

## Gifting - US - July 2017

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"Most consumers give gifts for birthdays and holidays. Self-gifting is an opportunity to engage consumers and should be leveraged to drive growth. Additionally, using tools and services to make the gifting process easier and more flexible will help to encourage those who otherwise might not be inclined or able to give a gift."

**Alexis DeSalva, Research Analyst- Retail and Apparel**

This report looks at the following areas:

- Many consumers are selective about when they give gifts
- Combatting the stigma of impersonal gifts

This Report covers all aspects of gifting, including use of gift registries, giving and receiving gifts, occasions for gifting, attitudes towards gifting, and self-gifting.

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