

UK Gift Industry: Personalisation key to success

According to findings from Roland DG, the UK personalised gift market is set to reach GBP1bn by 2022.

World leading commercial print and promotional gift brand, Roland DG, commissioned Censuswide to produce a consumer study for the giftware industry across the UK and Europe.

The research found the average UK giftware shopper will increase their spend by 7% when buying gifts which feature an element of personalisation, such as adding a name, personal message or photo. Especially for the most popular personalised gifts of books, clothing, babywear and calendars. This increase will bring UK gift consumers' spend up to more than GBP40 for each single gift.

"PixSell 3 is a fantastic app that has transformed our selling experience. Lots of functions which have been improved, making it user friendly for my team. Great work Aspin!"

WRENDALE DESIGNS

21% of respondents told Censuswide their preferences for personalised gifts was fuelled by their uniqueness and how that represents a greater level of thoughtfulness.

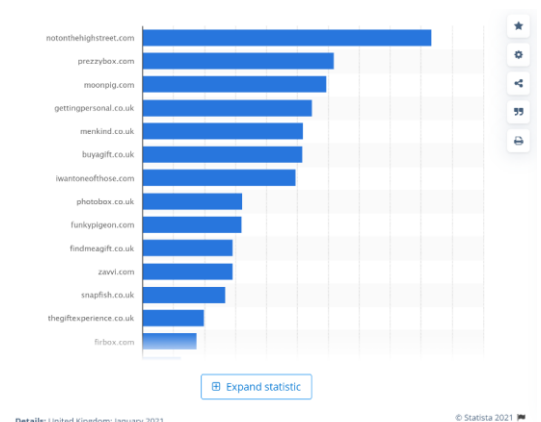
Notonthehighstreet and Etsy were found to be the most popular retailers for personalised gifts; this is echoed by Statista's published research detailing the online visibility on leading giftretailers.

While 8% of respondents are buying from high street retailers offering personalisation.

Censuswide report younger shoppers are more likely to spend on personalised gifts, and spend more. Shoppers under 35 will spend GBP30 more per gift than those over 55.

"We are very pleased with the regular support from the InterSell team; all queries are responded to very quickly. Aspin support and back-up certainly doesn't stop at launch."

LESSER & PAVEY (IMPORTERS) LTD



EMEA Marketing Director for Roland DG, Stephen Davis, told Censuswide it is “easy and inexpensive” for retailers to add personalisation options and “there are products for every budget to tap into this burgeoning market”.

Stephen added, “These might be turbulent times, but the British public does not intend to let the pandemic interfere with their appetite for personalised gifts.

“Our desire to treat each other in difficult times may well be a factor in the huge projected spend over the festive period. But make no mistake: the market for gift personalisation is vast, and only set to grow as it becomes easier and faster to source gifts with that personal touch. It represents a lucrative source of revenue for manufacturers and retailers.”

“Our sales team have commented on how easy the PixSell system is to use. The information they receive makes their job much easier, and offers a more professional service.”

WAX LYRICAL LTD

Aspin Management Systems have delivered software solutions the B2B sector since 1984. Today we provide a B2B eCommerce ecosystem comprising of webstore portal, digital catalogue and order taking app plus a cloud-based management system for product data and digital assets.

“PixSell reduces the need for printed catalogues, and is more engaging for our customers. The management system itself is extremely straight forward.”

ENESCO LTD

We support many leading B2B wholesalers, distributors and brands across the giftware sector including Enesco, Half Moon Bay, Wax Lyrical, Wrendale Designs and Lesser & Pavey.

If you would like to know what our eCommerce products could do for your business, simply drop us a line at info@aspin.co.uk, or call us on 01794 500 200.

“Our customers are continually impressed with the level of information we can provide. This certainly enhances their experience and perception of us.”

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