Food Gifting:
United States
March 2020
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About This Report

Scope

This report forecasts US food gifting retail spending in nominal US dollars for 2019-2024. Total demand is segmented by market in terms of:

- consumer
- corporate

To illustrate historical trends, total retail spending and the various segments are provided in annual series from 2014 to 2018.

For this report, food gifts are defined as food items that are packaged in a way that is suitable for gifting. Food gifts must be purchased; a food item prepared at home and given to someone is not included. There are two types of food gifts:

- gift-packaged candy – includes boxed chocolates, other gift-packaged chocolate, and non-chocolate gift-packaged candy
- specialty food gifts – gift-packaged foods other than candy/chocolate

Food gifts range from baskets of treats to eat while watching football to food gift baskets at Christmas or birthdays. Food gifts can be purchased for any occasion or no occasion, for someone else or for oneself. While some food gifts, particularly assortments, may include beverages such as coffee or alcohol, those products as standalone gifts are excluded from this report (e.g., a single bottle of wine given as a gift and selected by the buyer). Food baskets refer to prepackaged assortments of foods and beverages, not consumer-assembled baskets of these items.

As applied to proprietary survey results, food gift purchasers are defined as adults 18+ who have purchased a food gift for themselves or for others in the past 12 months:

- In some cases, this group of food gift purchasers is further segmented to include only food gift purchasers who have purchased a food gift for others in the past 12 months.
- In other cases, this group is further segmented to include only food gift purchasers who have purchased a food gift for themselves in the past 12 months.

Via proprietary survey analysis, food gifting recipients are indirectly and directly assessed:

- Food gifting purchasers are asked a range of questions that shed light on recipients.
Questions are also asked of gift recipients. For example, they are asked about which occasions they received food gifts and the type of food gifts they have received.

Food gift recipients are further segmented into those who have received a food gift in connection with their employment (a “business” food gift) and those who have received a food gift not in connection with their employment (a “personal” food gift). The latter group includes all survey respondents, while the former group included only respondents who are employed full time (30+ hours per week) or part time (<30 hours per week). This segmentation approach allows us to assess both “personal” and “business” food gifting.

Freedonia quantifies trends in various measures of growth and volatility. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth rate, which takes into account all available datapoints over a period. The volatility of datapoints around a least squares growth trend over time is expressed via the coefficient of determination, or $r^2$. The most stable data series relative to the trend carries an $r^2$ value of 1.0; the most volatile – 0.0. Growth calculated as a compound annual growth rate (CAGR) employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and ending in the forecast year. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

A full outline of report items by page is available in the Table of Contents.

**Sources**

*Food Gifting: United States* (FF95078) is based on *Consumer and Corporate Food Gifting in the U.S.*, a comprehensive industry study published by Packaged Facts. The information contained in that report was developed from primary and secondary research sources. Primary research includes national online consumer polls of US adult consumers (age 18+) conducted on an ongoing basis by Packaged Facts to analyze purchasing patterns and attitudes with regard to food gifts and relevant food and beverage preferences. Primary research also includes interviews with food and beverage market experts; participation in and attendance at food industry events; and extensive internet canvassing.

Data related to consumer demographics, attitudes, and behaviors were derived from the Simmons National Consumer Survey, a booklet-based survey of a large and random sample of consumers who in the aggregate represent a statistically accurate cross-section of the US adult population (age 18+). Results from the Summer 2009-2019 12-month surveys are analyzed.

The report also included results from Packaged Facts’ proprietary February 2020 consumer survey. The survey consisted of 2,000 online respondents, who in aggregate represent a statistically accurate cross-section of the US adult population (age 18+).
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In addition, trended survey results are provided, linking Packaged Facts’ 2020 consumer survey results to those conducted in 2010, 2012, 2014, 2016, and 2018: the February 2018, April 2016, February 2014, and August 2012 surveys consisted of 2,000 online respondents. Another survey consisting of 1,881 online respondents was conducted in May/June 2010. For each of these surveys, respondents represent a statistically accurate cross-section of the US adult population (age 18+).

Specific sources and additional resources are listed in the Resources section of this publication for reference and to facilitate further research.

Industry Codes

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<td>Standard Industrial Classification</td>
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<tr>
<td>311811</td>
<td>Retail Bakeries</td>
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<tr>
<td>424410</td>
<td>General Line Grocery Merchant Wholesalers</td>
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<td>445110</td>
<td>Supermarkets and Other Grocery (except Convenience) Stores</td>
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<td>Convenience Stores</td>
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<tr>
<td>445210</td>
<td>Meat Markets</td>
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<td>445291</td>
<td>Baked Goods Stores</td>
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<td>Confectionery and Nut Stores</td>
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<tr>
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<td>All Other Specialty Food Stores</td>
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<td>Beer, Wine, and Liquor Stores</td>
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<tr>
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<td>Gift, Novelty, and Souvenir Stores</td>
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<td>Local Messengers and Local Delivery</td>
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Source: US Census Bureau

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About This Report

Resources

Packaged Facts

Amazon Strategies and the Amazon Shopper
Consumer and Corporate Food Gifting in the U.S.
Meal Kits: Trends and Opportunities in the U.S.
Online Grocery Shopping in the U.S.
U.S. Beverage Market Outlook 2019
U.S. Food Market Outlook 2019
U.S. Grocery Market Focus: The Amazon Food Shopper
U.S. Grocery Market Focus: The Walmart Food Shopper

The Freedonia Group

Freedonia Industry Studies

Commercial Refrigeration Equipment in the US
Converted Flexible Packaging
Corrugated & Paperboard Boxes
Food Containers in the US
Food Safety Products in the US
Global Bulk Packaging
Global E-Commerce
Global Food Processing Machinery
Global Pressure Sensitive Tapes
Global Protective Packaging
Protective Packaging Markets in the US
Retail E-Commerce Packaging Market in the US

Freedonia Focus Reports

Beverages: United States
Cheese: United States
Dairy Products: United States
Demographics: United States
Dough, Dry Pasta, & Tortillas: United States
E-Commerce: United States
Food Retail: United States
Fresh Produce Retail: United States
Frozen Foods Retail: United States
Grain-Based Foods: United States
Meat & Poultry Products: United States
Processed Food: United States
About This Report

Wine: United States
Freedonia Custom Research

Trade Publications
BeverageDaily
Beverage Digest
Convenience Store News
Dairy Reporter
E-Commerce Times
Ecommerce Magazine
Food Business News
FoodNavigator-USA
Grocery Dive
Internet Retailer
Practical Ecommerce
Prepared Foods
Progressive Grocer
Refrigerated & Frozen Foods
Supermarket News

Agencies & Associations
American Beverage Association
American Dairy Products Institute
American Frozen Food Institute
Ecommerce Foundation
Food Marketing Institute
Grocery Manufacturers Association
Internet Merchants Association
National Frozen & Refrigerated Foods Association
North American Meat Institute
Private Label Manufacturers Association
United States Census Bureau
United States Department of Agriculture
United States Food and Drug Administration