

Greetings Cards - UK - October 2010

Report Price: £1500 / \$2310 / €1793



What is this report about?

The market for greeting cards is well-established in the UK. We send almost 1.5 million cards each year, remembering birthdays, celebrating special days and sending Christmas greetings. But the market is mature and demand, although still large, has been flat. New technology (including personal networking sites, e-mail, mobile phones and smartphones) have been changing at a rapid pace, creating a greater variety of ways for people to keep in touch with each other. Design themes in greeting cards have developed fast and people appear to be on the lookout for something really special, so craft cards and special cards have been outperforming the sales of conventional cards.

The calendar for greetings has changed, as people are urged to buy cards for a wider number of occasions.

What have we found out?

- There are warning signs that some consumers are beginning to object to paying too much for a greetings card. Although a third of consumers believe that the style of the card is more important than price, four in ten feel that cards are too expensive. One in five consumers have cut back their card spending compared with a year or two ago.
- One fifth (21%) of consumers try to buy charity cards whenever they can and a quarter are willing to spend more if it's for charity. Purchase of charity cards, however, remains largely confined to Christmas and Easter. Charitable cards for other occasions like birthdays, Valentine's Day and Father's and Mother's Day remain an untapped market.
- Engagements and weddings are occasions where consumers are slightly more inclined to spend more on something special because they want to be seen to be generous at this time of celebration. Also, their card is likely to be kept as a keepsake and so purchasers will be careful to choose something that they feel reflects the status of the occasion and their sentiments.
- Rising demand for hand-crafted cards offers potential for card-making kits to be sold by conventional card shops, and not just in stationery departments or hobby shops. As well as inspiring consumers to make their own cards, craft cards would make suitable gifts for artistic children or adults.
- The research from this report suggests that consumers rate 'real' cards and e-cards on different scales. For example, only 12% of consumers send e-cards or texts as well as greeting cards, just 8% use automatic reminders and only 5% use paid for e-card companies like Moonpig.
- The market for greeting cards is substantial and worth approaching £24 per capita in 2010 (£1.48bn). Consumer spending on greeting cards has been flat for several years, but within the whole there is polarisation, with growing demand for special cards as well as lower-priced options.

Your business guide towards growth and profitability

Mintel Oxygen is your one-stop shop for market and consumer analysis. It is designed to help you stay on top of market sizes, shares and forecasts, consumer trends, brand profiles and product innovation.

Use Mintel Oxygen to:

- Access fresh market intelligence every day
- Drive your business forward based on consumer trends
- Support your decision-making
- Benchmark competitive activity
- Stand out in new business pitches

If you have any questions or require further information, send an email to oxygen@mintel.com or call one of our regional offices:

EMEA: +44 (0)20 7778 7151
Americas: +1 (312) 932 0600
APAC: +61 (0)2 8284 8100