

## Gifts and Greeting Cards - UK - May 2013

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*"The convention of choosing a tangible gift is giving way to opting for giving money, vouchers or gift experiences. The card and gift retailers of today need to move with the times, embracing change and innovation in order to remain relevant to tomorrow's consumer."*

— Jane Westgarth, Senior Market Analyst

### In this report we answer the key questions:

- Are people using online methods to convey greetings?
- Is online shopping shaping the way we shop for gifts?
- Is the economic squeeze affecting purchasing habits?
- How are consumers responding to personalised cards and gifts?
- Is there a future for independent retailers in cards and gifts?

We live in a brave new world where most people have 24/7 access to the internet and can browse, shop and bargain hunt online in ways that are increasingly convenient. The rapid uptake of smartphones has led to a revolution in shopping habits which is affecting many consumer markets in a dramatic and far-reaching way. And yet, giving and receiving a real greetings card still means much more to people than receiving an e-card or a message on Facebook. But is the online revolution beginning to change the way that we feel about gifts and greetings? Will we see more people shifting over to use new media to send their greetings? And what are the implications for manufacturers and sellers of gifts and greetings?

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