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

Description:

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); 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.

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