

Gifting - Canada - November 2019

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This report looks at the following areas:

Preferences for the types of gifts given and desired are also evolving. Marketers must work harder to both keep up and bring consumers along. In this regard, companies have never been better positioned to connect with consumers as tech and digital platforms are making the gift purchasing process easier, while also putting more control in the hands of the gift receiver.

- Holidays get all the attention, but gifting happens all year-round
- Preference for giving gift cards is edging out traditional gifts
- The potential of experiences as gifts has not been unlocked



"Gifting is changing and the reasons for doing so now run much broader than just traditional occasions. Gifting now includes more 'mundane' situations like going to someone's house for dinner and treating oneself in both good times and bad."

– Carol Wong-Li, Associate Director - Lifestyles & Leisure

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APPENDIX – DATA SOURCES AND ABBREVIATIONS

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