



Buying Trends for Gifts

Source: Strategic Insights, Gifts & Decorative Accessories Study. Gifts & Decorative Accessories delves into consumer gift-buying patterns in the fifth annual Gift Book Consumer Survey, which asks respondents about the categories and products they plan to spend money on in the coming year. The research team surveyed consumers across the US in order to gain insight into the consumer thought process when considering a gift purchase. Looking at what types of gifts consumers are buying, why they're buying them and who they're buying them for, this year's survey provided some interesting statistics.

HOME - CONSUMER DECORATING STYLES

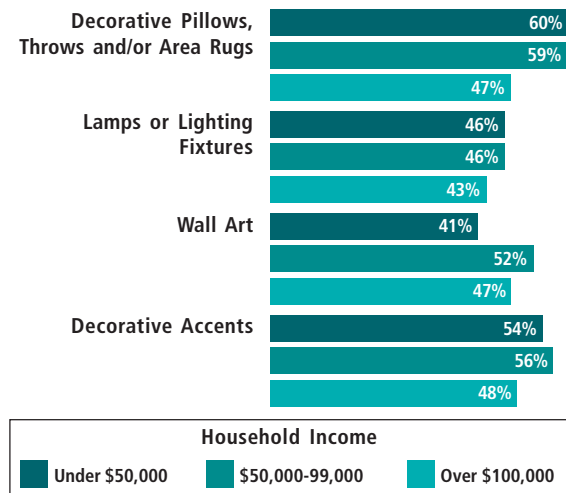
Percent of Consumers

Casual Comfort	67%
Modern	33%
Traditional	29%
Elegant/Formal	14%
Rustic	14%
Urban Chic/Trendy	14%
Country	13%
Coastal	13%

By Generation

	Millennials	Generation X	Baby Boomers
Casual Comfort	70%	67%	61%
Modern	41%	33%	20%
Traditional	30%	26%	33%
Elegant/Formal	21%	10%	11%
Urban Chic/Trendy	18%	13%	8%
Coastal	18%	8%	13%
Rustic	17%	12%	11%
Country	17%	10%	12%

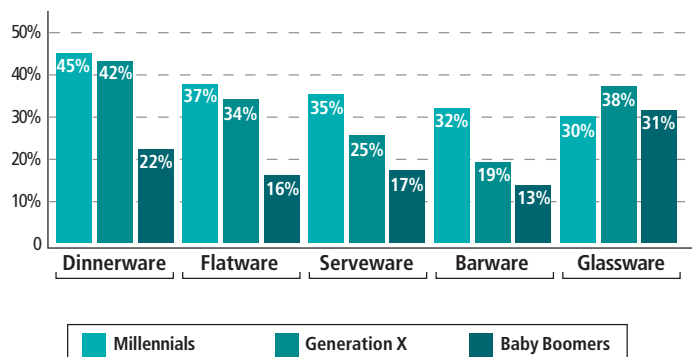
Home Products consumers plan to buy in the next 12 months



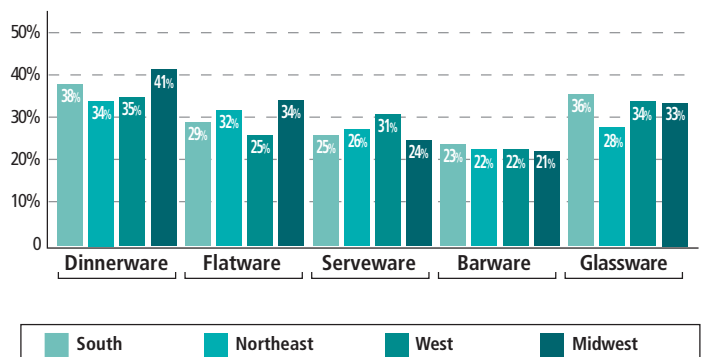
60% of Millennials plan to buy decorative accents in the next 12 months, the highest of all generations.

Kitchenware Products consumers plan to buy in the next 12 months

By Generation

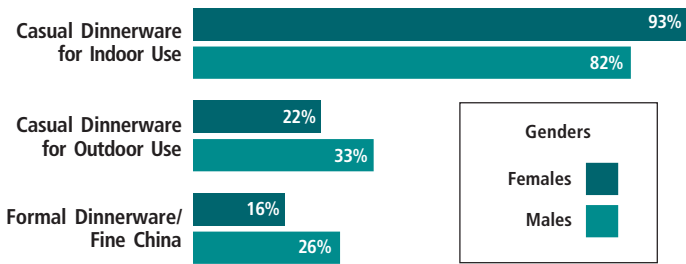


By Region

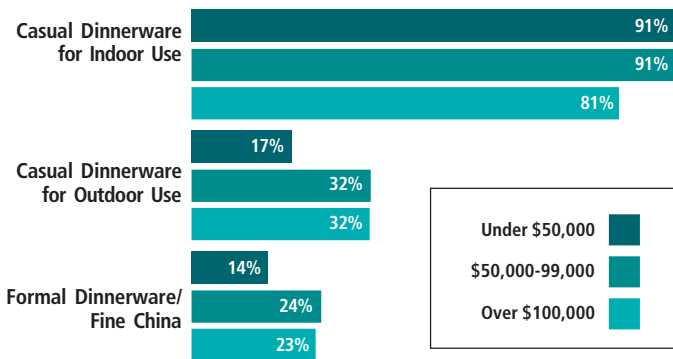


Types of Dinnerware consumers plan to buy in the next 12 months

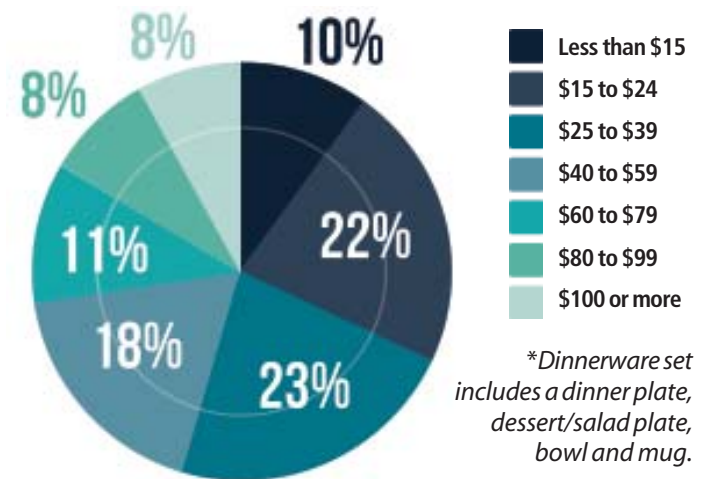
By Gender



By Household Income



Amount consumers plan to spend on a 4-piece dinnerware set*

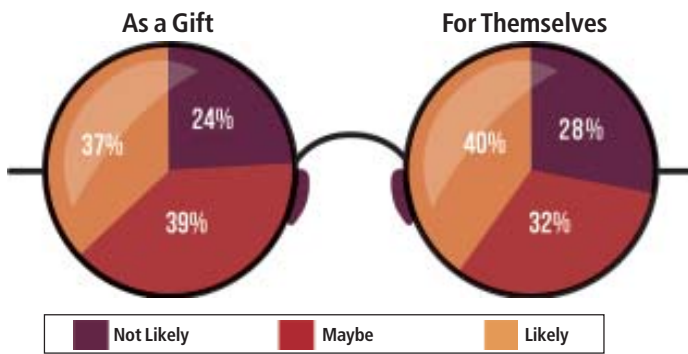


FASHION

TYPES OF JEWELLERY CONSUMERS PLAN TO BUY IN NEXT 12 MONTHS

By Household Income	Under \$50,000	\$50,000- \$99,999	\$100,000 or More
Necklaces	42%	44%	46%
Earrings	41%	49%	41%
Bracelets	36%	38%	32%
Rings	36%	34%	29%
Personalized	13%	24%	16%
Pins/Brooches	6%	11%	7%

Likelihood that consumers will purchase Fashion Accessories

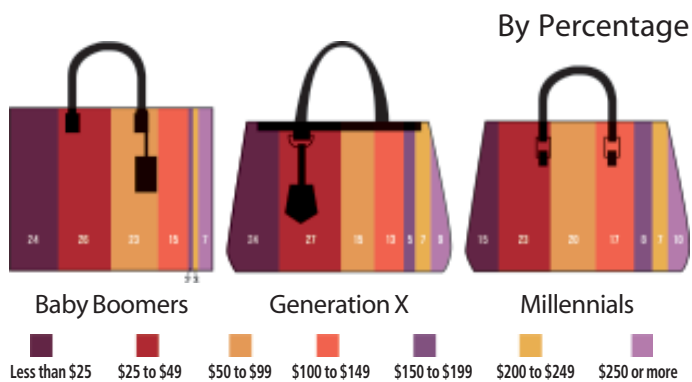


Types of Accessories consumers are most likely to buy in a gift store

Handbags/wallets	44%
Scarves	36%
Fashion Jewellery	35%
Socks	32%
Hats	26%
Totes	26%
Slippers	23%
Belts	23%
Wraps	16%
Tights	15%
Reading glasses	11%
Tunics	10%
Vests	8%

51% of Millennials are likely to buy handbags and wallets, compared to 45% of Generation X and 33% of Baby Boomers. 27% of males are likely to purchase hats in a gift store, compared to 25% for females.

Amount consumers expect to spend on a Handbag



CANDLES

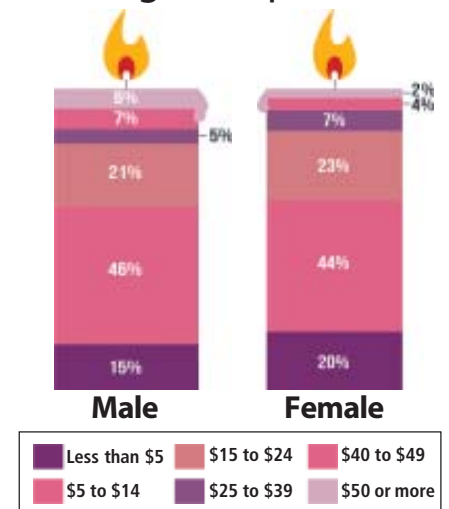
Home Fragrance Products consumers are most likely to buy in the next 12 months

Candles	64%
Fragrance sprays	49%
Diffusers	33%
Wax melts	29%
Flameless candles	17%

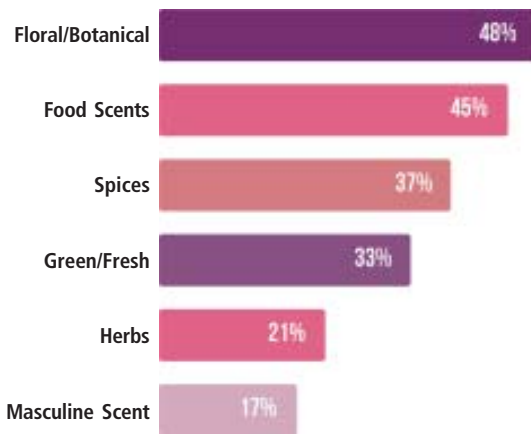
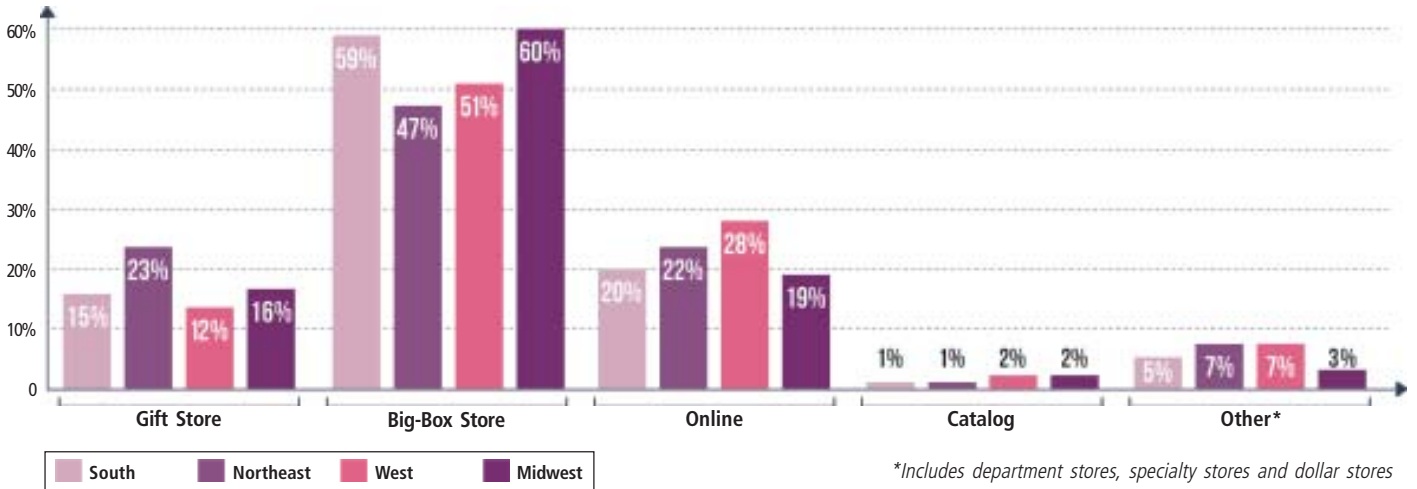
Fragrance sprays are most popular in households with incomes under \$50,000, as 60% plan to purchase them in the next 12 months.



How much consumers expect to pay for a Home Fragrance product



Where consumers are likely to buy a Home Fragrance product



Fragrance sprays are most popular in households with incomes under \$50,000, as 60% plan to purchase them in the next 12 months.

- 56% of consumers are most likely to purchase their Home Fragrances at a Big Box Store.
- Generation X is the most likely generation to purchase candles within the next 12 months.
- 18% of males expect to spend \$25 or more on a Home Fragrance Product, compared to 13% of females.

STATIONERY

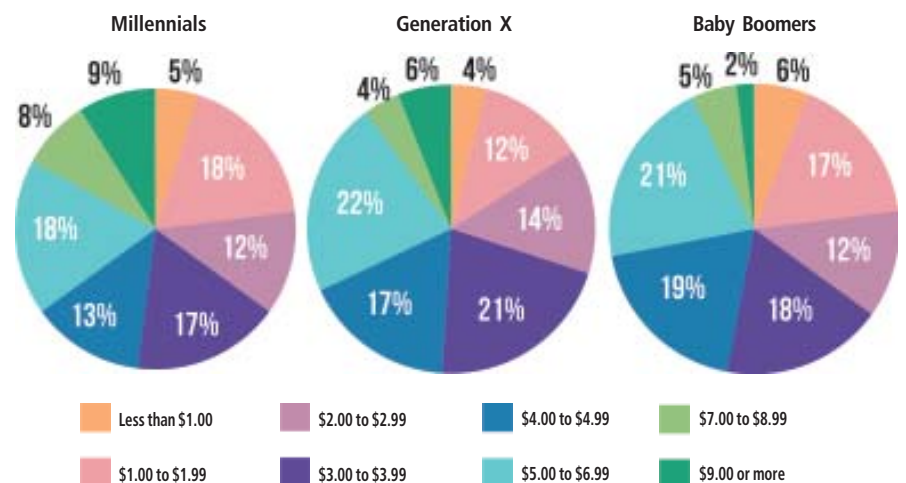
Birthday Card types consumers are most interested in

Humorous	77%
Sentimental	1%
Age/gender specific	42%
Artist/design driven	23%
Musical	19%
Pop-up/3D	19%
Cards with gifts/extras	14%

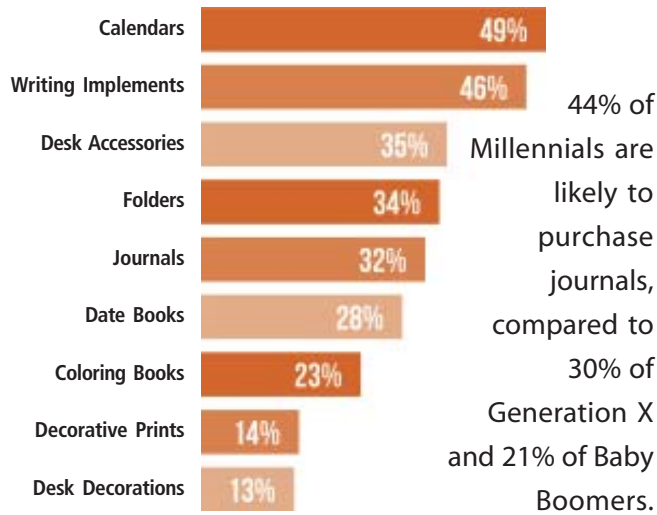
82% of Generation X are interested in humorous birthday cards.

56% of female consumers are interested in sentimental birthday cards.

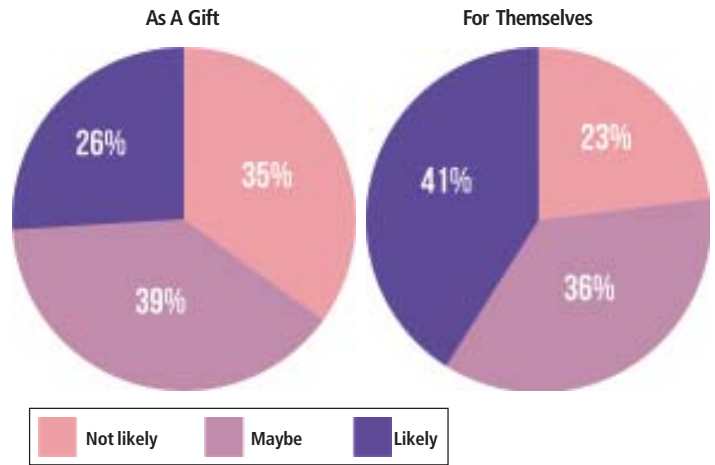
Amount consumers are willing to pay for a Greeting Card



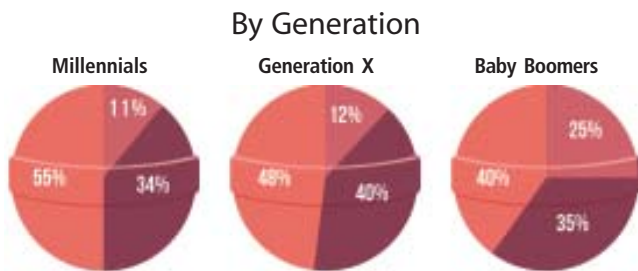
Stationery Products consumers are likely to purchase in the next 12 months



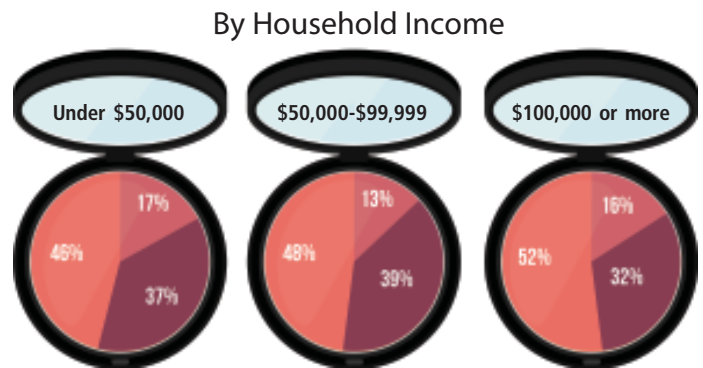
Likelihood of consumers buying stationery products other than greeting cards in the next 12 months



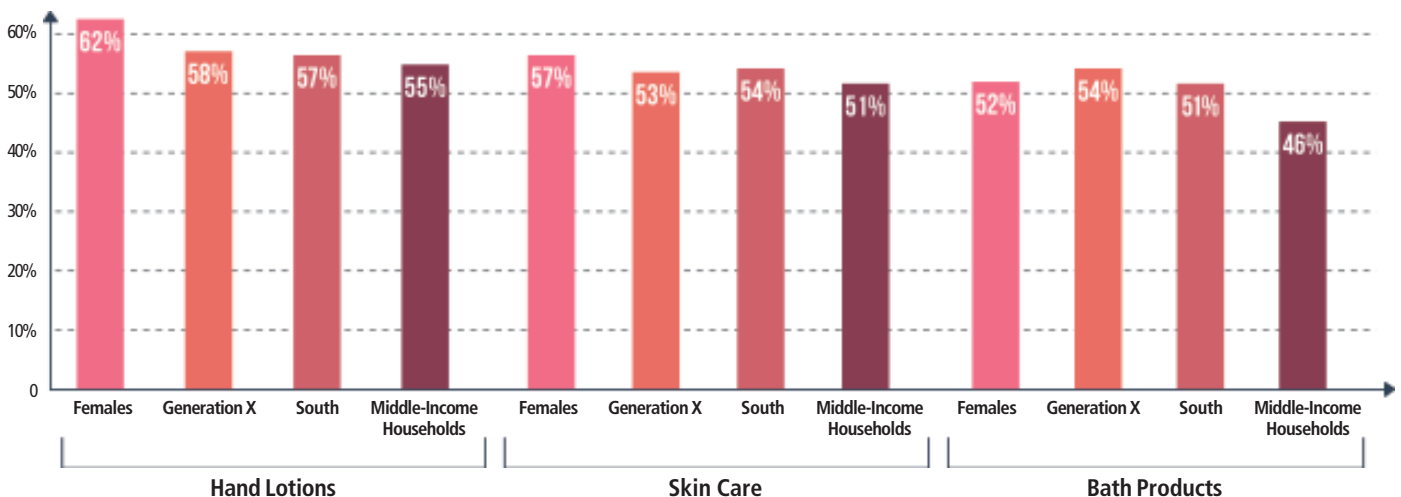
BATH & BODY Likelihood of consumers buying Bath and Body products as gifts in the next 12 months



More than half of households in the South and Midwest are likely to purchase bath and body products as a gift within the next year.



Key groups most likely to buy Bath and Body products as gifts



GOURMET ACCESSORIES

Essential Wine and Bar Tools for entertaining at home

By Region	South	Northeast	West	Midwest
Corkscrew	56%	60%	49%	55%
Ice bucket	33%	37%	32%	29%
Cocktail shaker	29%	31%	29%	26%
Chilling tools	18%	17%	14%	14%
Foil cutter for wine bottles	18%	17%	20%	17%
Wine aerator	17%	16%	24%	16%
Strainer	17%	22%	19%	15%
Jigger	13%	15%	15%	16%
Cocktail muddler	5%	12%	10%	8%

When consumers are likely to purchase gourmet houseware products

Spring	11%
Summer	22%
Fall	28%
Winter	39%

Kitchenware products consumers plan to give as gifts in the next 12 months

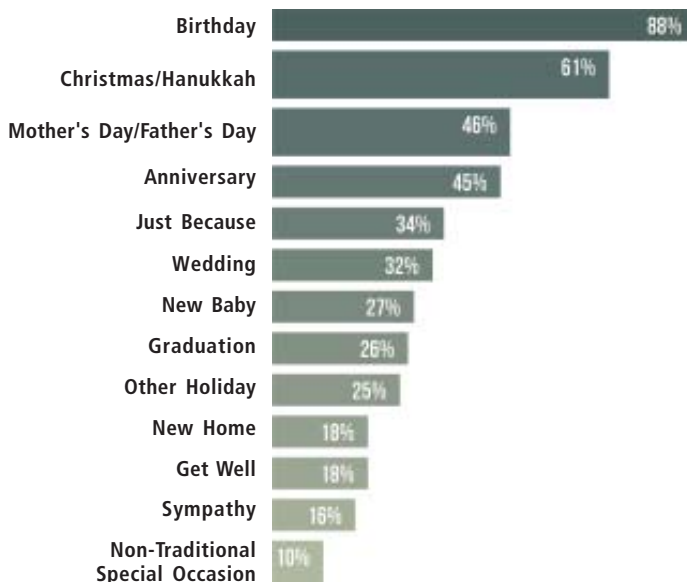
Coffee/tea accessories	38%
Outdoor cooking/entertaining accessories	35%
Kitchen tools	34%
Baking accessories	33%
Wine/cocktail tools	31%

45% of Millennials plan to give baking accessories as gifts in the next 12 months, compared to 30% of Gen X and 22% of Baby Boomers.

42% of female consumers plan to give coffee and tea accessories as gifts in the next 12 months, compared to 34% of males.

GIFTABLES

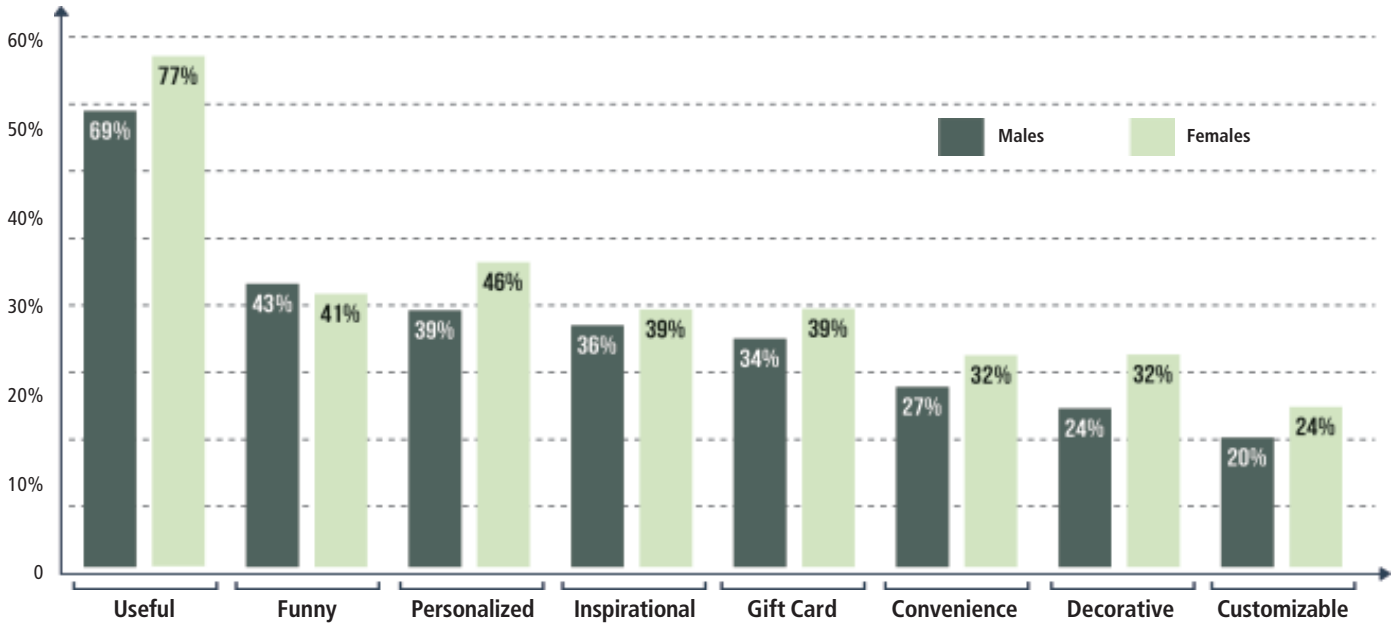
Occasions consumers are most likely to purchase a gift in the next 12 months



Gifts by intended recipient

	Percent of Consumers that Plan to Buy Gift in the Next 12 Months	Ideal Price Range
Friends	58%	\$25 to \$39
Child	57%	\$100 or more
Parents	56%	\$40 to \$59
Siblings	47%	\$40 to \$59
Nieces/nephews	37%	\$25 to \$39
Spouse/significant other (male)	34%	\$100 or more
Spouse/significant other (female)	34%	\$100 or more
Pet	25%	\$15 to \$24
Co-workers	22%	\$15 to \$24
Grandparents	15%	\$40 to \$59
Aunts/uncles	15%	\$40 to \$59
Teachers	11%	\$5 to \$14
Neighbors	10%	\$15 to \$24

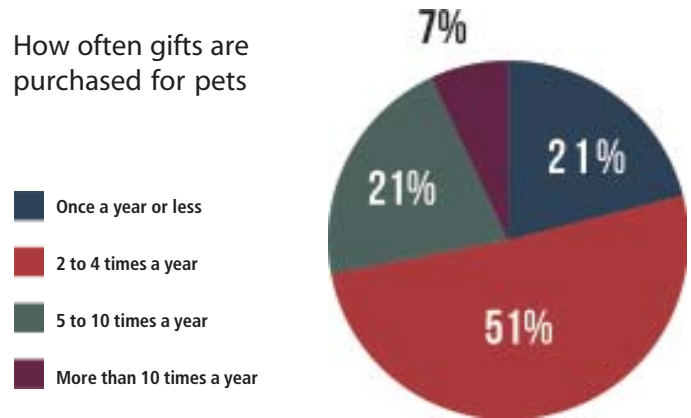
Important Gift Attributes



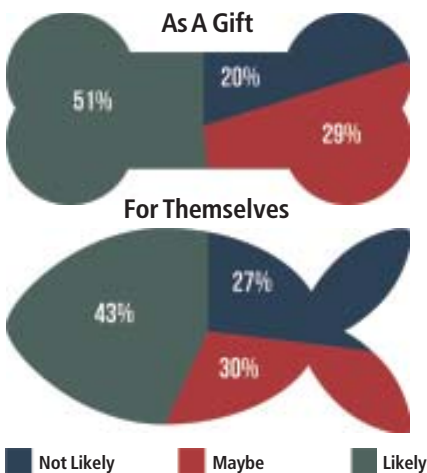
Pet themed gifts purchases

By Generation	Millennials	Gen X	Baby Boomers
Gift for your pet	48%	45%	35%
Gift items that are pet themed	36%	23%	16%
Gift items that are pet themed for yourself	34%	22%	15%
Gift for someone else's pet	24%	31%	20%
Greeting card from your pet	12%	15%	9%

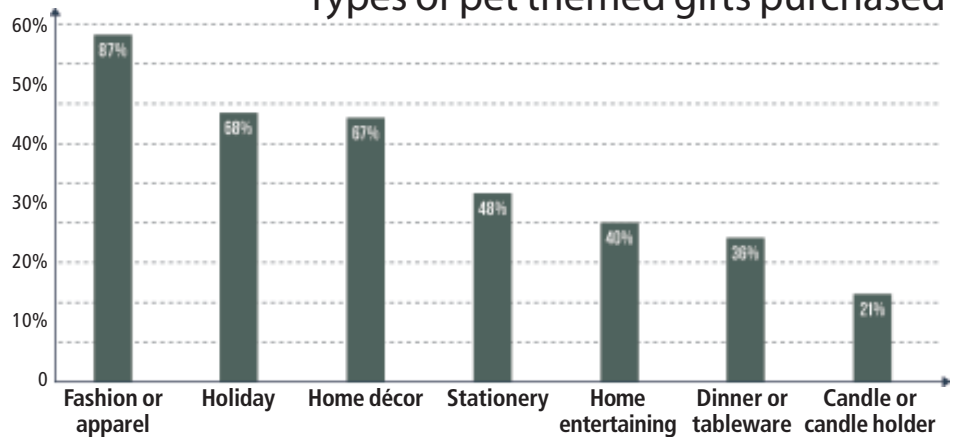
How often gifts are purchased for pets



Likelihood that consumers will buy Pet themed items



Types of pet themed gifts purchased



HOLIDAY

Holidays and Seasons consumers plan to buy Decor in the next 12 months

Christmas	76%
Halloween	43%
Thanksgiving	34%
Easter	29%
Fall	28%
Valentine's Day	27%
Winter	23%
4th of July/patriotic holidays	20%
Spring	19%
Summer	17%
St. Patrick's Day	15%
Hanukkah	6%
Passover	4%

- 13% of consumers do not plan to buy Holiday Decor in the next 12 months.
- Millennials are more likely to purchase Halloween Decor than other generations.
- Female consumers are nearly twice as likely to purchase fall Fall Decor than males, 36% versus 19%.

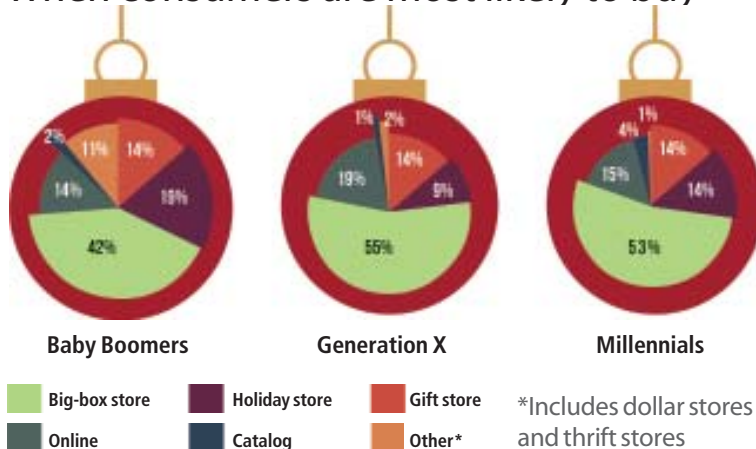
Important Attributes

By Gender	Males	Females
Keepsake	44%	48%
Traditional style	42%	38%
Personalized	33%	36%
Is a collectible	28%	19%
Matches current holiday décor	26%	35%
Licensed/reflects pop culture	19%	13%
Rustic	16%	15%
Contemporary colors	16%	20%
Versatile	12%	11%

49% of Southern consumers look for keepsake Christmas ornaments.

47% of Millennials enjoy personalized Christmas ornaments, versus 34% of Generation X and 19% of Baby Boomers.

When consumers are most likely to buy



How often consumers change Christmas Decor Themes

Every year	26%
Two to three years	35%
Four to five years	21%
Never	18%





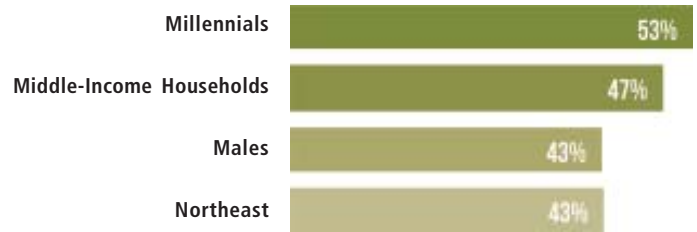
KIDS

Ages for which consumers are most likely to buy Toys as gifts for children

Infant (under age 2)	14%
Toddler/preschool (ages 2 to 4)	25%
Grade school (ages 5 to 7)	22%
Tween (ages 8 to 12)	24%
Teenager (ages 13 to 17)	15%



Consumers who rated Licensed characters as important when buying



By Generation	Millennials	Gen X	Baby Boomers
Infant (under age 2)	26%	20%	16%
Toddler/preschool (ages 2 to 4)	48%	35%	29%
Grade school (ages 5 to 7)	43%	30%	27%
Tween (ages 8 to 12)	36%	38%	33%
Teenager (ages 13 to 17)	21%	27%	23%



Toy categories consumers are most likely to buy for a 10-year old

Games/puzzles	51%
STEM/STEAM	47%
Books	43%
DIY (do-it-yourself) craft kits	41%
Building toys	37%
Figurines	17%
Pretend play	14%
Dolls/plush	15%

- 54% of female consumers are likely to buy DIY craft kits as a gift for a 10-year old
- 60% of millennials are likely to buy games or puzzles as a gift for a 10-year old.
- Half of households in the Northeast are likely to buy stem or steam toys as a gift for a 10-year old. ■