

# U.S. Personalized Gifting Market - Industry Outlook & Forecast 2025-2030

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### Report description:

The U.S. personalized gifts market is expected to grow at a CAGR of 7.03% from 2024 to 2030.

MARKET TRENDS & DRIVERS

Inclination of Millennials and Gen Z Towards Personalized Gifting

Millennials and Gen Z prefer personalized gifts because they value thoughtfulness and meaningful connections. Customized gifts show effort and convey, "I know you and care about what makes you unique." Raised in the age of social media, these generations prioritize individuality, and personalized items allow them to express their style and values. Additionally, younger generations, particularly millennials and Gen Z, are driving the growth of digital and personalized gifting. These generations are highly digital savvy and accustomed to interacting with brands and content in personalized ways. In 2023, the survey of 2,000 US adults was conducted by OnePoll for Shutterfly between September 27 and October 3, 2023. Despite a digital lifestyle, 62% of Millennials and 59% of Gen Z prefer physical cards, with 55% of all respondents favoring personalized messages. Millennials spend significant time personalizing, averaging 27 minutes on cards and 42 minutes on gifts. Shutterfly's tools, like its 24-Hour Designer Service, make customization easier, aligning with trends showing 70% of recipients valuing personalized gifts as a reflection of deeper bonds. Popular personalized items include greeting cards, jewelry, clothing, and artwork. The survey emphasizes the timeless appeal of tangible, thoughtful expressions during the holidays.

Rising Popularity of Seasonal and Event-Based Gifting

Gifting has long been a significant cultural practice, deeply embedded in holidays like Christmas, Thanksgiving, and Valentine's Day. However, there has been a noticeable shift in consumer behavior toward more thoughtful and personalized gifting. Modern consumers increasingly prioritize the emotional value of gifts over their monetary worth. For seasonal occasions such as Halloween or Easter, and life events like weddings, graduations, or baby showers, a personalized touch adds sentimental value that resonates more deeply with recipients. This trend is reinforced by the desire to create lasting memories and foster stronger

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personal connections, especially as traditional in-person interactions are supplemented or replaced by digital communications. And such factors collectively contribute to the growth of the U.S. personalized gifts market. For instance, in December 2024, American Greetings launched a festive Create-a-Card collection featuring international star Sia. These free virtual cards showcase Sia's unique art style and allow users to include clips from her hit holiday songs, such as "Snowman" and "Santa's Coming for Us." The cards can be personalized with photos, videos, messages, and themed envelopes. Music has long been a tool for enhancing emotional connections in gift-giving, and this feature allows users to make their cards even more memorable and immersive.

#### **INDUSTRY RESTRAINTS**

#### Logistic and Delivery Challenges

Personalized gifting businesses often rely on complex supply chains to source raw materials or pre-made products that can then be customized. The U.S. has seen persistent supply chain disruptions, particularly in the aftermath of the pandemic. These disruptions have caused delays in the availability of materials needed for custom gifts, such as fabrics, metals, or tech components. In August 2024, in the U.S. last-mile delivery accounted for 53% of total transportation costs and 41% of overall supply chain costs, highlighting the significant impact of this phase on logistics. In the U.S. personalized gifts market, these challenges are even more pronounced. The need for customized packaging, timely deliveries for special occasions, and the handling of delicate or perishable items complicate last-mile logistics. This increases costs and delivery time constraints, making it difficult for companies to balance customer expectations for quick, efficient service with the complexities of personalization and product handling.

#### **SEGMENTATION INSIGHTS**

#### **INSIGHTS BY PRODUCT**

The U.S. personalized gifts market by product is segmented into clothing, food & beverage, home decor, stationary & cards, and others. The demand for personalized clothing in the U.S. personalized gifts market surged in 2024 and accounted for a significant more than 34% share, driven by consumers' growing preference for unique and thoughtful gifts. Personalized t-shirts are a powerful tool in the booming market. They increase exposure by turning wearers into walking advertisements and expanding reach through eye-catching designs that spark curiosity and conversations. Ideal for businesses, these custom tees can amplify word-of-mouth marketing, especially at public events. Also, advances in customization technology, such as online design tools and quicker turnaround times, have made personalized apparel more accessible and appealing. Additionally, cultural shifts toward self-expression and sustainability encouraged buyers to choose custom clothing as a meaningful, durable, and often eco-friendly gift option. This trend was further fueled by the popularity of social media, where personalized fashion serves as both a gift and a statement.

# Segmentation by Product

- -□Clothing
- -□Food & Beverage
- -□Home Decor
- - $\square$ Stationary & Cards
- $\hbox{-} \square Others$

#### **INSIGHTS BY END-USER**

The U.S. personalized gifts market by end-user is segmented into female, male, and children. In 2024, the female segment

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accounted for the highest share of revenue in the end-user U.S. personalized gifts market. Females prefer gifts that reflect personal thoughtfulness rather than generic items. A customized gift shows that time and effort were put into choosing something special, which can be particularly important for significant occasions like birthdays, anniversaries, and holidays. Influencers and bloggers who focus on lifestyle, fashion, or motherhood often promote personalized gifts, leading to heightened interest among female consumers. The idea of giving or receiving a personalized gift is often reinforced by influencer trends. Many personalized gift options are crafted from sustainable or eco-friendly materials, which appeal to women who prioritize ethical consumption. Customizable items are often handmade, supporting artisans and local businesses, which adds value for consumers who care about sustainability and ethical sourcing.

Segmentation by End-User

- -∏Female
- -∏Male
- Children

#### INSIGHTS BY DISTRIBUTION CHANNEL

The online distribution channel in the U.S. personalized gifts market is accounting for a CAGR of more than 7% during the forecasted period in the US personalized gifting market, driven by the increasing consumer preference for convenience, customization, and a wide range of options. E-commerce platforms provide easy access to personalized gifts, offering everything from engraved jewelry to custom-printed home decor. With advancements in digital tools and efficient logistics, online retailers can cater to diverse customer needs, offering quick turnaround times and global shipping, making personalized gifts more accessible than ever. This shift to online shopping is reshaping how consumers approach gifting, emphasizing a more personalized and convenient experience.

Segmentation by Distribution Channel

- -∏Offline
- -[Online

#### **REGIONAL ANALYSIS**

In the Northeast, urban centers like New York and Boston drive demand for premium, artisanal, and sustainable personalized products, often tied to events like weddings and corporate gifting. The South emphasizes family traditions, favoring personalized milestone gifts like monogrammed decor and engraved items. Midwest consumers prioritize affordability and practicality, seeking value-driven items like customized kitchenware and embroidered apparel. In the West, a tech-savvy, eco-conscious population prefers digital customization and sustainable gifts, with cultural diversity fostering demand for culturally specific items. The Southwest leans toward customized outdoor gear, leather goods, and travel items, reflecting its rugged and adventurous lifestyle.

Segmentation by Region

-□United States

 $o \square South$ 

o∏West

o∏Midwest

 $o \square Northeast$ 

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#### COMPETITIVE LANDSCAPE

The U.S. personalized gifts market landscape is competitive, with a diverse range of players ranging from established brands to small niche businesses, each offering distinct value propositions to cater to the growing consumer preference for personalized gifts. Prominent players in the U.S. personalized gifts market include industry leaders like Shutterfly, Etsy, Personalization Mall, and Cimpress, Hallmark, each catering to specific niches. Emerging competitors such as startups and boutique brands are targeting specific demographics, such as eco-conscious consumers or tech-savvy millennials, by offering unique products like sustainable gifts or Al-driven customization tools. These newer entrants in the U.S. personalized gifts market often leverage agility to stay ahead of trends, creating a dynamic and fragmented competitive environment.

Recent Development in the U.S. Personalized Gifts Market

- In 2024, Cimpress invested in research & development (R&D) around USD 62,655 enhancing its technological capabilities, developing new products, and maintaining a competitive edge in the market.
- In December 2024, American Greetings launched a new holiday Creatacard collection featuring Sia, with customizable cards and snippets from her popular holiday songs. They provide a subscription model for unlimited access to digital greetings, expanding their customer engagement through customization and social sharing.
- In October 2024, Hallmark introduced Gift Card Greetings, blending physical cards with digital gift cards for a personalized, convenient gifting experience. This strategy is critical as consumer behavior shifts toward digital and mobile-friendly solutions. In November 2024, InBarrel launched personalized premium tequila bottles, offering custom labels for corporate and holiday gifting. This initiative allows the company to appeal to a broader customer base, increase repeat business, and attract various market segments.

**Key Company Profiles** 

- American Greetings Corporation
- -[Cimpress
- -∏Etsy
- -□Hallmark
- -∏Shutterfly

Other Prominent Vendors

- American Stationery LLC
- -∏Beyond, Inc.
- -□CafePress
- -□Consortium Gifts
- Contrado Imaging Ltd
- -□GiftTree
- -∏Disney
- -□Firebox
- -∏Gelato
- -[]Giftalove
- -□Goody Technologies, Inc.
- -∏IGP
- -□Mark & Graham
- -□Merchery

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- -□Moleskine
- -□Moonpig
- Not Another Bill
- -□Personalization Mall
- -□Minted LLC
- -□Printful Inc.
- -□Redbubble
- -□Say It With A Gift
- -□Snapfish
- -∏Stadium
- -∏Uncommon Goods LLC
- -∏Winni
- -□InBarrel
- □YourSurprise
- -∏Zazzle

#### **KEY QUESTIONS ANSWERED:**

- 1. ☐ How big is the U.S. personalized gifts market?
- 2. What is the growth rate of the U.S. personalized gifts market?
- 3. What are the significant trends in the U.S. personalized gifts market?
- 4. Which region dominates the U.S. personalized gifts market share?
- 5. Who are the key players in the U.S. personalized gifts market?

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