

## **Gifts Retailing - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

Market Report | 2025-04-28 | 145 pages | Mordor Intelligence

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### **Report description:**

The Gifts Retailing Market size is estimated at USD 96.42 billion in 2025, and is expected to reach USD 117.98 billion by 2030, at a CAGR of 4.12% during the forecast period (2025-2030).

The gifts retailing market is a significant segment within the global retail industry, showing steady growth attributed to consistent demand for gifts across various occasions throughout the year. Key events such as birthdays, weddings, anniversaries, and holidays contribute to the sustained demand for gifts, driving the market forward.

Online platforms provide a diverse array of gifts, convenient delivery options, and the capability to send gifts globally. This has significantly broadened the market's accessibility and reach. The industry is witnessing an emerging trend towards eco-friendly and sustainable gifts, with consumers showing a preference for items made from recycled materials and ethically sourced products. Experiential gifts, including spa vouchers, travel packages, and event tickets, are gaining popularity as they focus on creating memorable experiences for recipients.

Corporate gifting is a crucial segment within the Gifts Retailing Market, with businesses purchasing gifts to express appreciation and strengthen professional relationships with clients, employees, and partners. Although the pandemic presented challenges and opportunities, the industry demonstrated resilience. With physical retail stores temporarily closed or operating at limited capacity, the shift to online shopping accelerated, leading to increased demand for gifts delivered directly to recipients' homes. While supply chain disruptions impacted certain gift items, the industry adapted to changing circumstances, emphasizing the enduring appeal and adaptability of the gifts retailing market.

Gifts Retailing Market Trends

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## Impact of Valentine's Day Gifts Purchasing in Gift Retailing Market

Valentine's Day stands as a prominent global retail holiday, fuelling a surge in gift sales. Online and brick-and-mortar retailers witness a sales uptick as consumers seek presents for their loved ones, be it romantic partners, family, friends, or pets. To cater to Valentine's Day shoppers' diverse preferences and budgets, gift retailers expand their product range. Alongside traditional offerings like flowers, chocolates, and jewellery, they curate personalized items, experiences, and subscription services. Gift retailers ramp up their marketing efforts to make the most of the Valentine's Day shopping season. They employ a mix of channels, from social media and email marketing to in-store displays and advertisements, to highlight their products and enticing offers. As online shopping gains traction, e-commerce platforms play a pivotal role in Valentine's Day gifting. Gift retailers optimize their online presence, bolster website functionality, and introduce convenient features like same-day delivery and gift wrapping, catering to the preferences of tech-savvy shoppers seeking seamless experiences.

## Increasing Sales of Gift, Novelty, and Souvenir Stores in United States

The United States remains a popular destination for both domestic and international tourists, fueling a robust demand for souvenirs and gifts. These visitors actively seek keepsakes to commemorate their journeys, leading to a surge in sales at gift and souvenir stores. These stores, strategically located in tourist hotspots, airports, and popular attractions, witness heightened footfall and sales. The American culture places a strong emphasis on gift-giving, with occasions like birthdays, holidays, weddings, graduations, and milestones prompting individuals to purchase gifts for their loved ones. To cater to this demand, gift and novelty stores curate a diverse range of unique and themed products, ensuring steady sales year-round. Notably, major seasonal events like Christmas, Valentine's Day, Mother's Day, Father's Day, Halloween, and Independence Day witness a notable uptick in consumer spending on gifts and novelty items. Retailers smartly leverage these occasions by rolling out themed merchandise, promotions, and eye-catching seasonal displays, further driving foot traffic and sales.

## Gifts Retailing Industry Overview

The gifts retailing market is highly competitive, with players continuously innovating and adapting to changing consumer preferences and trends. Retailers differentiate themselves by offering unique product selections, excellent customer service, personalized options, and competitive pricing. Building brand loyalty and maintaining a strong online presence are essential strategies in this competitive landscape. The market includes traditional brick-and-mortar retailers and online platforms, each having a share of consumer spending on gift items. Following is the list of Top players in the Market: Card Factory, Aldi Stores Ltd, Alibaba Group Holding Ltd, Amazon.com Inc, and American Greetings Corp.

### Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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