"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
Overview

What you need to know

Scope

Executive Summary

Overview

The insights

Shopping for gifts occurs throughout the year

Figure 1: Gifting occasions, March 2019

Gift shoppers are exploring their options

Figure 2: Multichannel gift-shopping behaviors, March 2019

The opportunities

Give recipients more control over the gifts they receive

Figure 3: Attitudes toward receiving gifts, March 2019

Promote registries for nontraditional occasions – and nontraditional gifts

Figure 4: Future gift registry interest, by generation, March 2019

Encourage people to treat themselves

Figure 5: Self-gifting behaviors, by gender and age, March 2019

Leverage social media to provide inspiration

Figure 6: Social media attitudes and behaviors related to gifting, by age, March 2019

What it means

The Market – What You Need to Know

Gifting market strong and growing

Healthy economy drives discretionary spending

More than one third of gift shoppers are online dominant

Societal trends impact gifting occasions

Annual number of births and birth rate continues to decline

Market Value Indicators

Spending during the winter holiday season crosses $700 billion

Figure 7: Total winter holiday sales* in the US, 2015-18

Mother’s Day, Valentine’s Day lead for expectations to spend

Figure 8: Expected spending* on other holidays in the US, 2015-18

Market Drivers

Positive economic environment drives discretionary spending

Figure 9: Consumer Sentiment Index, January 2007-April 2019

Figure 10: Consumer confidence and unemployment, 2000-April 2019

Online is creating new opportunities for gifting
Figure 11: Channels shopped for gifts, March 2019

Millennials are more likely to go over budget – and to treat themselves

Figure 12: Gifting habits – Budget and self-gifting, by generation, January 2019

Market Factors

Annual marriages on the rise, though rate continues steady decline

Figure 13: Provisional number of marriages and marriage rate in the US, 2000-16

Increasing number of singles means more opportunity to promote self-gifting

Figure 14: Marital status of the population age 15 and over, in thousands, 2008-18

Those who do get married put it off until later in life

Figure 15: Average age at first marriage, by gender, 2008-18

Births hit a 30-year low

Figure 16: Annual births and fertility rate, 2007-17

Analyst Perspective

Gift shopping "experiences" will become more common

Group gifts will encourage larger purchases from registries

Key Trends in Gifting – What You Need to Know

Major retailers building loyalty through registries, tech, personal service

Winter holiday shopping season starts earlier in the fall

Gifting occasions can happen at any time for any reason

Key Players

Amazon allows shoppers to collaborate on Wish Lists

Walmart makes its baby registry more user-friendly

Figure 17: Walmart baby registry tweet, April 2019

Crate and Barrel offers private registry events

Figure 18: Deer Park Town Center Crate and Barrel wedding registry event Facebook post, February 2019

Macy’s teams with Facebook on holiday pop-up shops

Figure 19: News coverage of Macy’s/Facebook pop-up, November 2018

Nordstrom provides Gift Scouts to help shoppers during the holidays

Figure 20: Nordstrom customer acquisition email, December 2018

Best Buy leverages user generated content to give shoppers gift ideas

What’s Working?

Gift givers feast on Thanksgiving week online deals

Figure 21: Online sales in the US, Thanksgiving-Cyber Monday, 2018

Self-gifting, just because

Figure 22: Self-gifting behaviors, by select demographics, March 2019

Gift registries can drive repeat business

Figure 23: Gift registry experience impact on shopping with a retailer, by key demographics, March 2019
Mall-based specialty gifting retailers losing relevancy

Retailers will more actively promote unconventional gifting occasions
  Figure 24: Aveda Singles’ Day customer acquisition email, November 2018
  Figure 25: BCBGMAXAZRIA Friendsgiving customer acquisition email, November 2018

Gift recipients will have more control over the gifts they receive
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Chatbots will get smarter and offer more functions
  Figure 27: 1-800-Flowers.com Facebook Messenger chatbot examples, April 2019
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Traditional gifting occasions remain most popular
Gift cards remain most popular, room for experiential gifting to grow
Familiarity can take a retailer only so far with gift shoppers
Gift buyers gravitate online for inspiration
Gift registries will continue to evolve and include more types of gifts
More than half struggle to come up with ideas for themselves

Key takeaways
Birthdays and winter holidays are the most popular gifting occasions
  Figure 29: Gift-purchasing occasions, March 2019

Winter holiday spending outpaces all other gifting occasions
  Figure 30: Average amount spent per recipient per gifting occasion, March 2019

Who, what and why is more important than how much
Women are more likely than men to buy gifts for most (not all) occasions
  Figure 31: Gift purchasing occasions, by gender, March 2019

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  Figure 32: Gift purchasing occasions – Select occasions, by marital and parental status, March 2019

Younger consumers give gifts to say thanks
  Figure 33: Gift-purchasing occasions – To say “Thank You,” by age, March 2019

Key takeaways
Gift cards, clothing, food and beverage are most popular with gift givers
  Figure 34: Types of gifts given, March 2019

Fewer people buying gift cards, foodservice makes gains among card purchasers
  Figure 35: Gift card purchasing, 2011-18
  Figure 36: Types of gift cards purchased, 2011-18
Younger gift buyers tend toward tangible products
Figure 37: Types of gifts given – Tangible products, by generation, March 2019

Parents, more-affluent gift givers get creative with experiences
Figure 38: Types of gifts given – Experiences, by parental status and household income, March 2019

Younger women are more likely to give homemade gifts
Figure 39: Types of gifts given – Homemade gifts, by gender and age, March 2019

**Gift Shopping Habits**

**Key takeaways**

- Online shopping is common among gift buyers
  Figure 40: Dominant gift-shopping channel, by select demographics, March 2019

- Gift buyers gravitate toward familiar retailers first
  Figure 41: Gift-shopping habits, March 2019

- Promote unique offerings to stand out with comparison gift shoppers
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- Men look to validate their gift selections
  Figure 43: Omnichannel gift-shopping habits, by gender, March 2019

- What gift shoppers like and don’t like about shopping for gifts

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**Key takeaways:**

- Amazon is the top resource for gift shoppers
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- Younger adults more likely to use online resources
  Figure 45: Online resources used to find the right gift, by age, March 2019

- Store associates can be a competitive advantage – particularly with men
  Figure 46: In-store resources used to find the right gift, by gender and age, March 2019

**Gift Registries**

**Key takeaways**

- Half of all adults have shopped from a gift registry
  Figure 47: Gift registry usage, by key demographics, March 2019

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  Figure 48: Gift registry behaviors – Online and offline, by gender and age, March 2019

- Offering in-store experiences could generate more business from registry users
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- Gift registries will continue to expand and evolve
  Figure 50: Future gift registry interest, by age, March 2019
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**Key takeaways**
Make it easier for people to get inspiration for gifts they want to receive
Figure 52: Attitudes and behaviors around receiving gifts, March 2019
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Women and Millennials are more likely to re-gift
Figure 54: Re-gifting behaviors, by gender and age, March 2019
Figure 55: New York & Co. customer acquisition email, December 2018

Encourage gift idea sharing on social media
Figure 56: Social media for gifting, by gender and age and by Hispanic origin, March 2019

It’s the thought that counts, recipients appreciate a personal touch

Appendix – Data Sources and Abbreviations
Data sources
- Consumer survey data
- Consumer qualitative research
- Direct marketing creative
Abbreviations and terms
Abbreviations
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Appendix – The Consumer
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Figure 58: Types of gift cards purchased in the last 12 months, 2011-18