

Gift Registries - US - May 2013

Report Price: £2466.89 | \$3995.00 | €3133.71

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“No longer are gift registry creators universally seeking to equip their homes with the essentials for fancy at-home entertainment, but rather are using registries to upgrade items they already have or get gift cards for use at their favorite retailers.”

– Ali Lipson, Retail Analyst

In this report we answer the key questions:

- How can traditional retailers compete with the growing popularity of universal registries?
- What role do wedding registries play in an age when most engaged couples cohabit prior to marriage?
- Can retailers convince consumers that more life events are registry-worthy?

Traditional gift registries, focused on equipping households with staple products for entertaining, are under threat from shifting consumer norms. With a higher degree of consumers getting married later in life, cohabitating before marriage, and placing less of a priority on traditional forms of home entertainment, today's consumer is interested in registering mostly for practical products. This report focuses on how these changing norms affect the gift registries market, and how other emerging trends provide new opportunities for growth in the market.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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