufacturers to understand the market better and identify the growth opportunities:

<https://www.marketresearchfuture.com/reports/gifts-retailing-market-11205>

Several factors are propelling the growth of the gifts retailing market.

The rise of digital transformation in retail, coupled with the increasing penetration of smartphones and internet connectivity, has revolutionized how consumers discover and purchase gifts. Additionally, the growing emphasis on sustainability and eco-friendly gifting is shaping consumer preferences, with brands offering environmentally conscious packaging and products.

Corporate gifting is evolving as a strategic tool for relationship-building, driving demand for high-quality and customizable gift options. Furthermore, the integration of artificial intelligence, augmented reality, and virtual reality in retail platforms is enhancing the personalization and interactivity of the gifting experience, creating new avenues for market players to differentiate themselves.

As the global gifts retailing market continues to expand, stakeholders across the value chain—retailers, manufacturers, distributors, and technology providers—have immense opportunities to innovate and capture market share.

By aligning with consumer preferences, embracing digital advancements, and catering to diverse occasions and target audiences, market players can secure a competitive edge.

[Global Gifts Retailing Market](#)

EXECUTIVE SUMMARY

MARKET INTRODUCTION

RESEARCH METHODOLOGY

MARKET DYNAMICS

MARKET FACTOR ANALYSIS....

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