

# Greetings Cards and Personal Stationery Retailing - UK - February 2021

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## This report looks at the following areas:

Greeting card retailers have had a tough year as key events such as Mother's Day and Christmas were celebrated in lockdown. Despite the closure of non-essential stores, demand from consumers held up well, with 89% purchasing a greeting card in the past 12 months.

The impact of COVID-19 has seen some of this demand move online as consumers look for personalised cards to send to loved ones. While in the personal stationery market, we have seen consumers take up journal writing as a way to maintain their wellbeing. The pandemic has helped boost the use of both mediums as a way for consumers to express and channel emotions during a year that has been challenging for many.

The rise of digital communications and online shopping remains a threat to card specialists and independents that depend on a high-street presence. Looking at the performance from leading retailers, we see that many were unable to regain losses made from closed stores. Paperchase was one of the first casualties in the sector to fall under the impact of COVID-19, although it had been struggling for some years due to declining footfall on the high street – something the pandemic will have further exacerbated.

Going forward, card retailers should tap into the trends COVID-19 has helped to boost. The pandemic has heightened consumers' sense of belonging and as such, sending greeting cards is one of the key ways in which consumers have kept in touch with family and friends during lockdown. Despite the rise of digital communications, the pandemic has put a renewed focus on the traditional pastime as people look for a way to switch off from the digital world. Retailers should be aligning marketing and innovation efforts with the wellbeing trend, which has become increasingly multifaceted, giving retailers plenty of scope to help define the term for greeting card and personal stationery shoppers.

## Key issues covered in this report:



"The pandemic has heightened consumers' sense of belonging and as such, sending greeting cards have become an important part of keeping in touch with family and friends during lockdown. Despite the rise of digital communications, the pandemic has put a renewed focus on the traditional pastime as it gives people the chance to feel connected and switch off from the digital world. This has also

contributed to trends in the personal stationery market, which has seen consumers

take up journal writing as a

way to maintain their

wellbeing. The pandemic has

helped boost the use of both mediums as a way for

consumers to express and

channel emotions during a

year that has been

challenging for many."

- Emily Viberg, Retail Analyst



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- The impact of COVID-19 on the greetings card and personal stationery market.
- How card retailers can encourage seasonless card purchasing.
- How stationery retailers can support the new work-from-home environment.
- Behaviours relating to personal stationery shopping habits.
- Behaviours relating to greetings card shopping habits.

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