

Top 10 gifting trends in the UK 2024

BLOOM
& WILD

62%

of people primarily
give gifts to show
they care



56%

said thoughtfulness
is more important
than price



Women like
personalised gifts
more than men.

37%

of women placed
importance on a gift
being personalised
or custom made vs
20% of men

There's a sense of
obligation, but
not for many.

Only

16%

give gifts because
they feel they
have to

60%

feel happy
when they
receive a gift



54%

give gifts to
celebrate a big
moment

thanks!



48%

give gifts to
say "thanks"

77%

of our respondents
said that product
quality was the top
priority when
buying gifts

42%

of women
have pretended
to like a gift vs
only 26%
of men