

Greetings Cards & Personal Stationery Retailing - UK - May 2019

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This report looks at the following areas:

Even with the availability of digital calendars and diaries, consumers remain enthusiastic about physical versions, responding to innovative and fashionable styling and buying journals and personal organisers to help them manage their lives and emotions. Growth in consumer spending on greetings cards is being driven by heightened demand for single cards, particularly at Christmas.

Card shops remain popular, but face stiff competition as the supermarkets make strenuous efforts to create better non-food areas within their big-surface shops. The shift to buying online has begun to have an impact on stationery retailers, changing the economics of running a chain of shops. Expect more sales to migrate online in the next five years.

- Online shopping for cards and stationery will grow
- Will shoppers for cards and stationery become more price-sensitive?
- Will supermarkets continue to grow market share of cards and stationery?



“The greetings card and personal stationery markets have held up, despite the tendency for so many forms of communication to be purely digital these days.”

– Jane Westgarth, Senior Retail Analyst

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