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# Food Gifting: United States

March 2020



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# About This Report

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## 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.

## About This Report

- 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+).

## About This Report

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

Table 6 | NAICS & SIC Codes Related to Food Gifting

NAICS/SCIAN 2017		SIC	
North American Industry Classification System		Standard Industrial Classification	
311811	Retail Bakeries	4215	Courier Services, Except by Air
424410	General Line Grocery Merchant Wholesalers	5141	Groceries, General Line
445110	Supermarkets and Other Grocery (except Convenience) Stores	5144	Poultry and Poultry Products
445120	Convenience Stores	5145	Confectionery
445210	Meat Markets	5147	Meats and Meat Products
445291	Baked Goods Stores	5149	Groceries and Related Products, NEC
445292	Confectionery and Nut Stores	5411	Grocery Stores
445299	All Other Specialty Food Stores	5421	Meat and Fish Markets
445310	Beer, Wine, and Liquor Stores	5441	Candy, Nut, and Confectionery Stores
453220	Gift, Novelty, and Souvenir Stores	5451	Dairy Products Stores
454110	Electronic Shopping and Mail-Order Houses	5461	Retail Bakeries
492210	Local Messengers and Local Delivery	5499	Miscellaneous Food Stores
		5921	Liquor Stores
		5947	Gift, Novelty, and Souvenir Shop
		5961	Catalog and Mail-Order Houses

Source: US Census Bureau

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## 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*



*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