Food Gifting in the U.S., 4th Edition

Description:

Food Gifting in the U.S., 4th Edition

Americans – particularly higher income consumers – are keeping the food gifting industry strong. Packaged Facts projected that in 2014 the food gifting industry would grow by almost 5%, and continue to see good gains through 2016. Every occasion can now be an occasion to send food, as the industry has developed products and marketing campaigns to convince consumers that food, not flowers or anything else they may consider, is the right gift for everyone.

But food gifting isn't just candy anymore. Food Gifting in the U.S., 4th Edition, examines the new and wide variety of food items people give and receive as gifts, and why. And Packaged Facts also delves into the new challenges and opportunities that lie ahead for marketers of food gifts, including food safety/health issues and the use of social media to promote and build brand loyalty.

Relying on three proprietary surveys spanning five years (2010-2014), Food Gifting in the U.S., 4th Edition provides a wealth of insight regarding food gifters: whom they purchase food gifts for, what kind of food gift they purchase, how much they spend per gift, how many purchases they make, which occasions they purchase them for, why they buy them, and why they don’t buy them. The analysis in this edition also covers the corporate food gift recipient.

More comprehensively, report coverage does the following:

- Includes a market size and forecast for consumer and corporate food gifting.
- Evaluates food gifting opportunities by occasion/event, self-gifting, and social media applications.
- Via proprietary survey analysis, assesses food gifters, including food gift recipients, what they spend per gift and how many people get these gifts. We also assess who reports receiving food gifts. To shed light on each of these perspectives, we trend 2010-2014 proprietary consumer data.
- Via proprietary survey analysis, assesses food gifters according to what kind of food gifts they give – and why (what occasion), we trend 2010, 2012 and 2014 proprietary consumer data.
- Explores rationales for why consumers purchase food gifts, what attributes they seek when choosing a food gift, and why they do not purchasing specialty food gifts.
- Provides insight on consumer online, phone and mail ordering in general and with respect to gourmet gift baskets; and, via more than 15 retail distribution options, assesses where consumers have purchased food gifts during the past 12 months.
- Evaluates the degree to which adults receive food gifts in connection to their jobs, including analysis by type of gift and occasion.
- Identifies key trends in food gifting, supported by examples and related product images, including seasonality; personalization; licensing; artisan, premium, and gourmet propositions; private label; and DIY kits.
- Trends sales of IRI-based multi-channel seasonal and gift box chocolate candy sales for 2012-2013.
- Analyzes leading food gifting companies, organized by product specialty: Chocolate specialists (Russell Stover Candies, Lindt & Sprungli AG and Godiva), Bakery food specialists (Cookies by Design and Nothing Bundt Cakes), Salty food specialist (Popcornopolis), Fruit specialist (Edible Arrangements), Fruit specialist (Popcornopolis), Fruit specialist (Edible Arrangements), Savory food specialist (Hickory Farms), Gourmet food specialists (Harry & David and Dean & DeLuca) and Floral specialists (1-800-FLOWERS.COM and FTD Companies, Inc.). Each profile focuses on points of differentiation, new product innovation and social media applications.

Contents:

CHAPTER 1: EXECUTIVE SUMMARY
Report Scope
Report Summary
Market size and forecast
Food gifting opportunities
Winter holidays
Easter
Valentine's Day
Mother's Day and Father's Day
Graduations
Weddings
Anniversaries
Self-gifting opportunities
Moving the wish list needle toward social gifting
Updating the monthly club
The Consumer: food gifting purchasers and recipients
To whom do people give food gifts?
To how many people do they give food gifts?
How much do they spend per food gift?
Who reports receiving a food gift?
The Consumer: types of food gifts purchased & purchase occasions
Types of food gifts people purchase for others
Types of food gifts people purchase for self
Food gift purchase occasions
Reasons for buying and not buying food gifts
Food gifting retail distribution
Corporate food gifting
Personal versus business food gifts, by gift type
Personal versus business food gifts, by gift occasion
Food gifting: product innovation
Gift box and seasonal chocolate sales
Companies and brands
Chocolate specialists
Bakery food specialists
Salty food specialist
Fruit specialist
Savory food specialist
Gourmet food specialists
Floral specialists
FTD Companies, Inc.
CHAPTER 2: MARKET SIZE AND FORECAST
Market size and forecast
Table 2-1: Food Gifting Market Size and Forecast, 2012-2016
Some context
On the consumer side
A cautionary word
On the corporate side
Food for thought: breaking down food gift spending
Table 2-2: Average Spend per Food Gift, Influence on Total Food Gifting Spend, 2014
Food for thought: importance of spend frequency
Table 2-3: Average Spend per Food Gift, Applied to Food Gift Purchase Frequency, 2014
HH income trends
Graph 2-1: Food Gifting Market: Consumer Dollar Share by Household Income, 2012
CHAPTER 3: FOOD GIFTING MARKET OPPORTUNITIES
Summary analysis
Winter holidays
Easter
Valentine's Day
Mother's Day and Father's Day
Graduations
Weddings
Anniversaries
Self-gifting opportunities
Moving the wish list needle toward social gifting
Updating the monthly club
How major occasions stack up
Graph 3-1: Adults Age 18+ Who Have Received Personal Food Gifts in Past 12 Months, by Gifting Occasion: Percent of Population & Millions of Recipients, 2014
Winter holidays
Opportunity gap
Easter
Opportunity gap
2013-2014 spend trend: negative
Table 3-1: 2014 Planned Easter Spending, by Gift Type
Catering to religious affiliation
Graph 3-2: Consumer Religious Preferences, by Religious Affiliation
Valentine's Day
Opportunity gap
2013-2014 spend trend: negative
Table 3-2: 2014 Planned Valentine's Day Spending, by Gift Type
Mother's Day and Father's Day
Opportunity gap
Graph 3-3: Percent of Male & Female Adult Population Who Are Fathers & Mothers, 2004-2013
Table 3-3: Percent of Male & Female Adult Population Who Are Fathers & Mothers, by Age, Race/Ethnicity & HH Income, 2013
Mother's Day 2013-2014 spend trend: mixed
Table 3-4: 2014 Planned Mother's Day Spending, by Gift Type
Father's Day 2012-2013 spend trend: positive
Table 3-5: 2013 Planned Father's Day Spending, by Gift Type
Graduations
Opportunity
More than 7 million food gifting opportunities annually
Postsecondary gains lead way
Table 3-6: High School Graduations & Postsecondary Degrees Conferred, 2007-2008 to 2016-2017
Demographic trends
Table 3-7: Postsecondary Degrees Conferred, by Type and by Gender, 2007-2008 to 2016-2017
Weddings
Opportunity gap
Wedding rate rebound
Graph 3-4: Percent of Adult Age 18+ Who Got Married in Past 12 Months, 2004-2013
2009-2013 trends suggest demographic shifts in play
Table 3-8: Adult Age 18+ Who Got Married in Past 12 Months, by Age, Race/Ethnicity & HH Income, 2013
Anniversaries
Graph 3-5: Percent of Adult Age 18+ Who Are Married, 2004-2013
Table 3-9: Adults Age 18+ Who Are Married, by Age, Race/Ethnicity & HH Income, 2013
Self-gifting opportunities
Table 3-10: Types of Food Gifts Purchased for Others vs. Purchased for Self, 2014
Moving the wish list needle toward social gifting
Subscription boxes are the new “monthly club”
CHAPTER 4: FOOD GIFTING PURCHASERS AND RECIPIENTS
Summary analysis
To whom do people give food gifts?
To how many people do they give food gifts?
How much do they spend per food gift?
Who reports receiving a food gift?
To give and to receive
Table 4-1: Food Gifts: Percent/Population Who Purchase Any for Self, Purchase Any for Others & Receive Any, Personal and Business from Others, 2014
The gift givers
Table 4-2: Food Gifts: Percent Who Purchase For Self, Purchase For Others & Receive From Others, 2010, 2012 & 2014
For whom do consumers buy food gifts?
Table 4-3: Food Gift Purchasers: Recipients, by Type of Family Member & Non-Family Person, 2014
2010-2014 trending
Table 4-4: Food Gift Purchasers: Recipients, by Type of Family Member & Non-Family Person, 2010, 2012 & 2014
Age and household income analysis
Table 4-5: Food Gift Purchasers: Recipients, by Type of Family Member & Non-Family Person, by Age and HH Income, 2014
Race/ethnicity, region and population density analysis
Table 4-6: Food Gift Purchasers: Recipients, by Type of Family Member & Non-Family Person, by Race/Ethnicity, Region & Population Density, 2014
To how many people do consumers give food gifts?
Table 4-7: Food Gift Purchasers: Number of Recipients in Past 12 Months, 2010, 2012 & 2014
Demographic analysis
Table 4-8: Food Gift Purchasers: Number of Recipients in Past 12 Months, by Selected Demographics, 2014

How much do consumers spend per food gift?
$10 to $30 the norm
Table 4-9: Food Gift Purchasers: Amount Spent per Gift, 2010, 2012 & 2014

Demographic analysis
Table 4-10: Food Gift Purchasers: Amount Spent per Gift, by Selected Demographics, 2014

The gift getters
Table 4-11: Food Gift Recipients, by Selected Demographics, 2014

Gift getters, by food gifting occasion
Winter holidays, birthday and Valentine's Day
Table 4-12: Food Gift Recipients, by Winter Holidays, Birthday & Valentine's Day Food Gifting Occasions: Selected Demographics, 2014
Table 4-13: Food Gift Recipients, by Anniversary, Mother’s Day & Thanksgiving Food Gifting Occasions: Selected Demographics, 2014
Table 4-14: Food Gift Recipients, by Easter, Host/Hostess & Housewarming Food Gifting Occasions: Selected Demographics, 2014
Table 4-15: Food Gift Recipients, by Halloween & Father’s Day Food Gifting Occasions: Selected Demographics, 2014

CHAPTER 5: TYPES OF FOOD GIFTS PURCHASED & PURCHASE OCCASIONS
Summary analysis
Types of food gifts people purchase
Types of food gifts people purchase for others
Types of food gifts people purchase for self
Food gift purchase occasions
Types of food gifts purchased
Types of food gifts people purchase for others
Table 5-1: Types of Food Gifts Purchased for Others, 2014
But 2010-2014 purchase incidence declines across less penetrated categories
Table 5-2: Types of Food Gifts Purchased for Others, 2010, 2012 & 2014
Gender analysis
Table 5-3: Types of Food Gifts Purchased for Others, by Gender, 2014
HH income analysis
Table 5-4: Types of Food Gifts Purchased for Others, by HH Income, 2014
Regional analysis
Table 5-6: Types of Food Gifts Purchased for Others, by Region, 2014
Types of food gifts people purchase for themselves
Mixing sweet indulgence with everyday use
Table 5-7: Types of Food Gifts Purchased for Self, 2014 2010-2014 trending
Table 5-8: Types of Food Gifts Purchased for Self, 2010, 2012 & 2014
Gender analysis
Table 5-9: Types of Food Gifts Purchased for Self, by Gender, 2014
HH income analysis
Table 5-10: Types of Food Gifts Purchased for Self, by HH Income, 2014
Regional analysis
Table 5-12: Types of Food Gifts Purchased for Self, by Region, 2014
Food gift purchase occasions
Table 5-13: Occasions for Purchasing Specialty Food Gifts, 2014
2010-2014 trending
Table 5-14: Occasions for Purchasing Specialty Food Gifts, 2010, 2012 & 2014
Gender analysis
Table 5-15: Occasions for Purchasing Specialty Food Gifts, by Gender, 2014
Age analysis
Table 5-16: Occasions for Purchasing Specialty Food Gifts, by Age, 2014
HH income analysis
Table 5-17: Occasions for Purchasing Specialty Food Gifts, by HH Income, 2014

CHAPTER 6: REASONS FOR BUYING AND NOT BUYING FOOD GIFTS
Summary analysis
Reasons for buying food gifts
Attributes sought in specialty food gifts
Reasons for not buying food gifts
Reasons for buying food gifts
Gift enjoyment
Knowing the recipient
Something special
But something useful
And something they want
Convenience and value round out the purchase
It’s not about the money. Really.
2010-2014 trends
Convenience
Perceived need
Table 6-1: Reasons for Purchasing Food Gifts, 2010, 2012 & 2014
Gender analysis
Table 6-2: Reasons for Purchasing Food Gifts, by Gender, 2014
Age analysis
Table 6-3: Reasons for Purchasing Food Gifts, by Age, 2014
HH income analysis
Table 6-4: Reasons for Purchasing Food Gifts, by HH Income, 2014
Race/ethnicity analysis
Table 6-5: Reasons for Purchasing Food Gifts, by Race/Ethnicity, 2014
Attributes sought in specialty food gifts
Quality rules the roost
From a trusted source
Appearance matters
Product variety, distinctiveness & special meaning
Good value
Gender analysis
Table 6-7: Attributes Sought When Purchasing Specialty Food Gifts, by Gender, 2014
Age analysis
Table 6-8: Attributes Sought When Purchasing Specialty Food Gifts, by Age, 2014
HH income analysis
Table 6-9: Attributes Sought When Purchasing Specialty Food Gifts, by HH Income, 2014
Race/ethnicity analysis
Table 6-10: Attributes Sought When Purchasing Specialty Food Gifts, by Race/Ethnicity, 2014
Reasons for not buying food gifts
Gender analysis
Table 6-12: Reasons for Not Buying Food Gifts, by Gender, 2014
Age analysis
Table 6-13: Reasons for Not Buying Food Gifts, by Age, 2014
HH income analysis
Table 6-14: Reasons for Not Buying Food Gifts, by HH Income, 2014
CHAPTER 7: FOOD GIFTING RETAIL DISTRIBUTION
Summary analysis
Online, phone and mail ordering trends
Specialty food gift purchase locations used in past 12 months
Online, phone and mail ordering trends
Online channel gains significance
Table 7-1: Percent of Adults Who Ordered Online & by Mail/Phone in Last 12 Months: Any Product, 2007-2013; Gourmet Gift Basket/Assortment, 2011-2013
Demographic analysis
Table 7-2: Percent of Adults Who Ordered Gourmet Gift Basket/Assortment via Online/Mail/Phone in Last 12 Months, by Demographic, 2013
Amazon, Walmart and gifting specialist retailers
Table 7-3: Adults Who Ordered Online/Phone/Mail in Last Three Months: Any Product, Online vs. Phone/Mail; Any Product, By Retailer; Flowers vs. Gourmet Gift Basket/Assortment, 2013
Specialty food gift purchase locations used in past 12 months
Online-only growth
Table 7-4: Specialty Food Gift Purchase Locations Used in Past 12 Months, 2010, 2012 & 2014
Walmart is a go-to choice
Table 7-5: Specialty Food Gift Purchase Locations Used in Past 12 Months, Used Most & Used Most/Used Past 12 Months Ratio, 2014
Food gifts bring men into the stores
Table 7-6: Specialty Food Gift Purchase Locations Used in Past 12 Months & Used Most, by Gender, 2014
Age analysis  
Table 7-7: Specialty Food Gift Purchase Locations Used in Past 12 Months & Used Most, by Age, 2014
HH income  
Table 7-8: Specialty Food Gift Purchase Locations Used in Past 12 Months & Used Most, by HH Income, 2014

CHAPTER 8: CORPORATE FOOD GIFTING

Summary analysis  
Personal versus business food gifts, by gift type  
Personal versus business food gifts, by gift occasion  
Types of food gifts received in connection with employment  
Personal versus business food gifts, by type of gift  
Table 8-1: Types of Food Gifts Received: Personal Receipt vs. Business Receipt, 2014
Taking it further  
Demographic analysis  
Graph 8-1: Indexed Specialty Food Gift Recipients in Past 12 Months, by Gift Type: Personal vs. Business, 2014
Gender analysis  
Table 8-2: Types of Food Gifts Received as Business Gift, by Gender, 2014
Age analysis  
Table 8-3: Types of Food Gifts Received as Business Gift, by Age, 2014
HH income analysis  
Table 8-4: Types of Food Gifts Received as Business Gift, by HH Income, 2014
Regional analysis  
Table 8-5: Types of Food Gifts Received as Business Gift, by Region, 2014
Personal versus business food gifts, by gift occasion  
Food gifts received in connection with employment, by occasion  
Table 8-6: Percent of Business Food Gift Recipients Receiving Food Gift, by Occasion, 2014
Demographic analysis  
Table 8-7: Percent of Business Food Gift Recipients Receiving Food Gift, by Occasion: Gender & Age, 2014
Table 8-8: Percent of Business Food Gift Recipients Receiving Food Gift, by Occasion: HH Income, 2014

CHAPTER 9: FOOD GIFTING: PRODUCT INNOVATION

Summary analysis  
Key points
- Familiar favorites in seasonal form and packaging  
- Food gift innovation for target demographics  
- Licensing agreements expand gift-giving opportunities for food gifts  
- Quality differentiators continue to influence food gift innovation  
- Private label marketers compete for share of food gift market  
- DIY food gift kits

CHAPTER 10: GIFT BOX AND SEASONAL CHOCOLATE: SALES ANALYSIS

Summary analysis  
Chocolate candy sales exceed $8.6 billion  
Table 10-1: Sales of Gift Box Chocolate; and Christmas, Valentine's Day & Easter Seasonal Chocolate, 2013
Gift box chocolate  
Russell Stover is the undisputed leader in gift box sales  
But Ferrero gains, thanks to innovative marketing  
Table 10-2: Top Gift Box Chocolate Marketers, by Marketer and Brand, 2013
Seasonal Christmas chocolate  
Hershey dominates seasonal Christmas chocolate  
Table 10-3: Top Seasonal Christmas Chocolate Marketers, by Marketer and Brand, 2013
Seasonal Valentine's Day chocolate  
Russell Stover grows share  
Table 10-4: Top Seasonal Valentine's Day Chocolate Marketers, by Marketer and Brand, 2014
Seasonal Easter chocolate  
Hershey and Mars hold onto share, but sales decline  
Lindt & Sprungli grows sales  
Table 10-5: Top Seasonal Easter Chocolate Marketers, by Marketer and Brand, 2013

CHAPTER 11: FOOD GIFTING COMPANIES AND BRANDS

Summary analysis  
Chocolate specialists  
Bakery food specialists  
Salty food specialists
Fruit specialist
Savory food specialist
Gourmet food specialists
Floral specialists
FTD Companies, Inc.
Chocolate specialists
Russell Stover Candies
Website traffic trends points to seasonal relevance
Brand positioning
Marketing strategies
Lindt & Sprungli AG
Brand positioning
Marketing strategies
Godiva
Brand positioning—Exclusive luxury
Marketing strategies
Bakery food specialists
Cookies by Design
Brand positioning—personalized gift giving
Marketing strategies
Nothing Bundt Cakes
Brand positioning—simple, niche concept
Marketing strategies
Salty food specialist
Popcornopolis
Brand positioning—focus on flavor
Marketing strategies
Fruit specialist
Edible Arrangements
Brand positioning—inventive and fun
Marketing strategies
Savory food specialist
Hickory Farms
Brand positioning—it's a tradition
Marketing strategies
Gourmet food specialists
Harry and David Holdings, Inc.
Company performance
Brand positioning—gourmet food expert from "the ground up"
Marketing strategies
Dean & DeLuca
Brand positioning—culinary trend authority
Marketing strategies
Floral specialists
1-800-FLOWERS.COM
Company performance
Table 11-1: 1-800-FLOWERS.COM Net Revenue Sales and Share, by Segment, 2009-2013
Table 11-2: 1-800-FLOWERS.COM Net Revenue, E-Commerce Revenue & E-Commerce Order Trends, 2009-2013
Brand positioning—one stop gift shop
Marketing strategies
FTD Companies, Inc.
Company performance
Table 11-3: FTD Sales and Share by Segment, Consumer Orders & Florist Revenues per Member, 2009-2013
Brand positioning—a network of suppliers
Marketing strategies leverage partnerships with lifestyle brands
Table 11-4: FTD Partnerships, 2013
APPENDIX
Methodology
Consumer survey methodology
Food gift purchasers
Food gift recipients
Market size and forecast
Product Definitions
Types of Food Gifts

Ordering:

Order Online - [http://www.researchandmarkets.com/reports/2874889/](http://www.researchandmarkets.com/reports/2874889/)

Order by Fax - using the form below

Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Product Name: Food Gifting in the U.S., 4th Edition
Web Address: http://www.researchandmarkets.com/reports/2874889/
Office Code: SCH367EK

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Format Description</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User</td>
<td></td>
<td>USD 3995</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide</td>
<td></td>
<td>USD 7990</td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in BLOCK CAPITALS

<table>
<thead>
<tr>
<th>Title:</th>
<th>Mr ☐ Mrs ☐ Dr ☐ Miss ☐ Ms ☐ Prof ☐</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Name:</td>
<td></td>
</tr>
<tr>
<td>Email Address:</td>
<td>*</td>
</tr>
<tr>
<td>Job Title:</td>
<td></td>
</tr>
<tr>
<td>Organisation:</td>
<td></td>
</tr>
<tr>
<td>Address:</td>
<td></td>
</tr>
<tr>
<td>City:</td>
<td></td>
</tr>
<tr>
<td>Postal / Zip Code:</td>
<td></td>
</tr>
<tr>
<td>Country:</td>
<td></td>
</tr>
<tr>
<td>Phone Number:</td>
<td></td>
</tr>
<tr>
<td>Fax Number:</td>
<td></td>
</tr>
</tbody>
</table>

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: ____________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World