Gift Retailing Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> **Industry:** Specialty Retail & Procurement (Retail)
> **Source:** https://www.mordorintelligence.com/industry-reports/gifts-retailing-market
> **Scraped Date:** 2026-09-17

Executive Market Summary

Market Metric	Details
Base Market Size	USD 100.33 billion
Projected Forecast (2031)	USD 100.33 billion
Growth Rate (CAGR)	4.06 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

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![Major players in Gift Retailing industry](images/chart_2.png)

![Gift Retailing Market (2026 - 2031)](images/chart_3.png)

![Gift Retailing Market: Market Share by Product](images/chart_4.png)

![Gift Retailing Market: Market Share by Distribution Channel](images/chart_5.png)

![Gift Retailing Market CAGR (%), Growth Rate by Region](images/chart_6.png)

![ Gifts Retailing Market Concentration](images/chart_7.png)

![Icon](images/chart_8.png)

![footer background image](images/chart_10.png)

![Mordor Intelligence on Facebook](images/chart_12.svg)

![Mordor Intelligence on Pinterest](images/chart_14.svg)

![Mordor Intelligence on Instagram](images/chart_15.svg)

![ESOMAR](images/chart_17.png)

![GPTW](images/chart_19.png)
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Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market Overview

Study Period | 2021 - 2031 |
Market Size (2026) | USD 100.33 Billion |
Market Size (2031) | USD 122.44 Billion |
Growth Rate (2026 - 2031) | 4.06 % |
Fastest Growing Market | Middle East and Africa |
Largest Market | Europe |
Market Concentration | Low |

Major Players*Disclaimer: Major Players sorted in no particular order

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Market Overview

Gift Retailing Market Analysis by Mordor IntelligenceThe gift retailing market size is expected to grow from USD 96.42 billion in 2025 to USD 100.33 billion in 2026 and is forecast to reach USD 122.44 billion by 2031 at a 4.06% CAGR over 2026-2031. Holiday promotions, fandom-driven licensing, and AI-aided personalization are expanding product discovery and boosting conversion across both stores and e-commerce. Same-day fulfillment, click-and-collect, and curated assortments are helping retailers capture last-minute demand in the gift retailing market, especially during peak weeks. Corporate buyers are shifting toward sustainable and traceable gifting options, favoring suppliers that can evidence recycled inputs and lower-carbon logistics. Personalization is scaling through on-demand 3D printing and digitized handwriting for cards, which supports premium pricing and higher attach rates in the gift retailing market. Retailers are also using seasonal calendars and exclusive drops to drive traffic and unlock higher sell-through for licensed collectibles in the gift retail market.

Key Report Takeaways

* By product, souvenirs and novelty items led the gift retail market with 26.04% share in 2025, while seasonal decorations are projected to expand at an 8.61% CAGR through 2031.
* By distribution channel, offline accounted for 77.88% of the gift retail market share in 2025, while online recorded the highest projected CAGR of 6.28% through 2031.
* By occasion, festive and holiday gifts accounted for 24.05% of the gift retailing market share in 2025, and baby and kids gifts are advancing at a 9.67% CAGR through 2031.
* By geography, Europe captured 28.10% % of the gift retailing market share in 2025, while the Middle East and Africa are forecast to grow at an 8.23% CAGR through 2031.

Key Market Trends

Global Gift Retailing Market Trends and InsightsDrivers Impact Analysis*

Driver	(~) % Impact on CAGR Forecast	Geographic Relevance	Impact Timeline
Experiential tourism boosts souvenir market growth	+0.9%	Global, with Asia-Pacific and Europe strongest	Medium term (2-4 years)
Higher disposable income drives emerging market demand	+1.2%	Asia-Pacific core, spill-over to Latin America and MEA	Long term (≥ 4 years)
Seasonal promotions enhance retailer sales opportunities	+0.7%	Global	Short term (≤ 2 years)
3D printing enables customization in gift products	+0.4%	North America and Europe are early adopters	Medium term (2-4 years)
ESG gifting trends favor sustainable product choices	+0.5%	EU, North America	Medium term (2-4 years)
Fandom culture fuels the licensed collectibles market	+0.8%	Global, led by North America and Asia-Pacific	Short term (≤ 2 years)
Source: Mordor Intelligence			

Competitive Landscape

Competitive Landscape

The gift retailing market combines large general merchandisers, specialized e-tailers, and legacy card brands, each leveraging distinct strengths to attract shoppers and corporate buyers. Big-box chains are using franchise tie-ins and timed exclusives to drive store traffic and anchor themed displays that lift adjacent categories in the gift retailing market. Card leaders are pairing physical SKUs with digital gifting features so recipients can redeem experiences, music, and cash-like gifts, thereby extending their relevance beyond traditional gift retailing use cases. Specialty chains built on IP and blind-box mechanics are deepening their original IP portfolios and experiential formats to amplify repeat purchases in the gift retailing market.

Licensing and retail partnerships are central to competitive differentiation, as fan communities drive outsized revenue per transaction for collectibles and themed assortments in the gift retail market. The NFLPA's recognition of high-performing licensees in 2025 illustrates how sports IP continues to shape apparel and accessory purchases that crossover into gifting occasions. Card and gift platforms continue to highlight creative features such as AI-generated stickers, handwriting digitization, and visual previews, which increase personalization and differentiate the experience in the gift retailing market. Meanwhile, corporate gifting providers are emphasizing eco-certified materials, traceability, and measurable impact data to meet escalating ESG procurement criteria. This interplay between scale, IP access, and personalization defines category leaders' strategies in the gift retailing market.

Restructuring and M&A are reshaping mid-market dynamics as firms recalibrate portfolios and channels. Party City's asset sale out of bankruptcy transfers core IP and wholesale assets to a new owner, highlighting pressure points for pure-play party and décor operators in the gift retailing market. Etsy's 2026 agreement to sell Depop to eBay positions Depop within a larger consumer-to-consumer fashion ecosystem while Etsy refocuses on core handmade marketplaces that connect gifters to artisans in the gift retailing market. Regional retailers like Norman's Hallmark are expanding footprints through acquisitions and new stores, signaling continued neighborhood demand for curated card and gift assortments in the gift retailing market. These moves underscore a hybrid landscape that balances omnichannel personalization with physical discovery in the gift retailing market.

Gift Retailing Industry Leaders* Hallmark Cards Inc.

* American Greetings Corp.

* Amazon.com Inc. (Handmade & Gifts

* Card Factory PLC

* Walt Disney Co. (Disney Store)

* *Disclaimer: Major Players sorted in no particular order

Component Component 3 Scope Of The Report Bottom

Global Gift Retailing Market Report ScopeGift retailing refers to the commercial sale of products intended as gifts for occasions, celebrations, or goodwill gestures. These products range from traditional items like greeting cards and flowers to diverse options such as electronics, fashion accessories, gourmet food baskets, and novelty items, catering to varied consumer preferences and demands.

The Gift retailing market report is segmented by product type (souvenirs and novelty items, seasonal decorations, greeting cards, giftware, other gift items), distribution channel (offline, online), occasion (birthday gifts, wedding & anniversary gifts, corporate gifts, baby & kids gifts, festive & holiday gifts), and geography (North America, South America, Europe, Asia-Pacific, Middle East and A frica). The market forecasts are provided in terms of value (USD).

By ProductSouvenirs and Novelty Items |
Seasonal Decorations |
Greeting Cards |
Giftware |
Other Gift Items |

Segmentation Accordion Item

By GeographyNorth America | United States |
 | Canada |
 | Mexico |
South America | Brazil |
 | Peru |
 | Chile |
 | Argentina |
 | Rest of South America |
Europe | Germany |
 | France |
 | Spain |
 | Italy |
 | BENELUX (Belgium, Netherlands, Luxembourg) |
 | NORDICS (Denmark, Finland, Iceland, Norway, Sweden) |
 | Rest of Europe |
Asia-Pacific | India |
 | China |
 | Japan |
 | Australia |
 | South Korea |
 | South-East Asia (Singapore, Malaysia, Thailand, Indonesia, Vietnam, Philippines) |
 | Rest of Asia-Pacific |
Middle East and Africa | United Arab Emirates |
 | Saudi Arabia |
 | South Africa |
 | Nigeria |
 | Rest of Middle East and Africa |

Frequently Asked Questions

What is the current size and growth outlook for the gift retailing market?

The gift retailing market size is USD 100.33 billion in 2026 and is projected to reach USD 122.44 billion by 2031 at a 4.06% CAGR.

Which channels and occasions are shaping demand most in the gift retailing market?

Offline stores still dominate, while online is the fastest-growing channel, and festive and holiday gifting is the largest occasion share, with baby and kid's gifts showing the fastest growth.

How are retailers differentiating assortments in the gift retailing market?

Retailers are leveraging exclusive licensed collectibles, seasonal calendars, and AI-driven personalization across cards and curated gifts to drive traffic and attach rates.

What sustainability trends are influencing the gift retailing market?

Corporate buyers and consumers favor recycled and reusable materials with supply

-chain transparency, boosting ESG-aligned gifting and upcycled lines.

How are tariffs and cross-border rules affecting the gift retailing market?

Changes such as suspending the de minimis duty-free threshold and reciprocal tariff increases are raising landed costs and encouraging sourcing diversification beyond reliance on a single country.

What role does personalization play in the gift retailing market?

Personalization through AI features and on-demand 3D printing increases perceived value, reduces returns, and raises gift attach rates on leading platforms.