

Giftgiving - US - June 2019

Report Price: £3254.83 | \$4395.00 | €3662.99

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"How consumers shop for gifts, what they give and occasions for giving is evolving. Retailers and brands that win business in the future will be those that add value, make gift shopping more convenient and enjoyable for both the gift giver and the receiver."

- Fiona O'Donnell, Director - Multicultural, Lifestyles, Travel & Leisure

This report looks at the following areas:

- Shopping for gifts occurs throughout the year
- Gift shoppers are exploring their options
- Give recipients more control over the gifts they receive
- Promote registries for nontraditional occasions – and nontraditional gifts
- Encourage people to treat themselves
- Leverage social media to provide inspiration

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DID YOU KNOW?

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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