



# INSIGHTS #GIFTING

**WHY, WHEN** AND TO **WHOM** DO WE GIVE **GIFTS** –  
AND WHAT **ROLE** DOES **PACKAGING** PLAY?

*Shopper survey results from Germany, France, the Netherlands and the UK*







# EDITORIAL

'GIFTING IS A TREND THAT CONTINUES TO HOLD POTENTIAL FOR BOTH BRANDS AND RETAILERS.'

*Andrea Wildies, Managing Director STI Group*

Gifts are a key category for retailers and are 'in season' all year round, according to our research. The act of giving and the concept of gift packaging are inseparably linked; the packaging is the first stage of expressing your appreciation, which in turn creates anticipation and builds suspense.

Giving has two perspectives: that of giver and of receiver. A gift purchase will therefore be influenced by the preferences of both shopper and recipient. But what transforms a product into a gift? What works as an 'everyday gift'? And what drives the shopper's eventual choice?

To get answers, we commissioned the market research experts at POSPulse to ask shoppers in four different countries. Our aim was to identify shopper behaviour patterns and also determine the relevance of packaging in choosing gifts. Respondents were asked what sets good gift packaging apart in their eyes, and what gift packaging they remember positively. More on this on page 13.

In making both givers and receivers happy, gifting serves to build and strengthen relationships. Gifts are not just a cost item; they represent an investment that may be reciprocated with gratitude, a counter-gift or social status.

More than 2000 responses from shoppers in the UK, France, Germany and the Netherlands have generated valuable insights for packaging designers and marketing managers. Discover the preferences of different age groups in each country; gain insights into their gift-buying triggers.

The study also explores what to consider when positioning a product as a gift. Only by understanding your target shopper's needs and preferences can you guide the design and development of successful new products and packaging, whether bought online or offline.

So, in the true spirit of gifting, we now share the findings of our study in the form of this presentation – please unwrap and enjoy!

We look forward to demonstrating how these insights can be converted into tangible returns for your brand, and to working in harmony with your product development process to create our trademark targeted packaging solutions and POS placements.

Yours,

Andrea Wildies



**epda**

European Brand & Packaging  
Design Association

www.epda-design.com

# VORWORT

'GIVE, AND YOU SHALL RECEIVE!'

*Uwe Melichar, President of the European Brand & Packaging Design Association (epda) and passionate giver of gifts*

The act of giving is probably as old as mankind itself. Stories ancient and modern tell of the symbolism surrounding gifts as well as the expectations of both givers and recipients. A gift may be an offering to the gods; something special for family, friend or lover; a present for a neighbour or colleague. Once a year, the pinnacle of this ritual can be witnessed at the table, by the tree or around the fireplace with the exchange of Christmas presents.

This study shines a light on how gifts for different occasions are given in various countries; it offers valuable insights into the reasons behind gift buying, preferences for different types of gift and how much money is likely to change hands. Vouchers are very popular in the Netherlands and Germany, for example, while the British tend to buy sweets for their sweets.

Looking deeper into the topic, you will learn where people most like to look for gifts and where they actually buy them. As well as the answer to that most fascinating question: what is it that elevates a simple item into a gift? Bundled products can tell a story and thus become a gift: a bottle of wine with

an exquisite piece of cheese, a high-quality corkscrew and an olive wood board might invite you to have a mini picnic on the balcony. Dedicated areas in store – indeed, entire departments – are set aside and seasonally stocked for these storytelling productions.

Of course, packaging is also a central aspect of gift giving. Even if you don't go quite as far as the Japanese, for whom the packaging is at least as important as the contents, almost anything can become a gift with the right wrapping. This is where designers come into their own and, believe me, their capacity for creative solutions is infinite!

Gift packaging for spirits and perfumes positively glows with wonderful refinements and can be a highly designed and decorated work of art. All the effort that brands and retailers put into their packaging is well rewarded by shoppers, although sustainability is increasingly in demand. Less is often more; clever solutions can be simple as well as highly aesthetic and luxurious. For inspiration, it is worth taking a closer look at Asia. Minimalistically designed Japanese wrapping paper, or pineapple cakes wrapped in magical folding boxes from Taiwan, are

some of the most beautiful yet simplest examples.

Aesthetics, convenience and sustainability are the most important criteria for shoppers when evaluating gift packaging. Striking the right balance is a fine art. Selected solutions, created by European Brand & Packaging Design Association (epda) designers and friends from a number of countries, are aptly used to illustrate this rich and interesting study.

The saying 'Give, and you shall receive' should not be taken too literally in modern culture. A gift should never be expected or demanded. But one thing is certain; those who find the right present, something personal and suited to the recipient, will likely get something very special in return. Joy. Immaterial, priceless – and possibly one of the most beautiful gifts one can ever receive.

Uwe Melichar



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# STUDY DESIGN

## & OBJECTIVES

On behalf of STI Group, POSpulse surveyed over 2,000 shoppers aged 16-70 across France, Germany, the Netherlands and the UK during November 2019, seeking their views about gifts and gifting occasions.

The key findings are summarised in this white paper. Learn about:

- which product groups shoppers prefer to buy as gifts
- the most important gift occasions and what triggers the impulse to buy
- where shoppers learn about potential gifts - and where they actually buy them
- what shoppers want from gift packaging
- what distinguishes the French, British, Dutch and Germans when it comes to gift giving
- what makes a product a gift, for people of different ages



**2.000+**  
SHOPPERS

♀ 50-55%  
45-50% ♂

**NOVEMBER**  
2019

**4** from  
**Countries**



DE 502  
UK 512

FR 500  
NL 500



**EXCHANGE RATE**  
£1 = €1.1735

**13** QUESTIONS



# GIFT GIVING OCCASIONS

## KEY FACTS

Gifts are in season all year round. In all four countries surveyed, classic occasions such as birthdays, anniversaries and weddings are the most frequently celebrated with a gift, followed by Christmas, Mother’s Day and Father’s Day.

When it comes to other occasions, gifting priorities vary from region to region although everyday gifting, like ‘self-reward’, ‘making someone happy’, or ‘just because’

are common in all the countries we looked at. One in three respondents has bought themselves a gift in the last year; women more often than men. However, not all brands capitalise upon this opportunity.

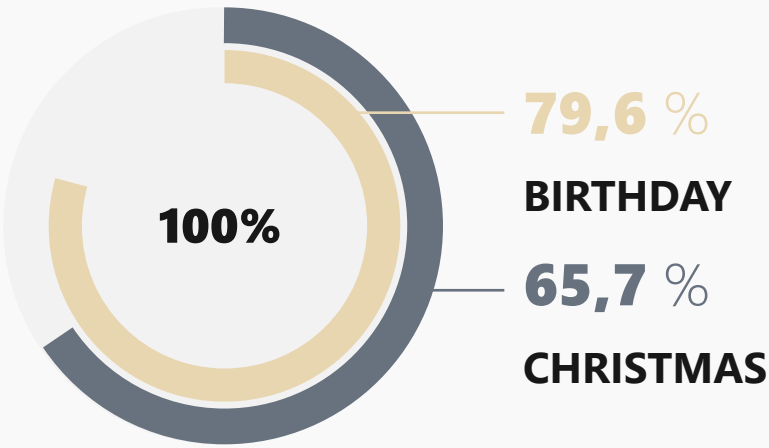
For all gift occasions, packaging design has a significant impact on shopper desire to buy and on the price they are willing to pay.



### GIFT OCCASIONS

**BIRTHDAY & CHRISTMAS** are the most important **GIFT OPPORTUNITIES**.

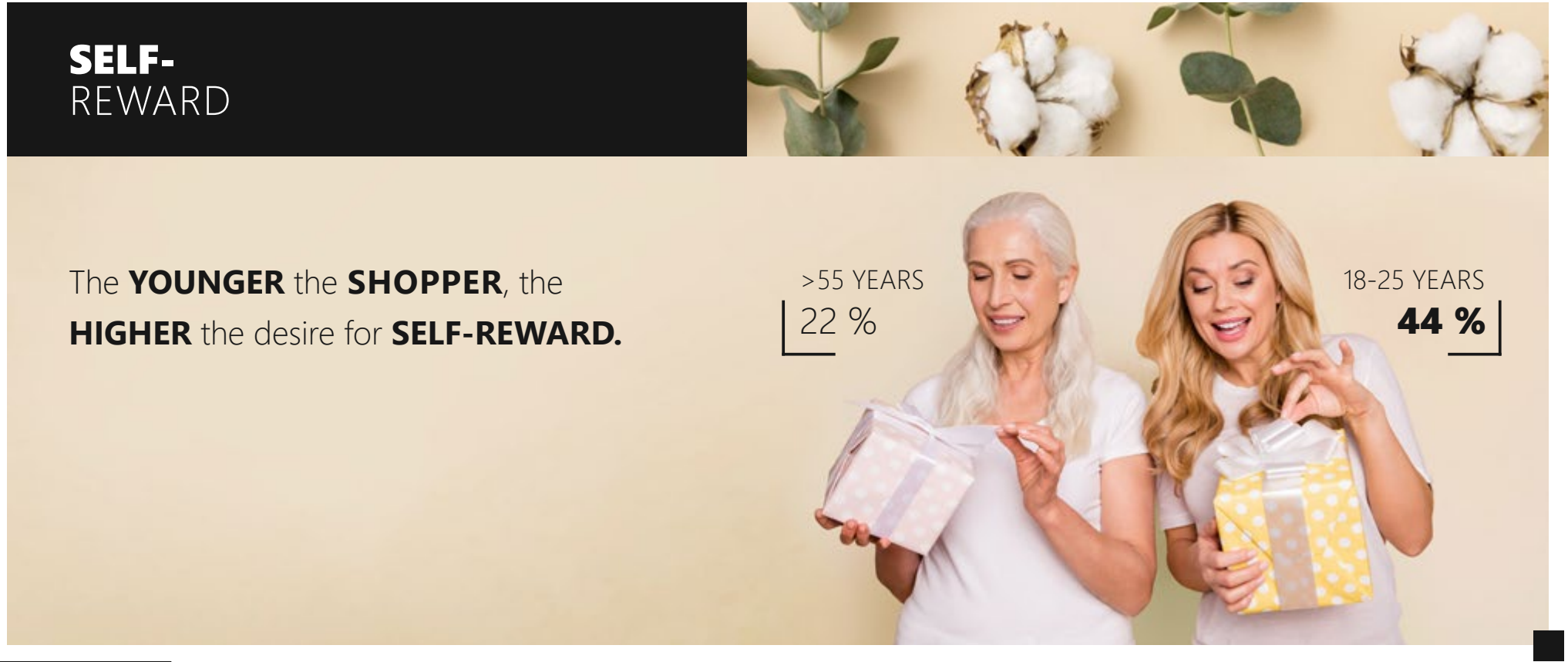
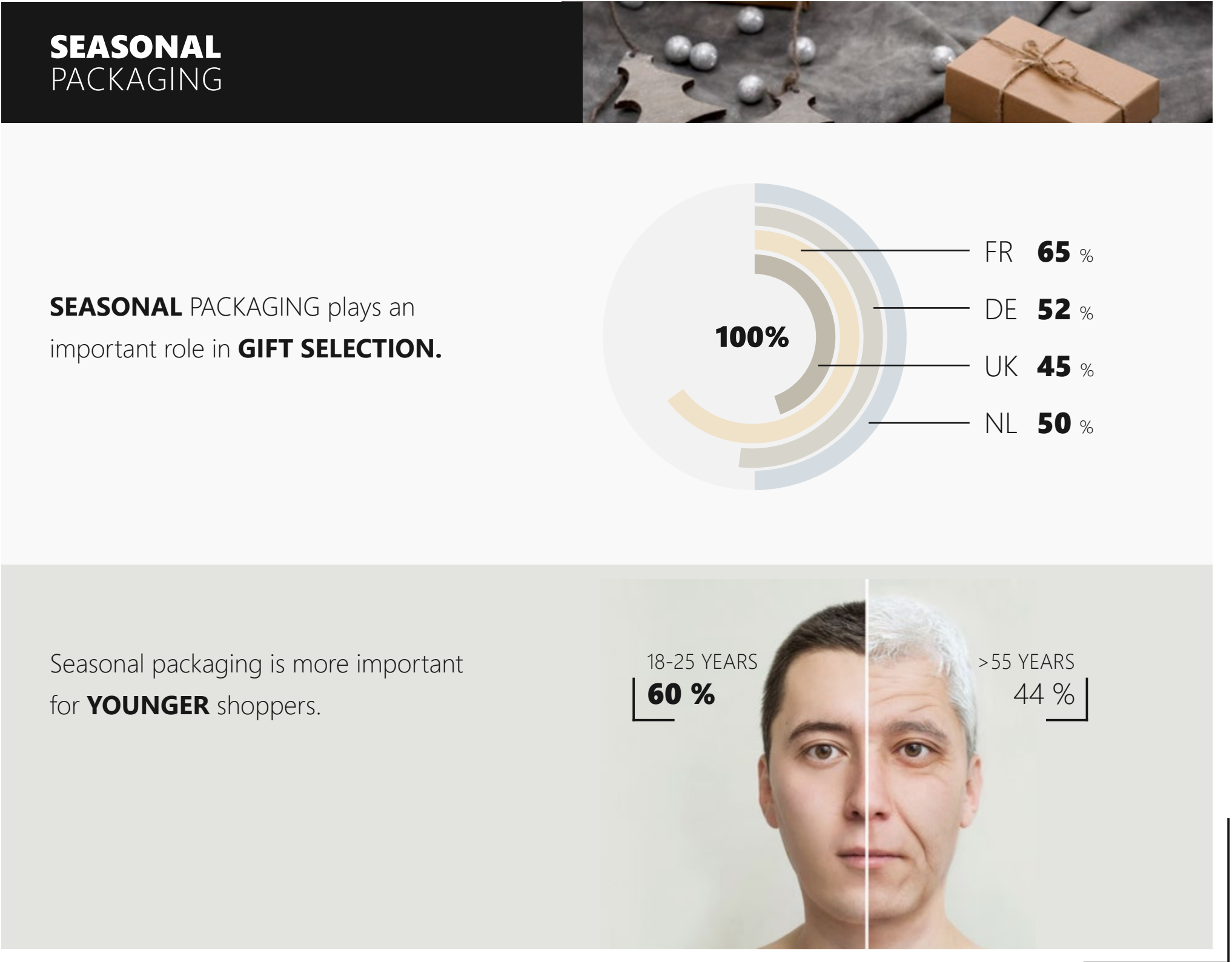
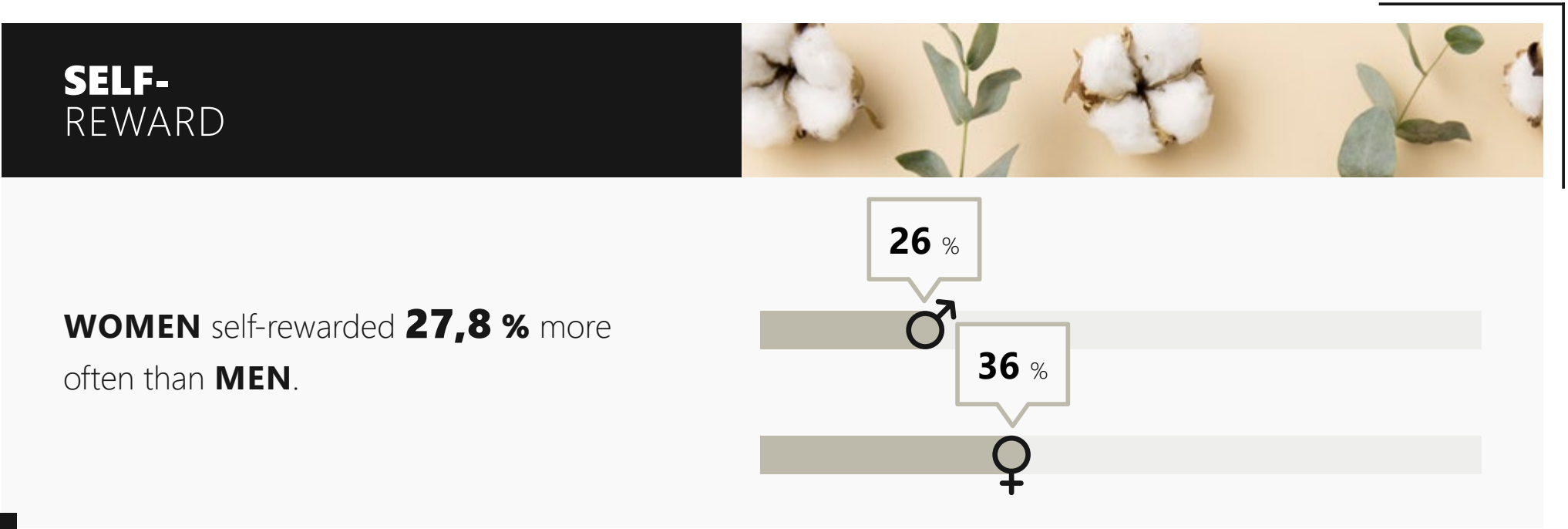
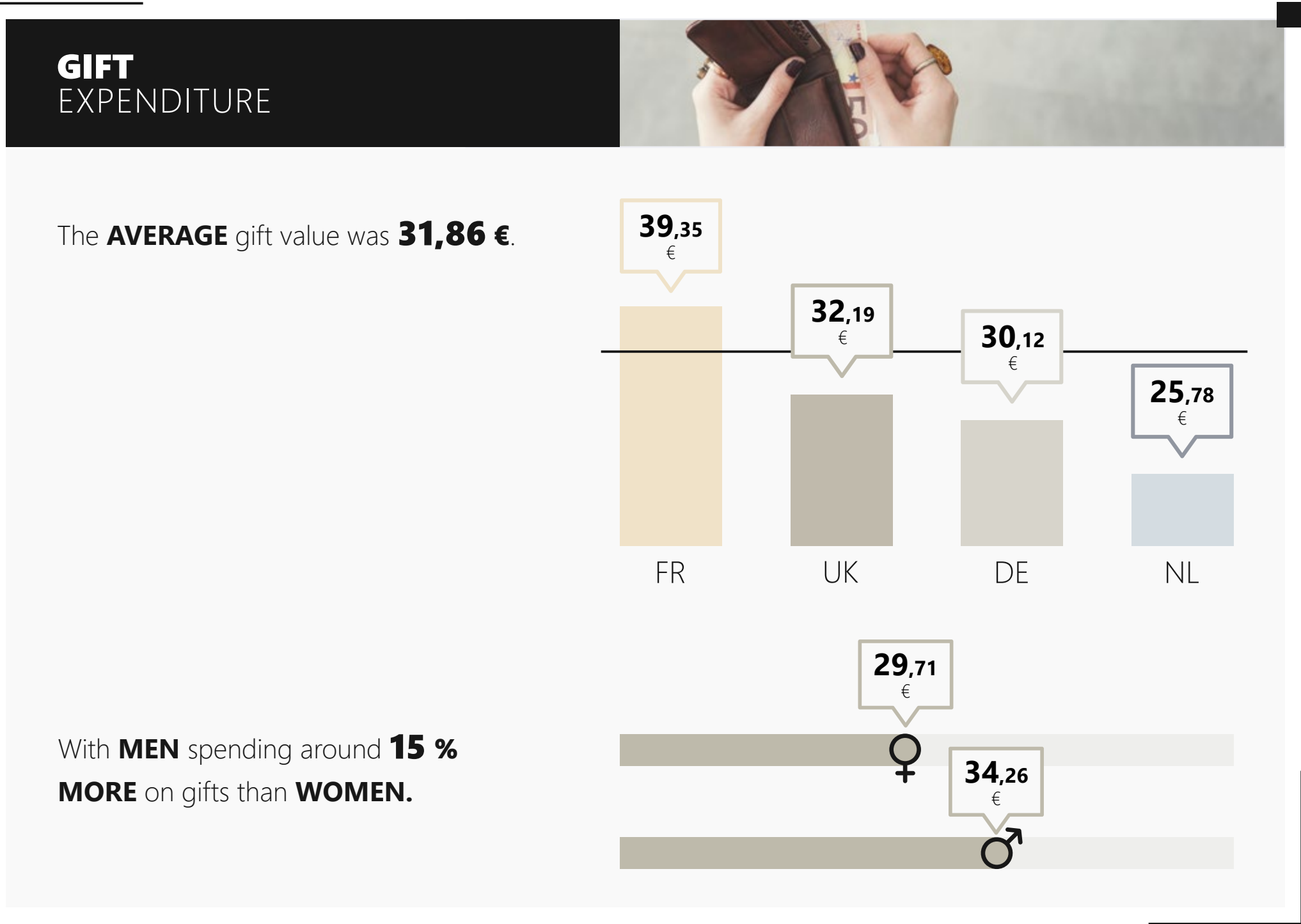
**90%** of **GERMAN** shoppers rated **BIRTHDAY** as their **#1** priority.



### NUMBER OF GIFTS GIVEN

Across all countries respondents give gifts on **4,6** occasions per year, on average.









# GIFT CATEGORIES

## KEY FACTS

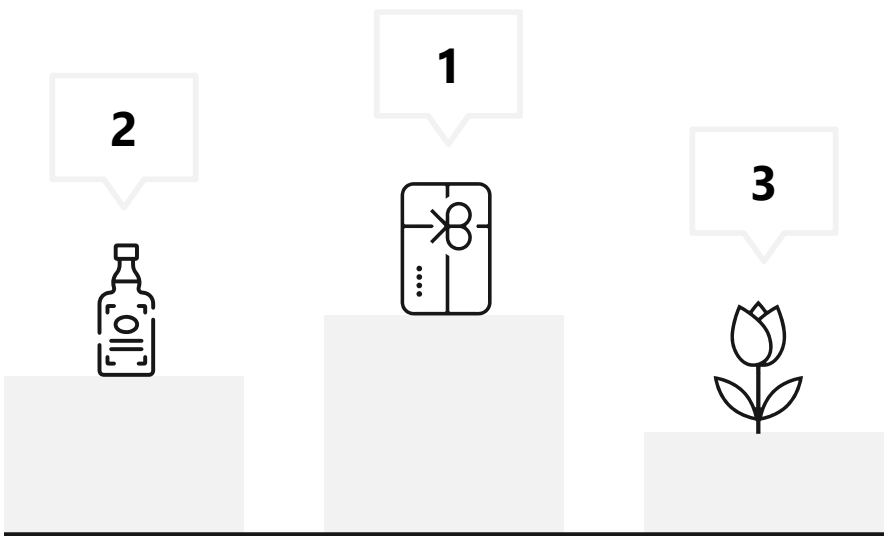


When choosing gifts in the €10-50 price range, shoppers are spoilt for choice: from flowers and confectionery to games, books and electronic gadgets.

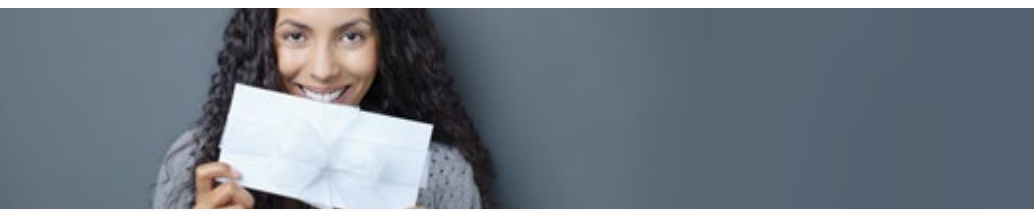
Looking at the TOP 3 gift categories overall, vouchers take the top spot across all countries. This is followed by alcoholic beverages, and flowers in third place. For the British and French, physical gifts are prized above vouchers: confectionery is very popular in the UK, while the French prefer flowers.

From a retailer perspective, voucher sales are particularly appealing. They represent a low-effort transaction which has the potential to double footfall as both shopper and recipient engage during buying or redeeming. Each

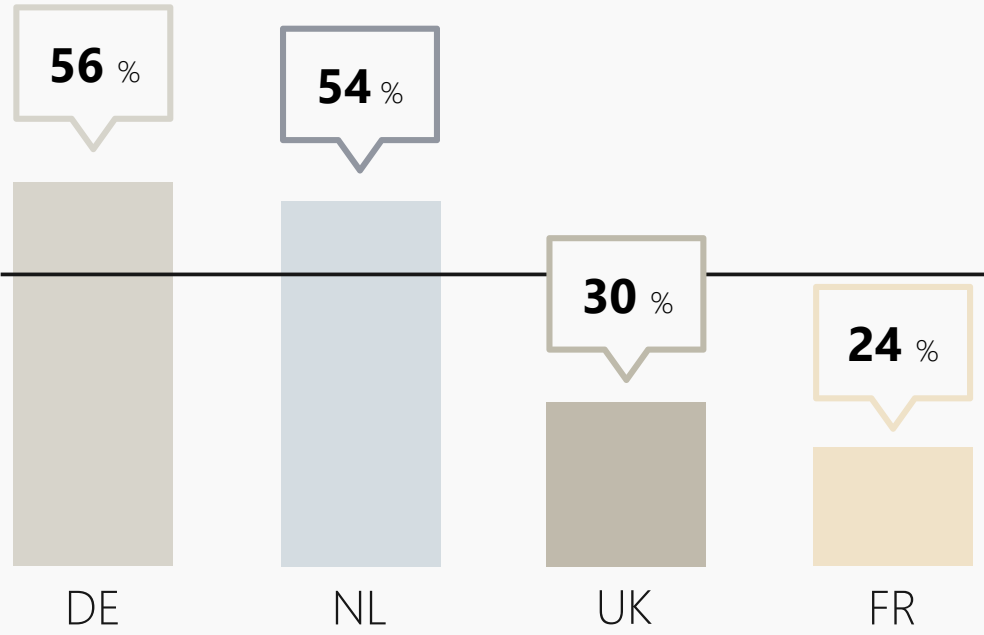
redemption is a further opportunity to drive additional sales. And that's before considering the vouchers that never get redeemed at all, putting cash straight into the retailer's pocket.



### VOUCHERS GIFT CATEGORY



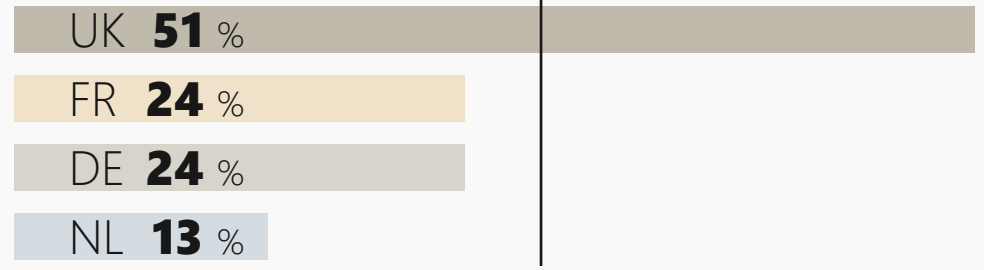
**VOUCHERS** are ranked in the **TOP 3** gift categories by **41%** of shoppers overall, although there are significant differences between countries.



### CONFECTIONERY GIFT CATEGORY



**28 %** of all respondents said confectionery is one of their **TOP 3**, that number rising dramatically to **51 %** of British shoppers.



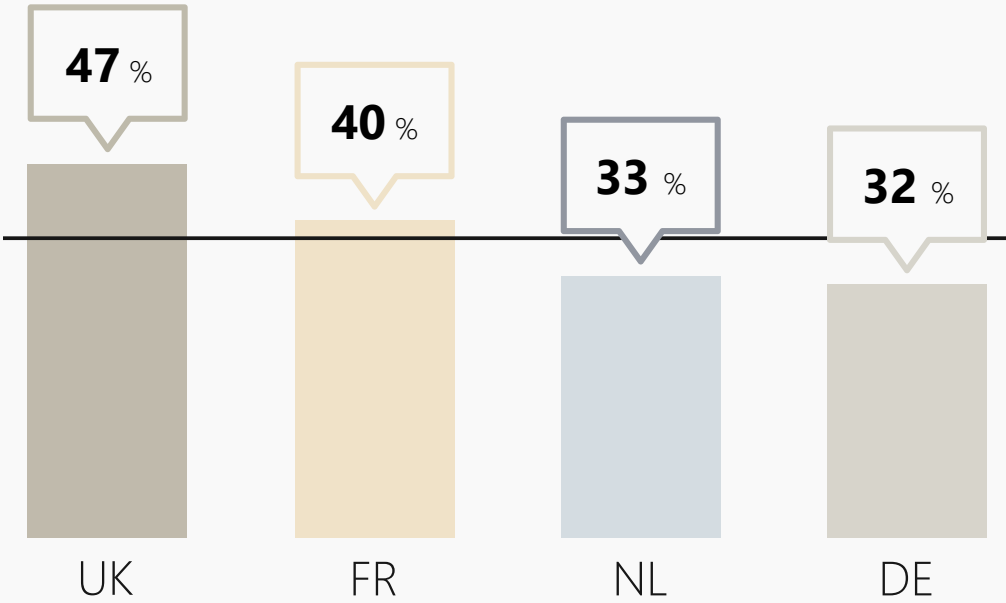


BEVERAGES & SPIRITS  
GIFT CATEGORY



With **38 %** of shoppers across all nationalities ranking it among their **TOP 3**, alcoholic beverages made it into second place as a gift category.

It's especially popular with older people in **FRANCE**, where **67 %** of over-55s indicated it as one of their **TOP 3**.

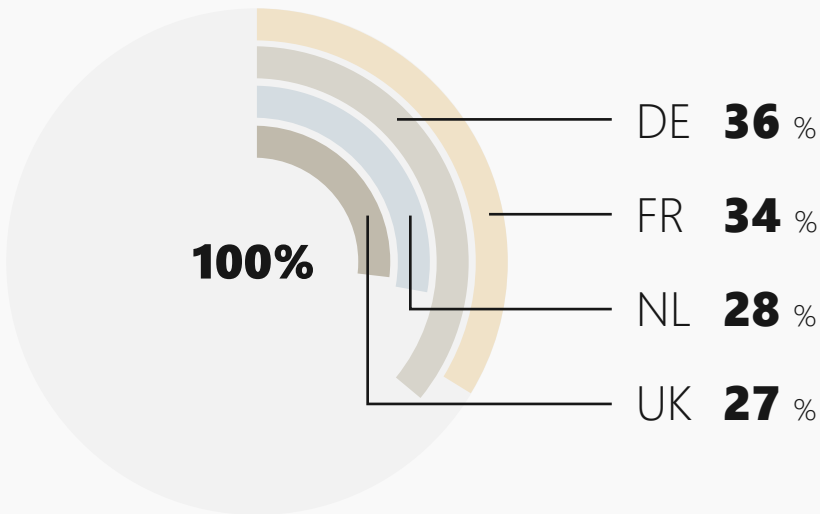


BOOKS, MEDIA & GAMES  
GIFT CATEGORY



This category is a prime choice for **GERMAN MEN** over 55 YEARS, with **44%** of them rating it one of their favourites.

Overall, **33%** of **MEN** are likely to choose a gift from this product group vs just **29%** of **WOMEN**.

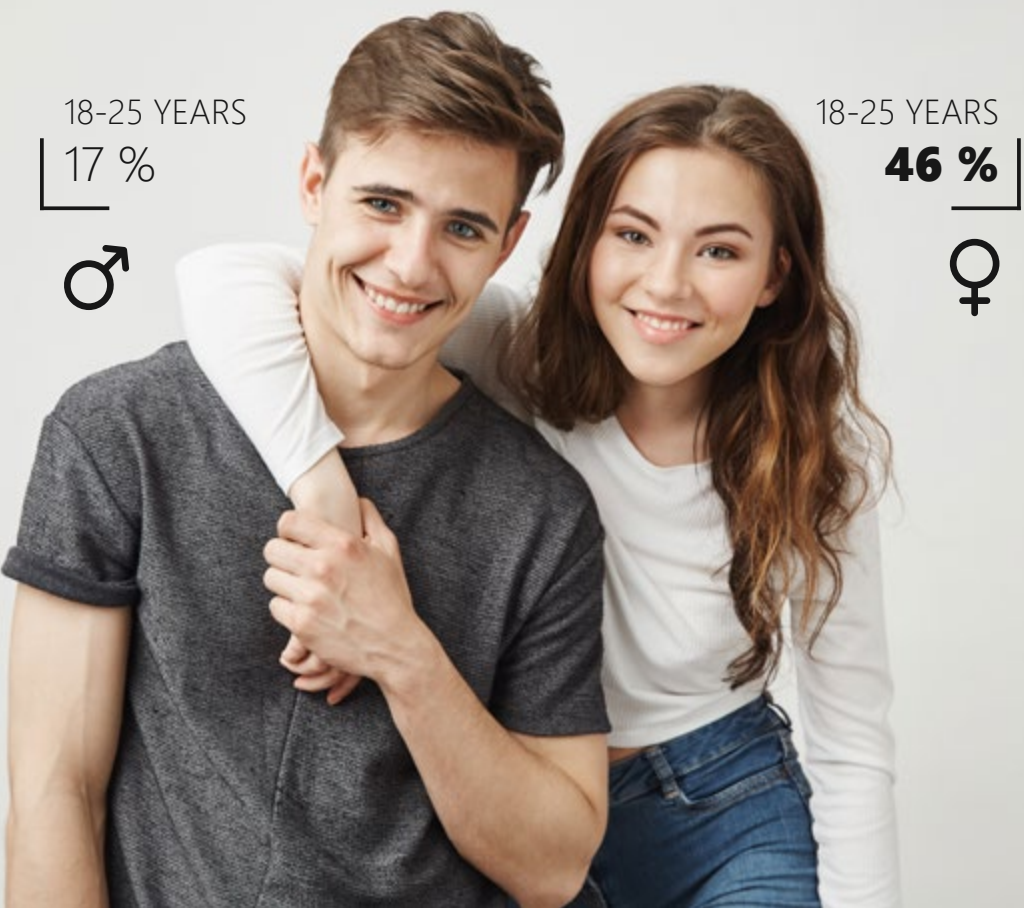


COSMETICS & BODY CARE  
GIFT CATEGORY



**COSMETICS & BODY CARE** are in the **TOP 3** gift choices for nearly half of all **WOMEN** aged 18-25 years, their popularity declining with increasing age.

Gender is as influential as age here, with only **17 %** of **YOUNGER MEN** aged 18-25 years rating this in their **TOP 3**.



# INSPIRATION VS BUYING CHANNEL

## KEY FACTS

For Germans, Dutch and French people, browsing in a physical store is the main source of gift inspiration. In the UK, stores take second place, with inspiration more likely to come from online sources such as Amazon or eBay.

When it comes to actual purchase, there’s a noticeable shift.


52 % of Germans buy gifts exclusively or predominantly online; along with 43 % of shoppers in the UK, 39% in France and 29% in the Netherlands.

This indicates that physical stores can play a significant role in prompting gifting, although customers also appreciate the convenience of ordering last minute gifts online for

home delivery. Retailers with a seamless omnichannel offering are well placed to capitalise on this shopper behaviour.


Buying in store tends to be primarily from the shelf. Around half of respondents would welcome gifts being offered together in special gifting areas, an idea that holds particular appeal for French shoppers. Dedicated gift areas in store would enable retailers to echo the setup used by online gift marketplaces, enabling items to be browsed by occasion or price range, offering choice, simplicity and convenience.

INSPIRATION  
VS BUYING



When buying gifts, shoppers are more likely to use **PHYSICAL STORES** for browsing and **ONLINE STORES** for **ORDERING**.

DEDICATED GIFTING  
AREAS



Around **HALF OF ALL SHOPPERS** feel that having special gift areas in store would be **RELEVANT** or very relevant to them.

FR	62 %
DE	56 %
UK	43 %
NL	42 %

GIFT  
WRAPPING



**25 %** of respondents who buy in a **PHYSICAL STORE** request gift wrapping at the checkout, compared to just **16 %** of those who buy gifts **ONLINE**.

WRAPPING

Only **1 in 4** shoppers said that gift wrapping options were clear when shopping online.





# ROLE OF PACKAGING

## KEY FACTS

Packaging is very relevant when it comes to buying gifts for 80% of respondents.

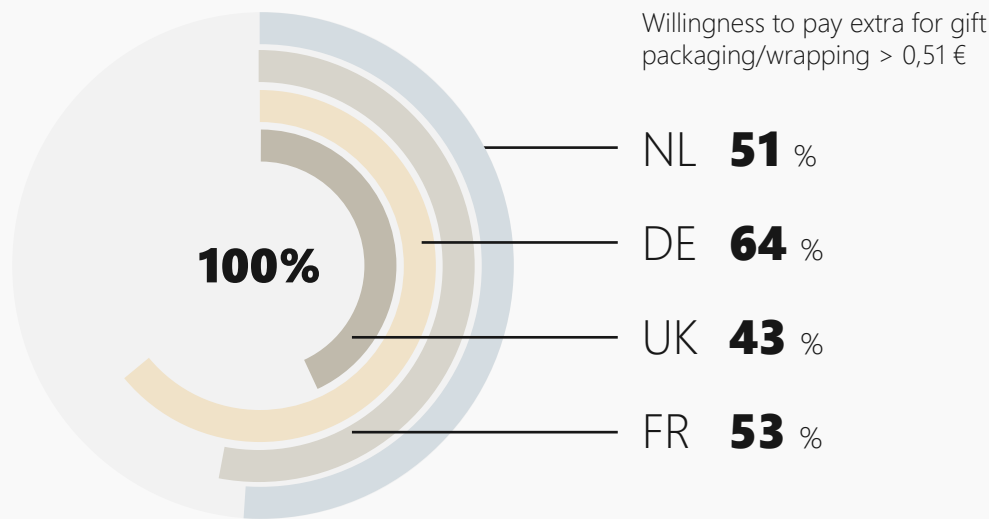
Only one in five don't pay conscious attention to packaging, or prefer unpackaged products. 16% of French shoppers say that packaging is the single most important factor when choosing a gift.

Gift packaging has intrinsic value to shoppers. Over 80% are willing to pay extra for gift packaging or wrapping, most pronounced in Germany, while only 18 % of shoppers are not prepared to spend more.

Recyclability is critical when it comes to gift packaging, with 59% of shoppers across all age groups and countries agreeing that this is the most important aspect. This is closely followed by an expectation from 56% that gift packaging will be designed so that the item can be given as it stands, without further wrapping or effort required. A premium look is more critical to shoppers in Germany and France, while for the Dutch and British this plays a smaller role.

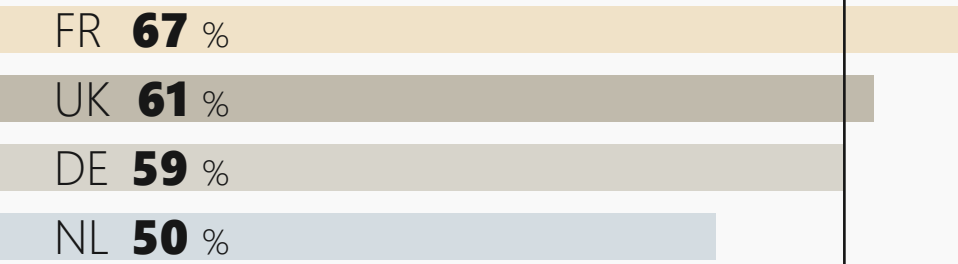
### PRICE PREPAREDNESS GIFT PACKAGING

Just over **HALF** of all respondents would pay an **EXTRA 0.51 €** or more for **ATTRACTIVE GIFT PACKAGING** or wrapping. **16 %** of **GERMAN** shoppers would invest more than **1.50 €** extra.



### RELEVANCE OF RECYCLABILITY

**RECYCLABILITY** is the most important aspect of **GIFT PACKAGING** for **59 %** of shoppers.



RELEVANCE OF GIFTABILITY

The item being **APPROPRIATELY PACKAGED** to give as a gift straight away ranked as second most important for **56 %** of shoppers.


For **MEN** it is slightly more important (**58 %**) than for women (**53 %**). The **YOUNGER** the buyer, the **HIGHER** the relevance.

MEN

58 %

WOMEN

53 %



RELEVANCE OF SECONDARY USE

Whether gift packaging offers a secondary use is important to **50 %** of all respondents.

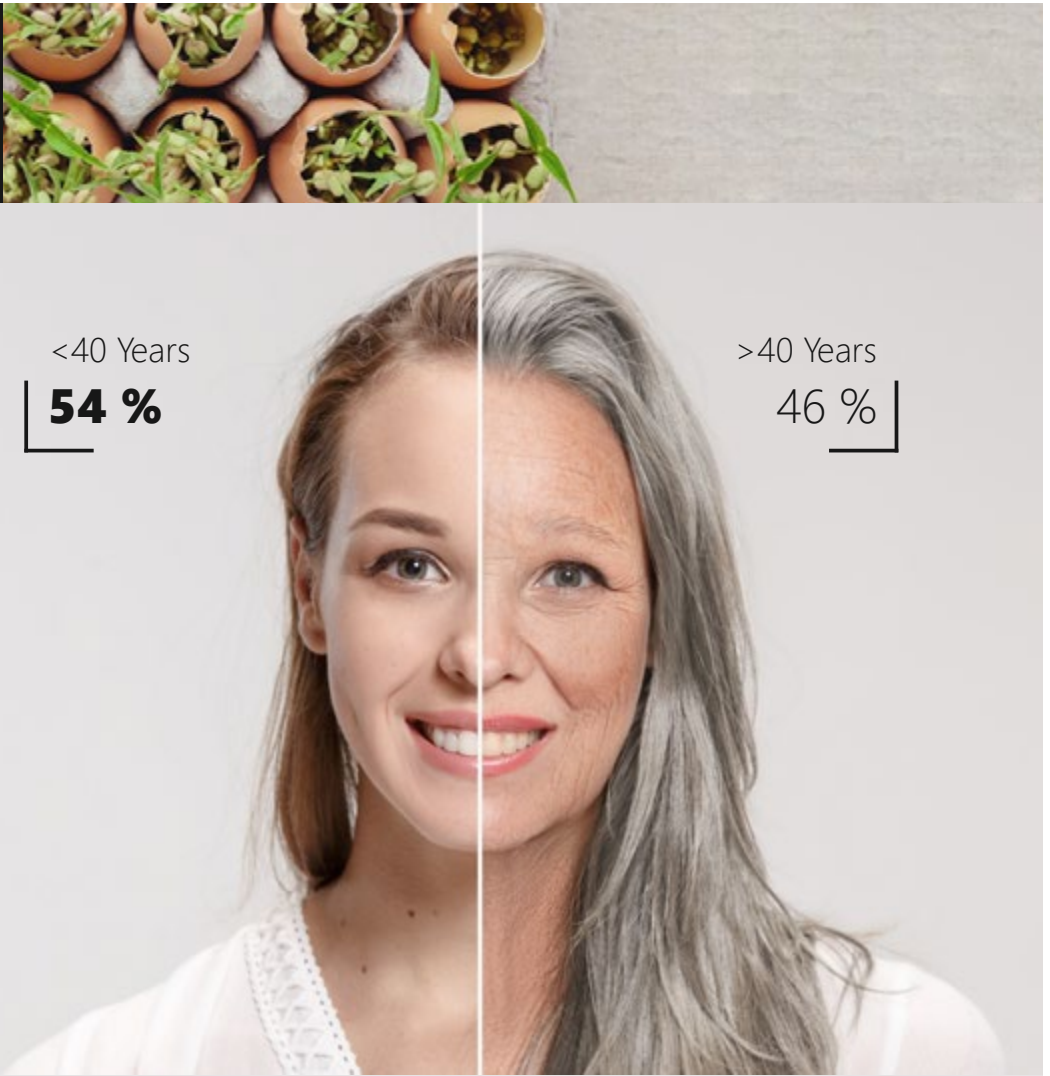
For those under **40** years of age this rises to **54 %**, while for the **OVER 40s** this dips to **46 %**.

<40 Years

54 %

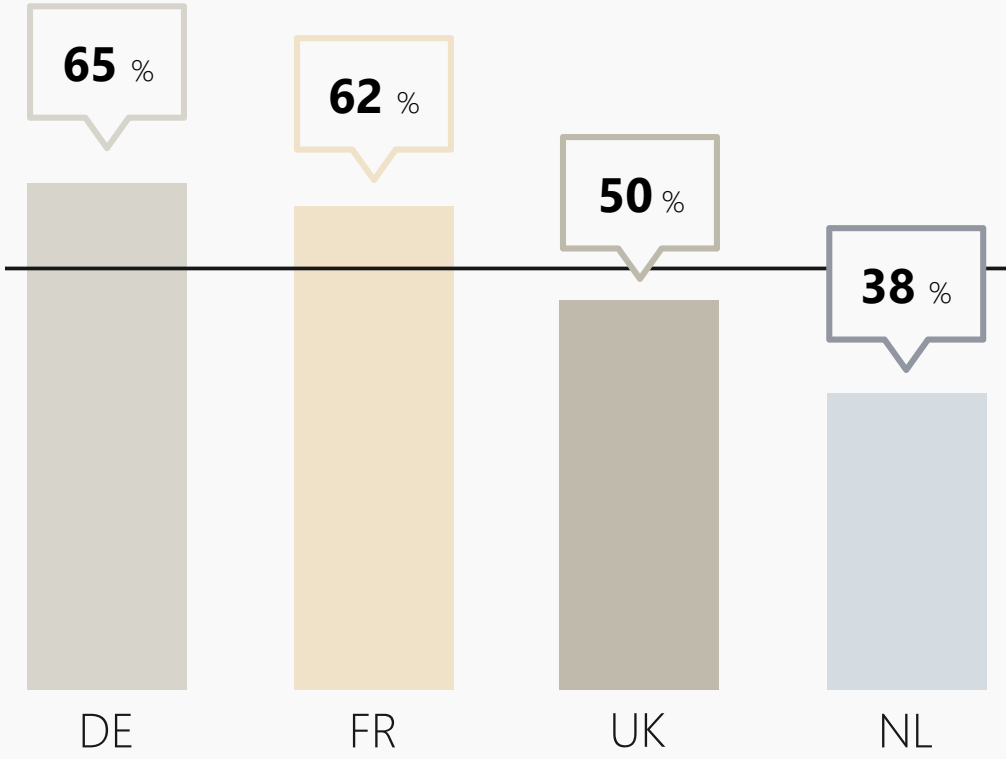
>40 Years

46 %



RELEVANCE OF APPEARANCE

For **54 %** of all respondents, the look of the gift is **HIGHLY RELEVANT**. This peaks at **78 %**, for **GERMAN WOMEN** aged **40-55**.



Country	Percentage
DE	65 %
FR	62 %
UK	50 %
NL	38 %



# TO THE POINT

GIFT PACKAGING – THE SHOPPER PERSPECTIVE

“ Packaging should look high quality, suit the gift and the recipient should be happy when they see it. *(male, 18-25)* ”

“ It should be high quality, recyclable and visually appealing. *(female, 40-55)* ”

“ Attractive gift packaging should not contain any advertising or show the price. It should fit the occasion and not produce unnecessary rubbish. *(male, 26-39)* ”



## QUOTES FROM **GERMANY**

“ Gift packaging should be customised. *(female, 26-39)* ”

**QUESTION:** WHAT MAKES AN ATTRACTIVE GIFT BOX, IN YOUR VIEW?

“ I am automatically attracted by high quality packaging, preferably made of cardboard or paper. I prefer simple and elegant designs. *(female, 18- 25)* ”

“ It should be appropriate to the occasion and offer different options, so that you have a choice of packaging. *(male, 40-55)* ”

“ Gift packaging should build anticipation, so that opening the gift is part of the experience. *(male >55)* ”

“ I’m always delighted to find packaging that stands out and looks beautiful if I’m giving it as a gift. *(female >55)* ”





// The packaging should include clear information. *(male, 18-25)* //

// Packaging that sparkles, with a 3D effect. *(male, 40-55)* //

// Subtly wrapped, without plastic. *(female, 40-55)* //

// Wrapping that looks like I did it myself. *(male, >55)* //

## QUOTES FROM THE **NETHERLANDS**

**QUESTION:** WHAT MAKES AN ATTRACTIVE GIFT BOX, IN YOUR VIEW?

// Recyclable or recycled packaging that also looks nice. *(female, 18- 25)* //

// Depends on the gift; it must be handy to carry with you and not too fragile. *(female, >55)* //

// Nicely wrapped with a bow and all, or in a nice colorful gift box with a bow. *(female, 26-39)* //

// The best gift packaging is the kind you don't have to tear to open, and it looks nice and thoughtful. *(male, 26-39)* //

// Gift packaging adds that special touch.  
(male, 18-25) //

// For me, attractive gift wrapping is all about the presentation and the colours; above all it must look neat. (female, 18- 25) //



// My preference is well made original packaging that is also suitable for gift giving. (male >55) //

// Packaging is not particularly important to me... Good packaging is a plus, but it doesn't determine what I choose. (male, 26-39) //

## QUOTES FROM **FRANCE**

**QUESTION:** WHAT MAKES AN ATTRACTIVE GIFT BOX, IN YOUR VIEW?

// Wrapping should hide a gift but be easy to recycle, and not have a significant ecological footprint. (male, 40-55) //

// The colour and shape of gift packaging is important, as well as whether it can be reused in some way. (female, 40-55) //

// For me, the packaging should be possible to either re-use or recycle. (female >55) //

// Gift wrapping adds value to what you buy and makes it more of a surprise for the recipient. (female, 26-39) //



// An attractive vibrant colour with a few pretty patterns. Would be great to have an easy-looking bow on the top. *(male, >55)* //

// Anything that is minimal and recyclable. Doesn't need to be fancy. *(male, 18-25)* //

// Easy to recycle but looks premium. *(female, 40-55)* //

// Neat wrapping, with ribbon; better than I could have done myself. *(male, 26-39)* //

## QUOTES FROM THE **UNITED KINGDOM**

**QUESTION:** WHAT MAKES AN ATTRACTIVE GIFT BOX, IN YOUR VIEW?

// Quality contents with no false glitzy promises. *(male, 40-55)* //

// Brightly coloured. Maybe some pretty decoration, like a ribbon, to make the package look nice. *(female, 18-25)* //

// Colourful with a unique style. *(female, 26-39)* //

// Simple; along with the option to recycle or re-use. *(female, >55)* //

# ATTRACTIVE PACKAGING DESIGN

SHOPPER PERSPECTIVE





# HOMEMADE

## LOOK

‘Handmade with care and attention to detail, as if I did it myself.’

When asked about the kind of gift packaging that shoppers felt particularly positively towards, many uploaded designs in this style.





# HIGH

VALUE



'High quality, refined and with a ribbon.'

When asked to recall positive examples of gift packaging, many of the shoppers remembered highly finished premium packaging.







# NATURAL

## LOOK

The natural look is appreciated by shoppers in all countries and is rated as particularly attractive.







# SEASONAL

## IMAGERY

Seasonal packaging design plays a key role in gift buying.

The last time they went shopping, respondents found these packaging designs most inspiring.

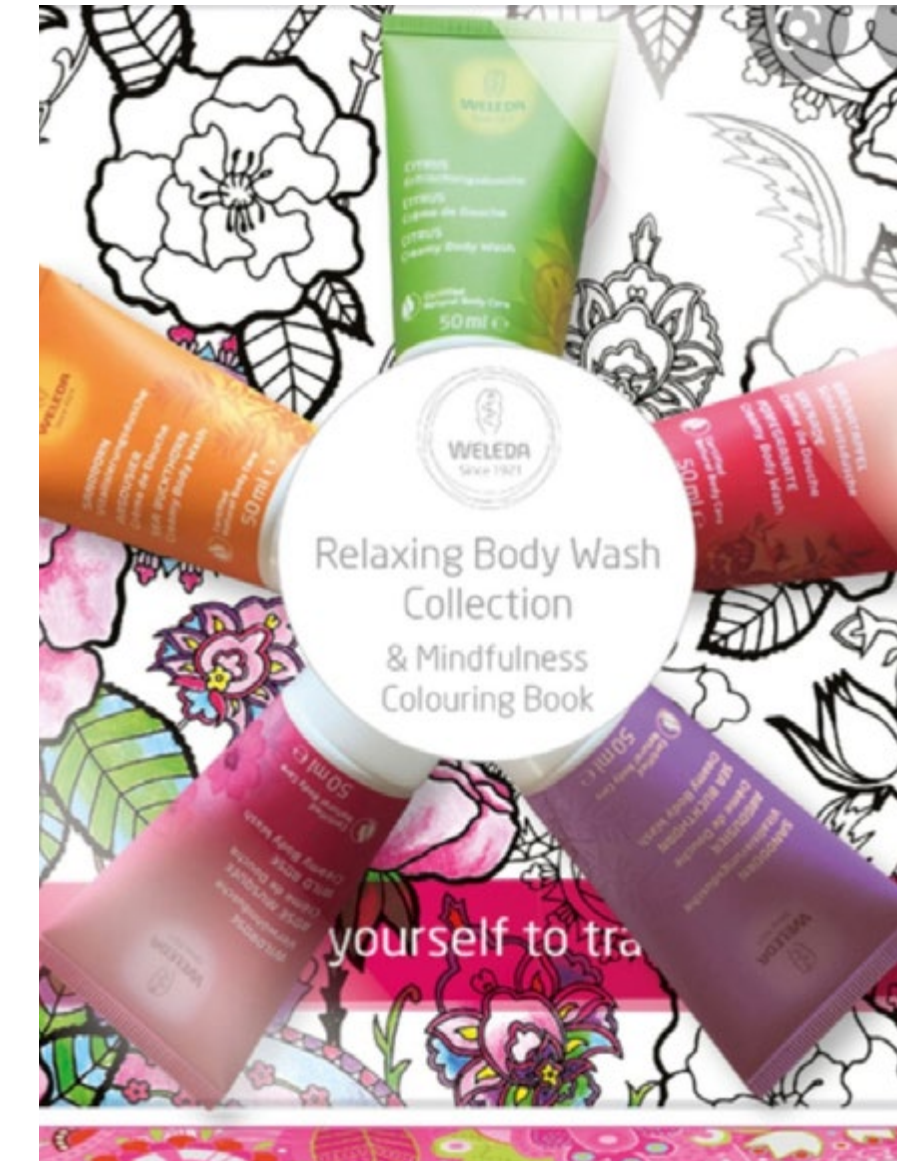






# SECONDARY USE

Packaging that can be re-used is well remembered by shoppers, while the gift stays in the recipient's mind for longer too.





# BEST PRACTICE

EXAMPLES FROM FRANCE, THE NETHERLANDS, THE UK AND BELGIUM



# LINEA - FRANCE

WHAT THE STUDY RESULTS MEAN FOR US



**KARINE LAGARDE**

MANAGER - LINEA

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MEMBER OF EPDA

At LINEA we used to say to our clients: You don't have a second chance to make a good first impression. The study results clearly reveal that a high quality look is essential. A gift also serves to express the buyer's personality. Consumers need to trust the ethical approach of a brand, that's why sustainability and recyclability are really important. Waste reduction and the secondary use of a packaging also seem to be a major topic for the consumer. Last but not least,

handmade and local production are gaining more importance. In my view, packaging expresses the level of a brand's uniqueness and to what extent it differentiates itself from competitors. In that sense innovation plays a key role for a brand's success.

## ABOUT THE AGENCY

We are brand experts and packaging designers for wines and spirits with decades of experience. Our culture, our sensitivities and our personalities enable us to claim a unique expertise and talk about our profession in an innovative and distinctive way. We support our customers' projects throughout the world. Passion inspires our creativity.

## BEST PRACTICE

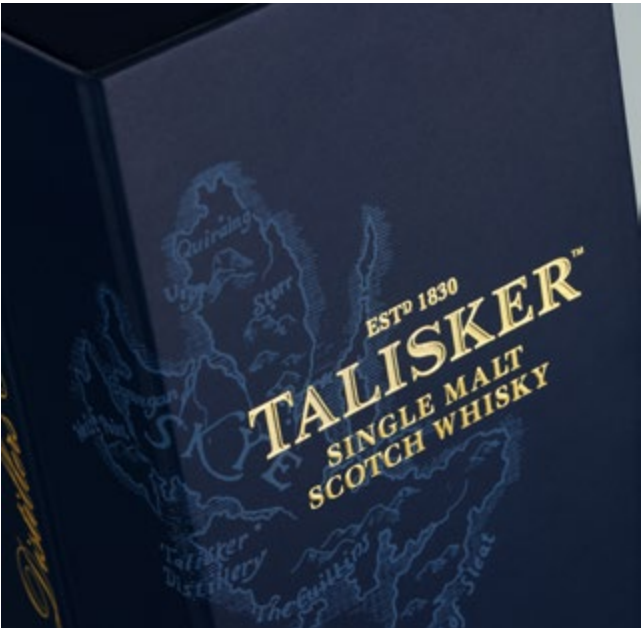
Fiercely free! The tone is set. This is the claim we sign for the creation of this new PRESIDENTE rum gift box. The family distributor WHISKIES DU MONDE has given us carte blanche to create this case. Naturally, we overflow with imagination. To evoke the Cuban origin of this rum, we

have created a lush universe where nature seems to have regained its rights long ago. The illustrative work is rich and full. Several layers of detail appear if you let your eye get lost. The harmony is perfect. Welcome to the heart of a nature as exotic as it is wild!



Every year MHD Group renews « The Distillers Edition » cross collection through the introduction of unique « Classic Malts ». In 2019, Caol Ila, Lagavulin and Talisker distilleries joined the selection. LINEA created the packaging design for the launch. Although the three brands evolve in different worlds, the cases show a graphic unity. The packaging, processed with two materials, draws the collection into the category of Single Malts through generic characteristics on the lower part (elegant black colour and textured finish) while the upper part is made of a matt

coated white film depicting the colours and decorations of each House. Each packaging opens from the front thanks to an elegant magnetic flap that gives the boxes an original character. The bottle is partly revealed upon opening this flap, as an invitation to discover the history of each distillery.





# PROUDDESIGN – NETHERLANDS

WHAT THE STUDY RESULTS MEAN FOR US



## STEVEN DE CLEEN

CREATIVE STRATEGY DIRECTOR -  
FOUNDER PROUDDESIGN

WWW.PROUDDESIGN.NL  
MEMBER OF EPDA

*A very useful study indeed. Although somewhat uncomfortable to read for a Dutchman! The general take-out is for me is that gifting is very important for consumers. Whether it is planned or occasional, gifting should have a fixed place in retail and in your product assortment as a brand.*

*And unboxing is not the same as unwrapping, so unless online bridges that gap, retail will remain king for these sales. Thus giving us as packaging designers more room to create*

*unwrapping experiences that are not plastic fantastic but eco-friendlier than before.*

*As for the Dutch, I admit, we are cheap! Safe and cheaper choices like gift cards, flowers and cosmetics (read Rituals) are the rule. Not so creative but that means more work for us to educate the Dutch to enjoy themselves and others with our packaging designs. Good to know that when you are in hospital, a Dutchman is most likely to show up with a gift. Get well soon!*

## ABOUT THE AGENCY

We are PROUDdesign. We make brands more valuable through packaging design. That makes people happier. And us PROUD. As a great little agency from Amsterdam we work for brands like Arla, Quaker, Verkade, KFC and HOPE beer.

## BEST PRACTICE

HOPE beer is a relatively new beer brand in the Dutch craft beer market. In 2016 it was introduced and in 2019 we developed the first redesign including a new gift packaging line. It was evident that we had to make a difference in this crowded market so we decided to focus on the design of it. There is almost no bad beer, but a lot of bad design, so we create desire in everything we do. Instead of waiting for the traditional gifting moments, like Christmas, Mother's Day or Father's Day, we designed gift packs for every gift occasion during the year. This opened up a longer period for gifting, even for the seasonal beers, which are sold year round thanks to a fitting gift box.

The one design we want to highlight is our Queen Bee® gift packaging, which won a gold NL Packaging Award 2019. A true unwrapping experience. The 750 ml honey

blond beer is sold in an attractive black gift pack, ideal for presentation when two packs create one big image. On a golden like necklace you will find a booklet with the story behind this creation. Crave the craft, we have called it and when you open the box, you see the HOPE bee (crown cork) sitting in its honeycomb. Unwrap the bottle from it golden paper and you find a black bottle with the design directly printed on it. It's a celebration of female power and craft in design and brewing.

The story behind Queen Bee®: Not until 1670 did the famous Dutch naturalist Jan Zwammerdam discover that bee colonies are ruled by a queen. The drones (male bees) only live for mating and once they do they die (assuming their gigolo asses haven't been kicked out during food shortage). Long live the Queen Bee®.





# TURNER DUCKWORTH – UK

WHAT THE STUDY RESULTS MEAN FOR US



**CHRISTIAN EAGER**

EXECUTIVE CREATIVE DIRECTOR -  
TURNER DUCKWORTH

WWW.TURNERDUCKWORTH.COM

What's really interesting is the increasing importance of sustainability and recyclability of gift packaging across age groups and markets. Consumers naturally want gift packaging that is beautifully produced with

a high quality finish but this now needs to be balanced with sustainability. This presents an exciting challenge for designers who need to respond by using creativity to balance these opposites.

ABOUT  
THE  
AGENCY

We design unmistakable visual identities and packaging for the world's greatest brands. We constantly strive to deliver not only world-class strategic design, but also world-class project management. Our studios in San Francisco, London, and New York work together through a unique collaborative process, during which strategy and design become clearer, simpler and richer in meaning.

BEST  
PRACTICE

An enduring and timeless favourite, Toblerone creates differentiation at shelf by launching limited edition and seasonal promotional packs throughout the year.



They briefed us to capture Toblerone's unique perspective of Christmas in a way that only Toblerone can. We did this by creating sleeves featuring a seasonal message, complete with new Toblerone illustration style that would wrap around the standard bar with strategic cut-outs that revealed the historic Toblerone wordmark underneath.



The end result was a pack that celebrates the season, connects with consumers and builds the brand, enforcing Toblerone's bold and original tone of voice.





# QUATRE MAINS – BELGIUM

WHAT THE STUDY RESULTS MEAN FOR US



## PATRICK DE GRANDE

CREATIVE FARMER - QUATRE MAINS

WWW.QUATREMAINS.BE  
MEMBER OF EPDA

*Giving something as a present will always remain something special that you as a brand must pay a lot of attention to. Not only does it strengthen the brand, but it also helps to adjust the perception of your brand to your target group.*

*What particularly surprised me, is the high interest in gift vouchers in the various countries to which the study refers. If I reflect this on Belgian consumers, I think they would respond*

*as follows: I don't like to receive vouchers as a gift, they are a little impersonal, so I don't buy vouchers as often as a gift to friends anymore. Although, it must be said that the e-gift is on the rise, especially for its speed of delivery, in case someone lives far away and certainly for those who hate packing and shipping. Don't forget that the experience of unpacking has a big impact on the person who receives your gift, whether he likes it or not. Surprise me ;-)*

## ABOUT THE AGENCY

When four hands come together, their sum breaks down all barriers. Grown from a love affair for Packaging Design and each other, the harmonious duet of Els and Patrick gave birth to Quatre Mains.

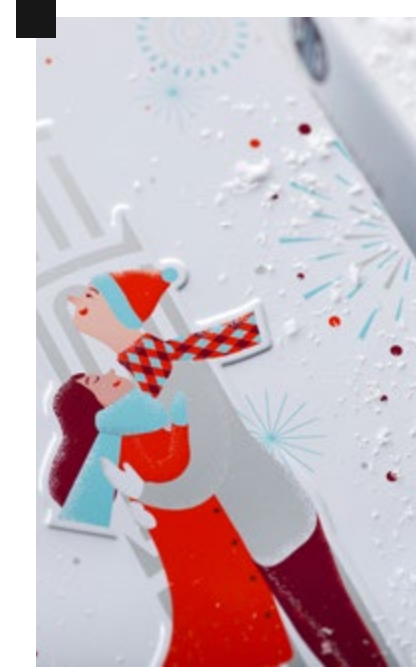
Brand & Packaging Design is a relentless pursuit of uniqueness and excellence which aspires to bring real meaning to the lives of consumers whilst operating in a retail world that is forever twisting and turning. A bunch of ready-to-rumble packaging obsessed brand designers, tucked away in a train station and cozy little hotel in the middle of nowhere but with our collective fingers continuously on the pulse of this worldwide business we love.

## BEST PRACTICE

Philip's Biscuits is a premium artisan biscuit bakery located in the heart of the Belgian 'Koekenstad' of Antwerp. Their dream began many years ago by creating an honest yet inspirational, artisanal biscuit. Their creative spirit displayed how experimenting with all kinds of flavours and traditional methods could give birth to an honestly delicious biscuit – no frills, no fuss, just really, really good.

After redesigning the Philip's Biscuits brand & packaging design their seasonal packaging was our next challenge. As Philip's Biscuits has

a high gifting value, the end of year season is not to be missed. Respecting the challenge to not make this design too Christmassy or 'End of year', for 2019 we created a winter inspired collection with fireworks and loveable ice skaters. By adding a new winter inspired pattern and colours to the already premium Philip's Biscuits style, we added a vibrancy and charm to this collection. The romantic illustrations bring warmth and smiles, while the skaters skate their celebratory end of year message. Happy Holidays to all!





# INSIGHTS

GIFTING & SUSTAINABILITY



# SUSTAINABILITY AND GIFT PACKAGING

## COMPLEMENT OR CONTRADICTION?

The survey shows that sustainability plays a central role for shoppers when choosing products as gifts. Packaging sustainability was listed as the most important attribute for shoppers across all countries surveyed.

However, unlike the primary product packaging, gift packaging is not usually designed with protection, shipping or durability in mind. Rather, gift packaging is primarily designed to make the recipient happy – and perhaps to make the giver's life a little easier. And when asked 'What makes a gift pack successful in your eyes?' the main elements mentioned were visual appearance, the surprise effect and not having to wrap it oneself.

Recyclability was only mentioned as a necessity by one in four respondents. However, this apparent contradiction arose because recyclability is considered to be a fundamental characteristic that shoppers expect of all packaging, so they do not mention it explicitly in relation to gifts.

The unboxing of a gift is part of the ritual and is meant to be a joy. Unfortunately this joy can quickly fade if the packaging cannot be opened, or its size promises more content than it actually holds, or the volume of inserts and packing material is greater than the product.

Good design therefore means end-to-end thinking; looking at the process from raw materials right through to disposal. The foundation stone for this is laid during product development.

STI Group's design team has therefore defined a number of criteria for assessing packaging sustainability at concept stage. Aspects such as Design For – and From – Recycling play just as important a role as compostability or secondary uses. The right solution will always depend on the product, customer requirements and intended use.





Based on shopper insights, STI Group created an online-exclusive range of durable and reusable gift packaging for body care products, far extending the value of the original gift. In this case, the packaging essentially becomes a valuable product in itself. Whether reused as a pretty storage pot, heat mat, planter or mini shelf, the possibilities are almost as numerous as the occasions on which you could give this gift.

## BEST PRACTICE

ADDED VALUE  
GIFT WRAPPING





# AUGMENTED PACKAGING

## & UNBOXING EXPERIENCE

Gifts take on particular importance when people cannot meet face to face, perhaps due to distance, time or other restrictions. When given remotely, it's the gift that says 'You are important to me', 'I am thinking of you' and 'I want to make you happy'. Under these circumstances a present is often selected online and sent direct, without the shopper having ever seen or touched the product.

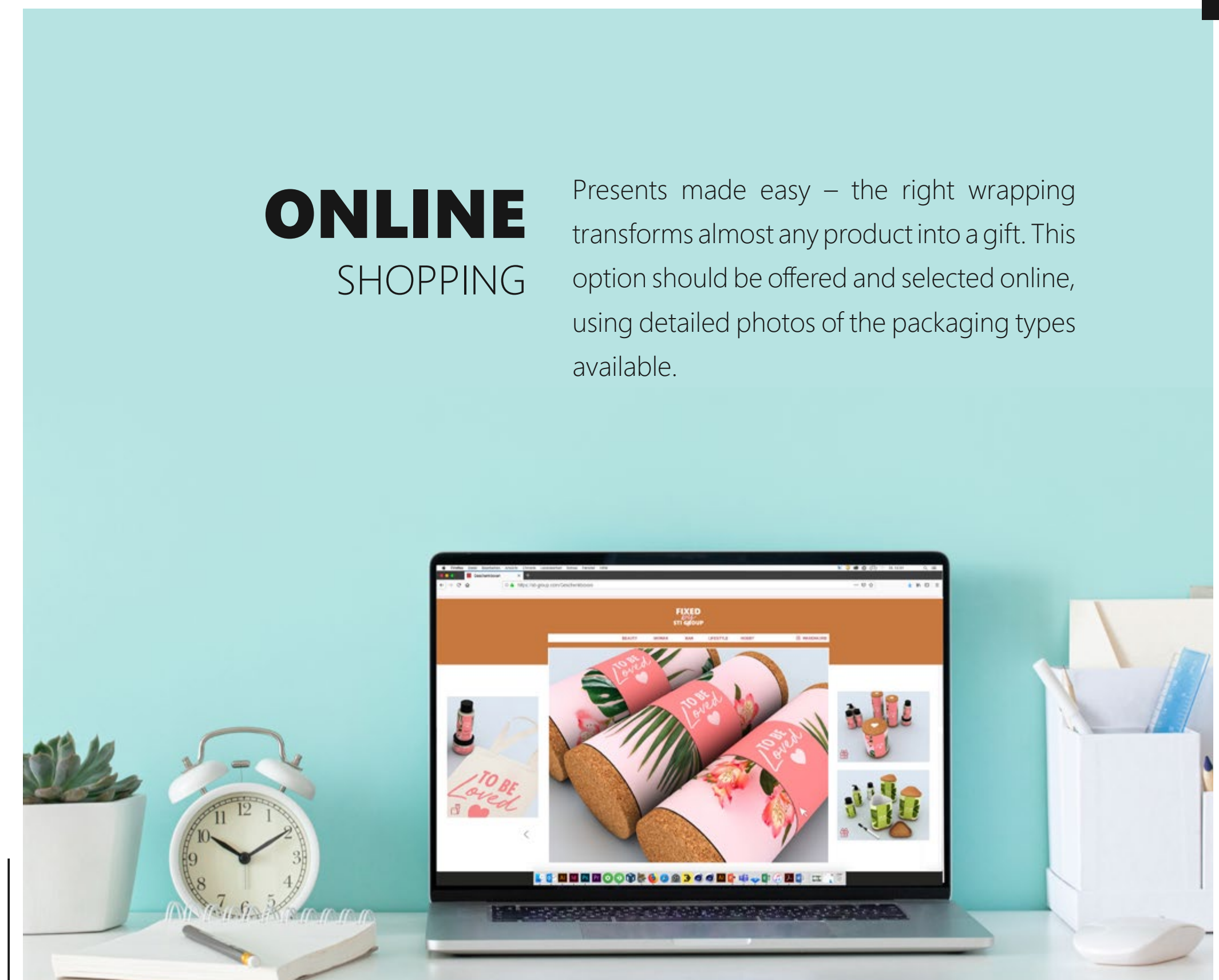
Presentation and gift wrapping then become paramount. Online shoppers like to see not only the product itself, but also details of any associated packaging. Ideally they would also like to have some influence over the packaging; this makes them feel more positive and increases their willingness to buy.

Providing shoppers with the chance to choose, customise and enhance packaging in different ways opens up many opportunities for marketing managers and retailers.

You already know the rising sense of excitement and joy that comes from holding an unopened gift in your hands; this is multiplied when it is beautifully packaged or better still, interacts with you. When paired with a smartphone, gift packaging can deliver extra value – for both online and offline purchases.

## ONLINE SHOPPING

Presents made easy – the right wrapping transforms almost any product into a gift. This option should be offered and selected online, using detailed photos of the packaging types available.





## PERSONAL VIDEO

Vidgreets offers a special touch for any gift in the form of an individual QR code. Enhance your gift with a personal video; just record your message, link it to the code and your surprise is complete. This works equally well for online and offline shoppers.



## AUGMENTED PACKAGING

Advent calendars offer 24 valuable days of customer anticipation and interaction, with the brand remaining in full view throughout. Combining with augmented reality can turn a simple advent calendar into a more immersive experience. Content can be played and adapted to the weather, the day of the week or the location – without needing an app. The perfect interactive gift!





## VOUCHERS IN 3D

Across Europe, vouchers are the most popular type of gift. When placed in a giftbox, perhaps alongside small treats or samples, this 2-dimensional present takes on layers of excitement.



## UNBOXING SOCIAL CONTENT

The ultimate unboxing experience: joy shared is joy multiplied. High-quality, original and individual giftpacks offering a special or surprising unboxing experience just cry out to be shared with friends on social networks. A great opportunity for brands to increase their reach.





# EUROPEAN SHOPPER SURVEY RESULTS

IN DETAIL

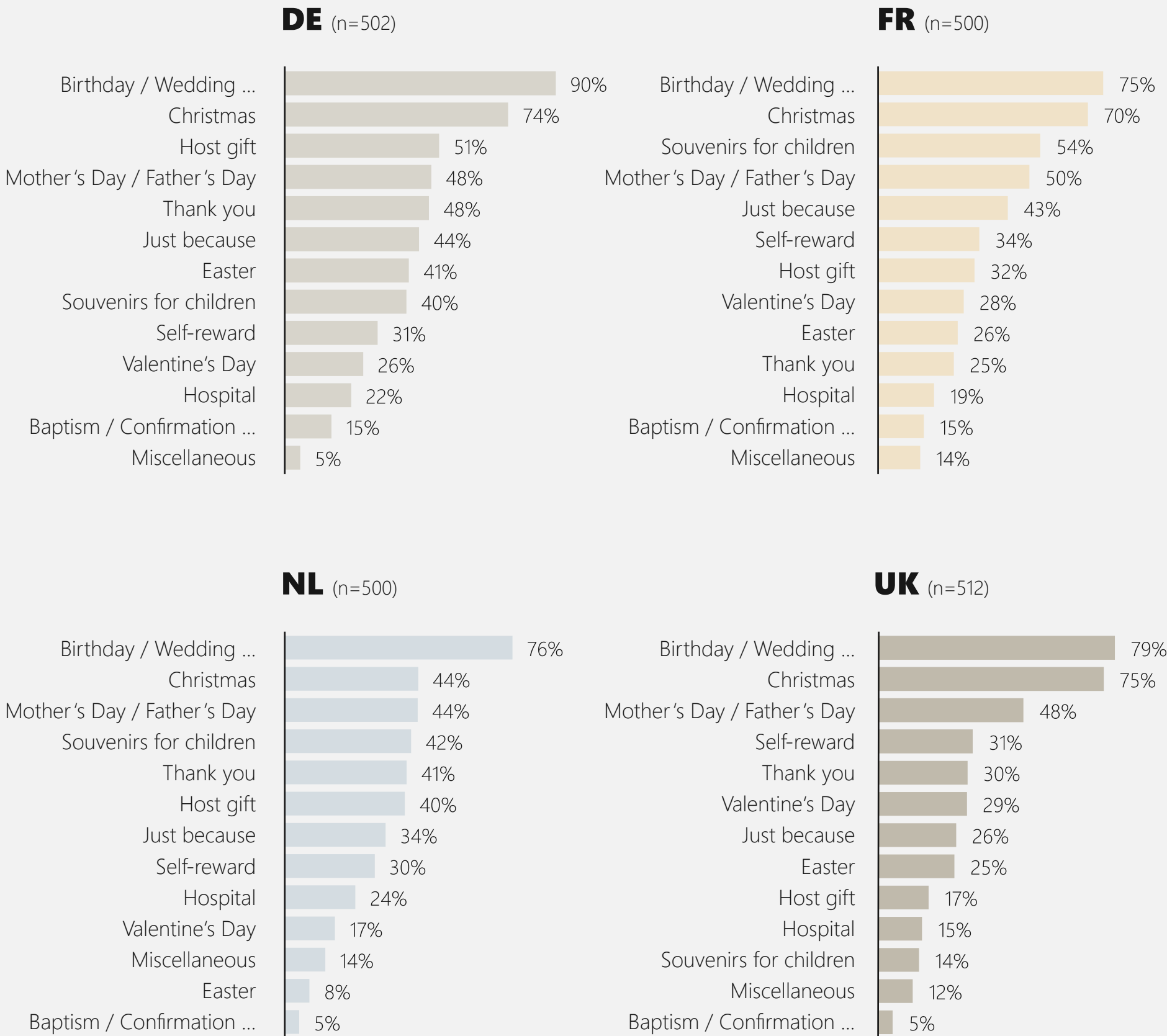
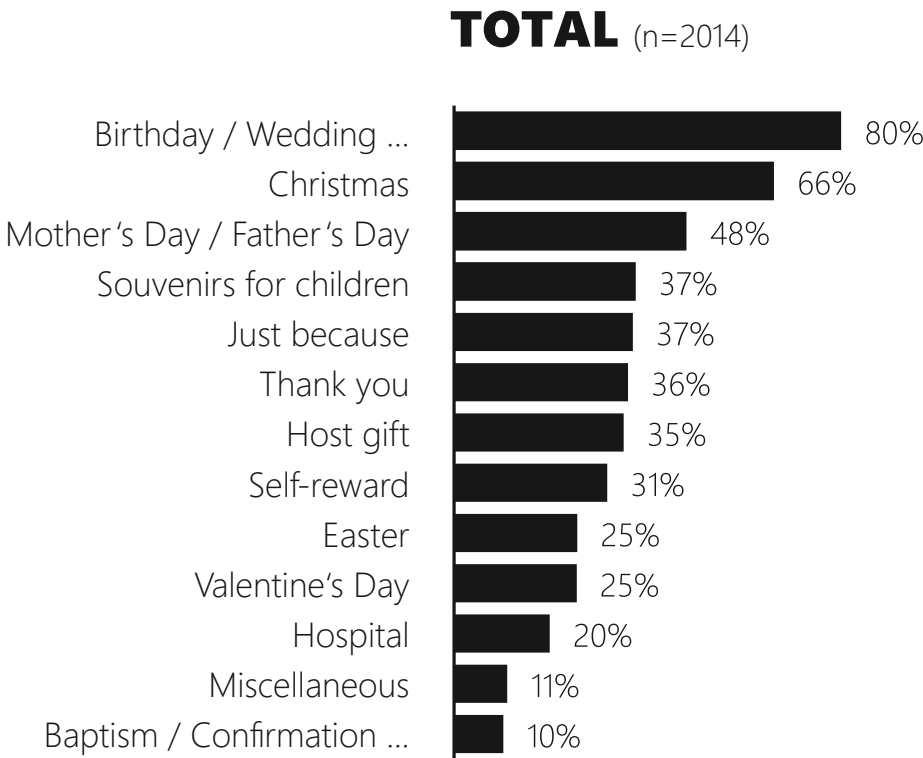


# REASONS FOR BUYING GIFTS

REASONS FOR BUYING TOTAL & BY COUNTRY

Birthdays/Anniversaries and Christmas are lead gifting occasions in all countries surveyed. After that, regional differences become apparent; for example, the Germans are more likely to give a gift than the British.

If you combine souvenirs, thank yous and ‘just because’ into one type of occasion, then ‘everyday gifting’ becomes the most important occasion overall.



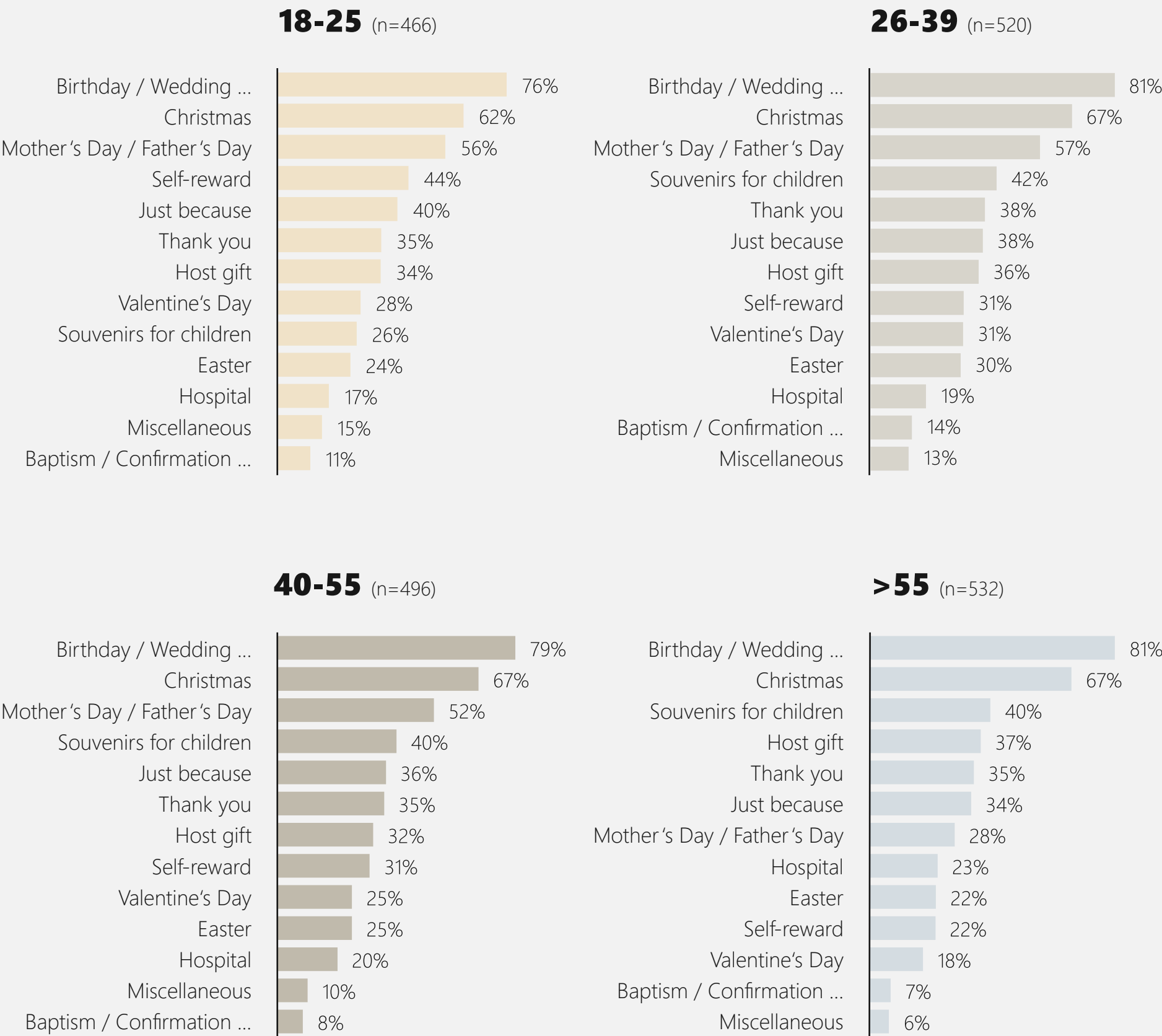


# REASONS FOR BUYING GIFTS

## REASONS FOR BUYING BY AGE

The younger the target group, the greater the desire for self-reward. While 44% of 18-25 year olds treat themselves, this drops to 22% of those over 55.

**QUESTION 1**  
FOR WHAT OCCASIONS HAVE YOU BOUGHT A GIFT IN THE LAST 12 MONTHS?  
(PLEASE INDICATE ALL THAT APPLY)





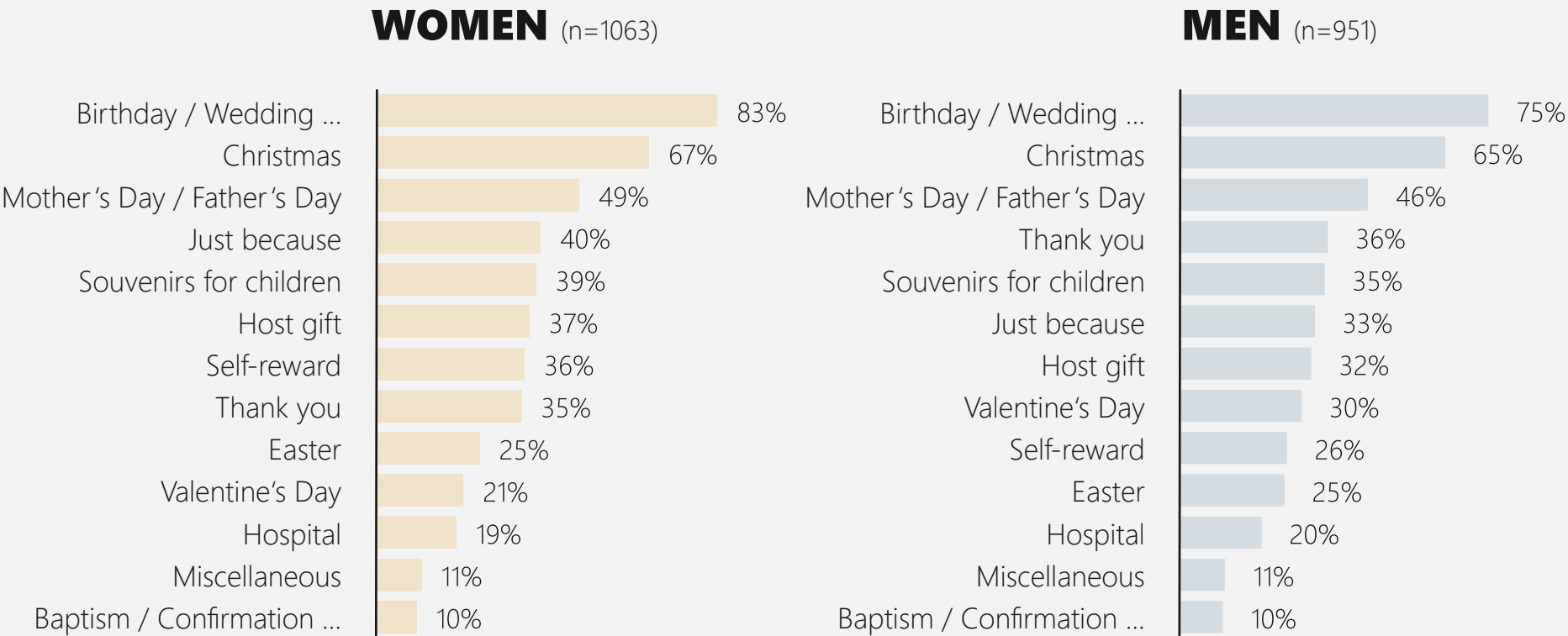
# REASONS FOR BUYING GIFTS

## REASONS FOR BUYING BY GENDER

One in three respondents has given themselves one or more gifts in the last year. Women reward themselves more often than men.

In general women give more gifts than men, although men spend more (see Q2).

**QUESTION 1**  
FOR WHAT OCCASIONS HAVE YOU BOUGHT A GIFT IN THE LAST 12 MONTHS?  
(PLEASE INDICATE ALL THAT APPLY)





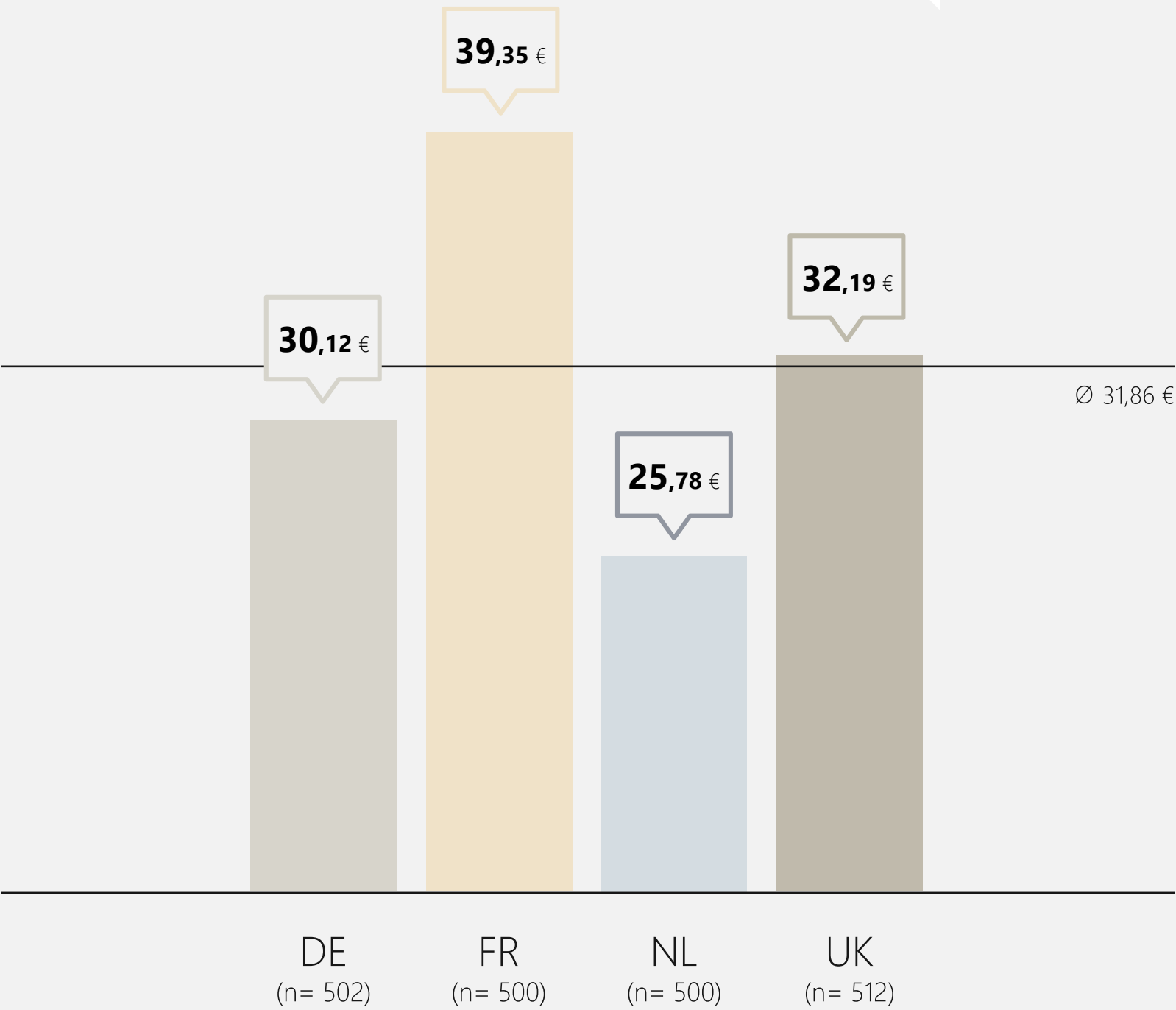
# AVERAGE GIFT SPEND FOR PARTY INVITATION

AVERAGE GIFT SPEND BY COUNTRY

Whether it's an invitation to a birthday or any other party, these events are among the most important gift occasions. The French are particularly generous here, claiming to spend an average of €39.35 on a gift. The British follow with 32.32 €, then the Germans with 30.12€. With an average price of €25.78 per gift, the Dutch are the thriftiest nation.

## QUESTION 2

ON AVERAGE, HOW MUCH DO YOU SPEND ON A GIFT WHEN INVITED TO A CELEBRATION, SUCH AS A FRIEND'S BIRTHDAY PARTY?



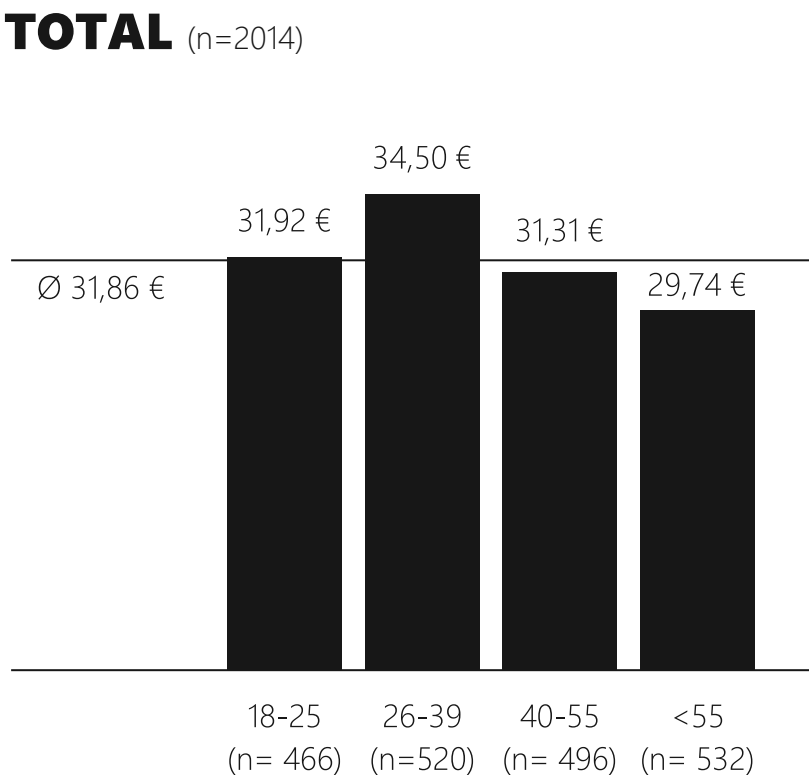


# AVERAGE GIFT SPEND FOR PARTY INVITATION

AVERAGE GIFT SPEND BY COUNTRY AND AGE

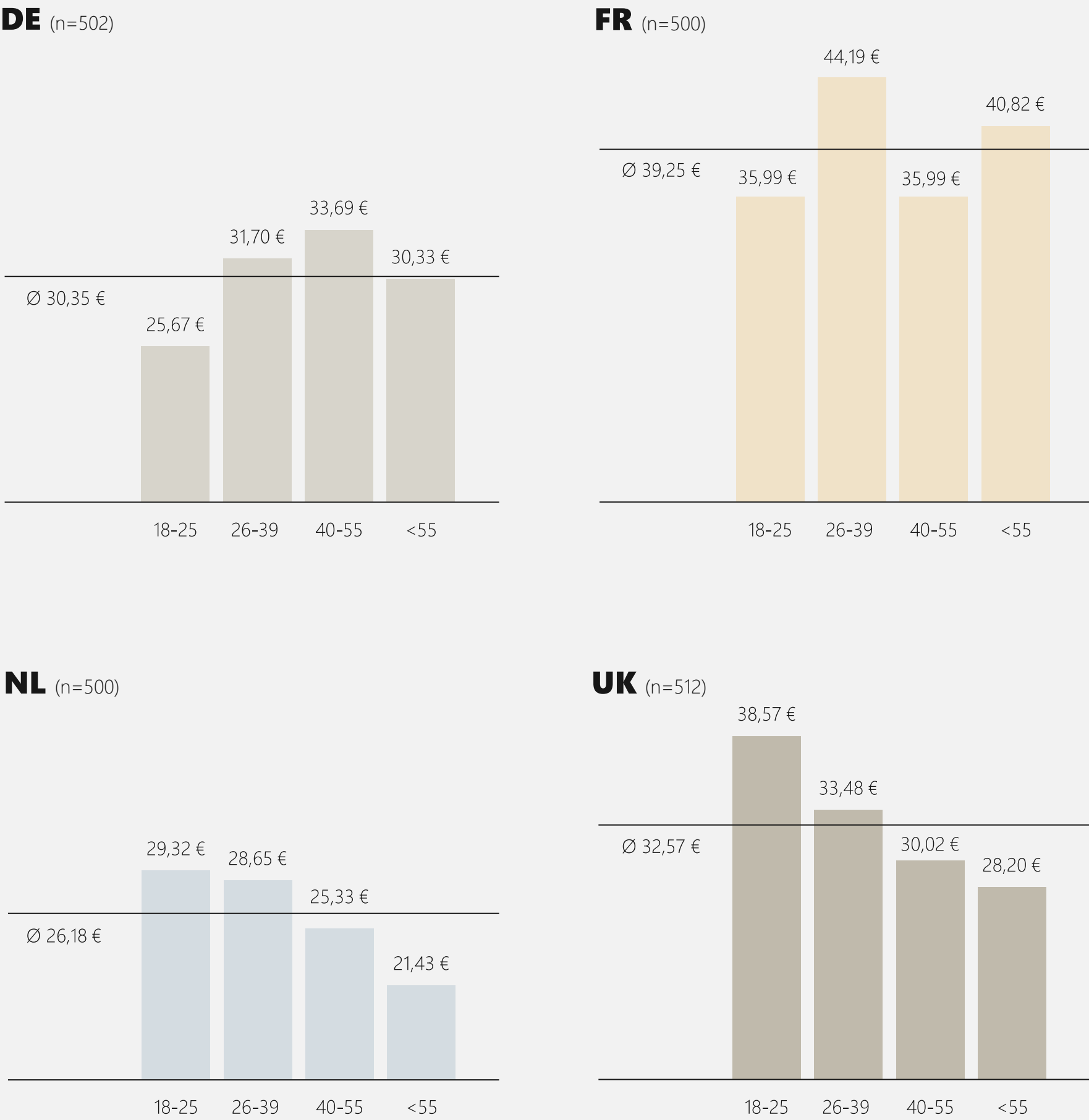
Differences in willingness to spend also show up across age groups: younger French shoppers are more thrifty compared to the older generation whereas in Britain, willingness to spend decreases with age.

For marketing premium gifts, UK 18-25 year olds and French shoppers between 26 and 39 years old are a particularly attractive target group.



## QUESTION 2

ON AVERAGE, HOW MUCH DO YOU SPEND ON A GIFT WHEN INVITED TO A CELEBRATION, SUCH AS A FRIEND’S BIRTHDAY PARTY?





# AVERAGE GIFT SPEND FOR PARTY INVITATION

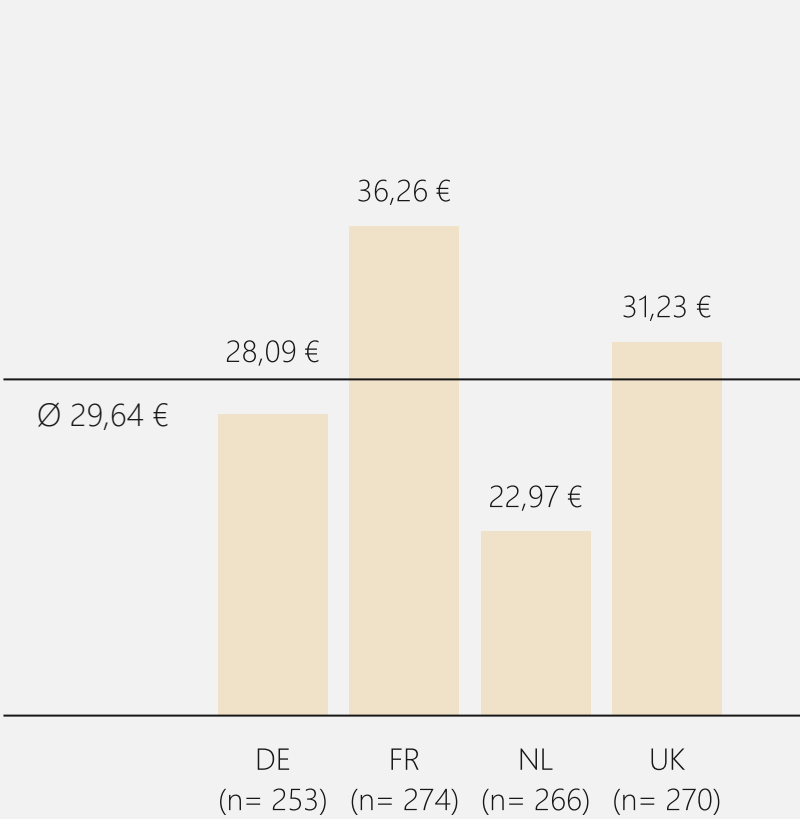
AVERAGE GIFT SPEND BY COUNTRY AND GENDER

On average, men spend more on gifts than women:  
between 15 and 20% more, depending on nationality.

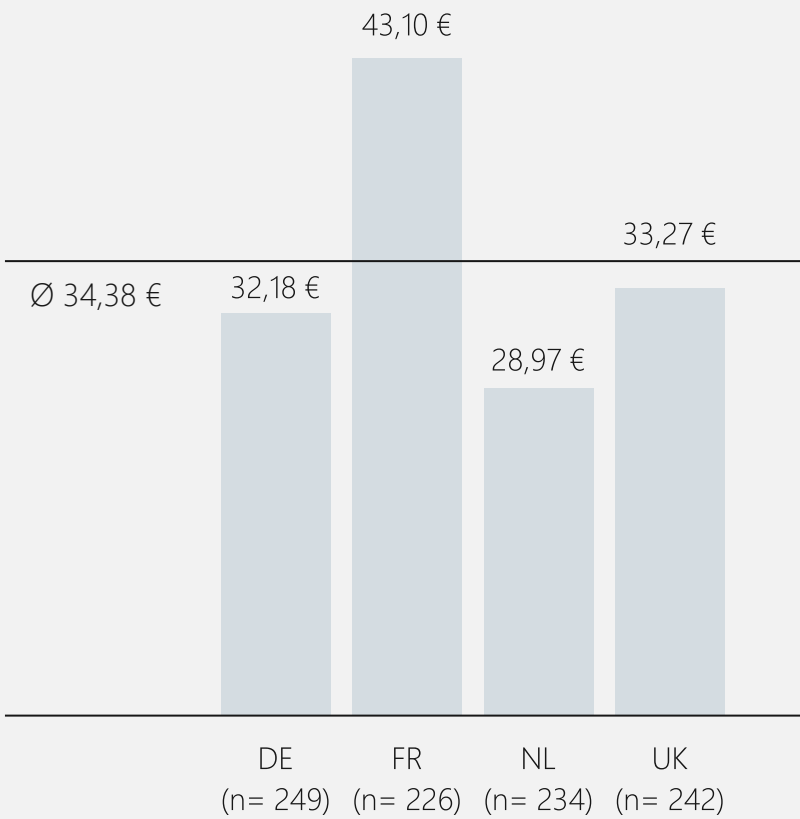
## QUESTION 2

ON AVERAGE, HOW MUCH DO YOU SPEND ON A GIFT WHEN INVITED TO A CELEBRATION, SUCH AS A FRIEND’S BIRTHDAY PARTY?

WOMEN (n=1063)



MEN (n=951)

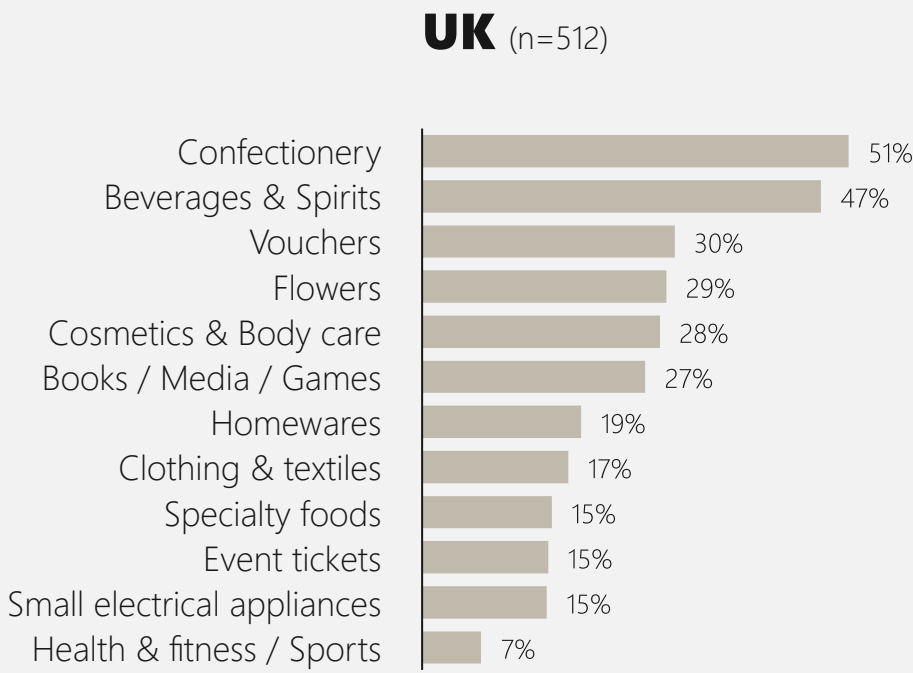
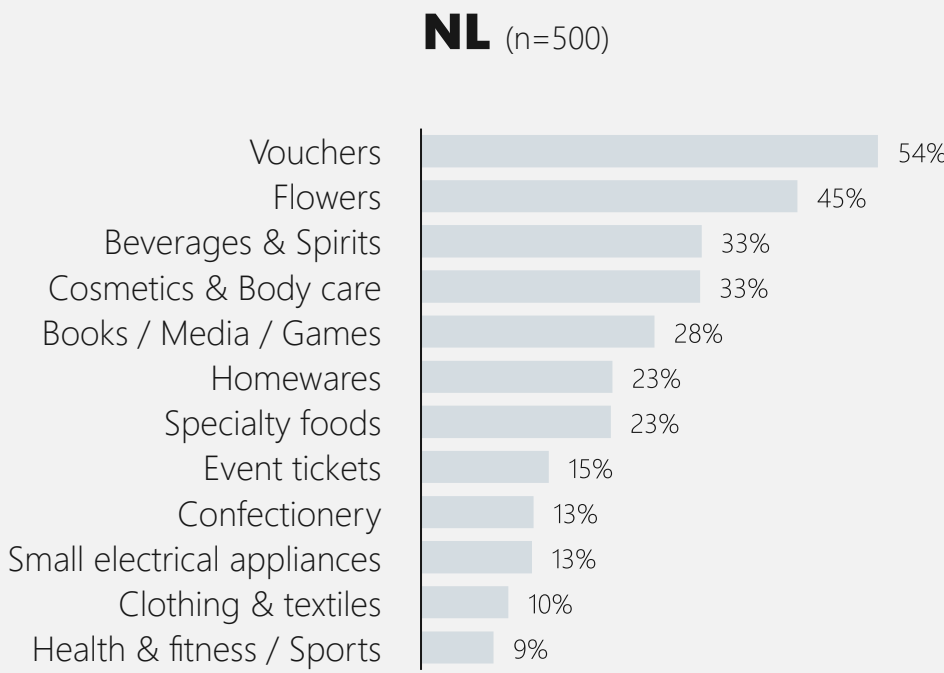
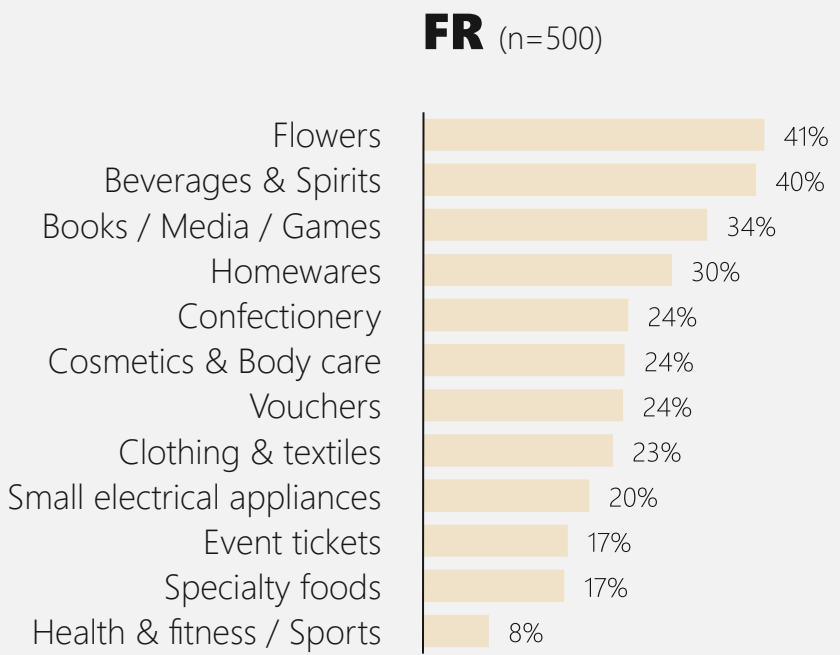
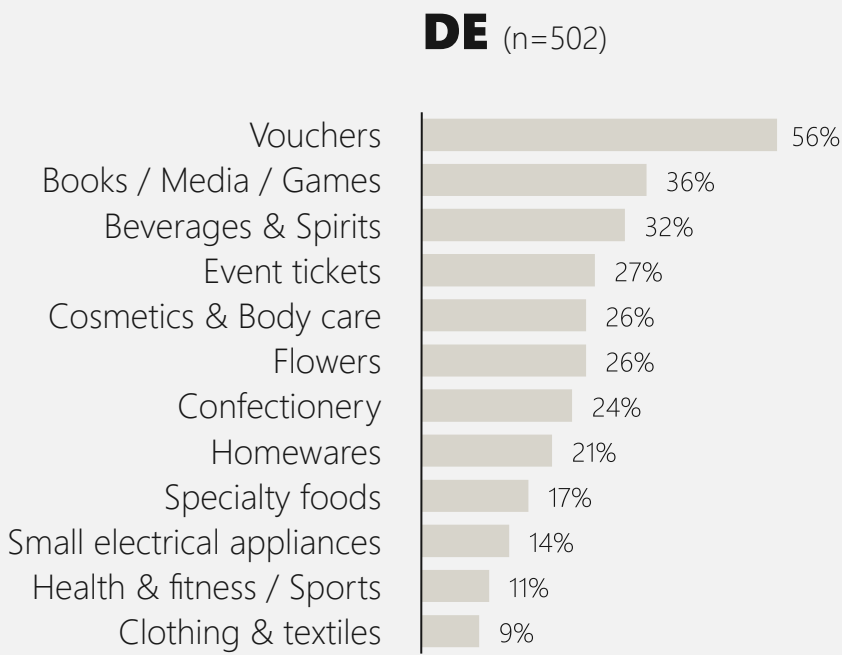
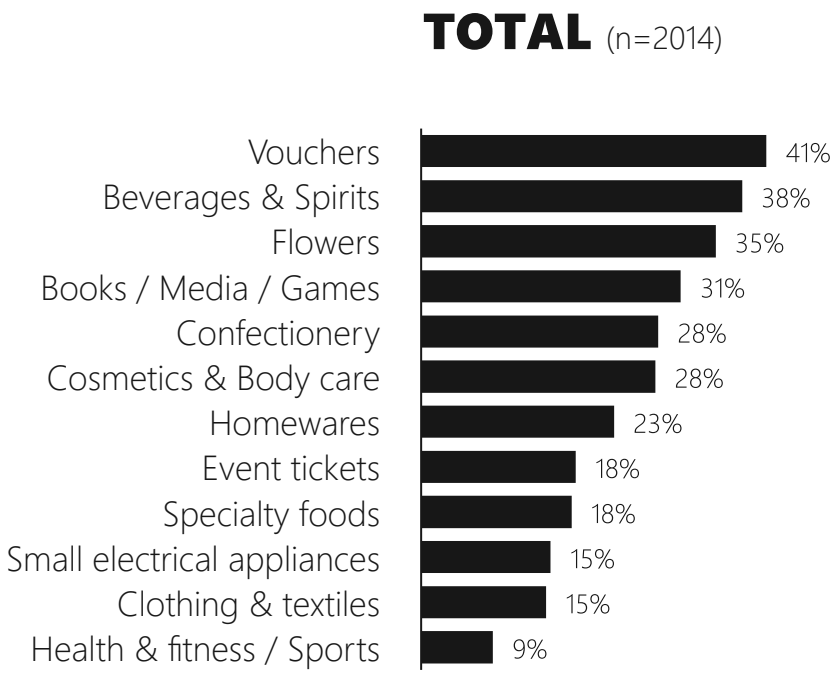




# GIFT CATEGORIES IN 10-50 EURO PRICE BRACKET

RANKING TOTAL & BY COUNTRY

Looking across all nations and categories, vouchers are on average the most important gift – spearheaded by the Germans and the Dutch.





# TOP 3 GIFT CATEGORIES IN 10-50 EURO PRICE BRACKET

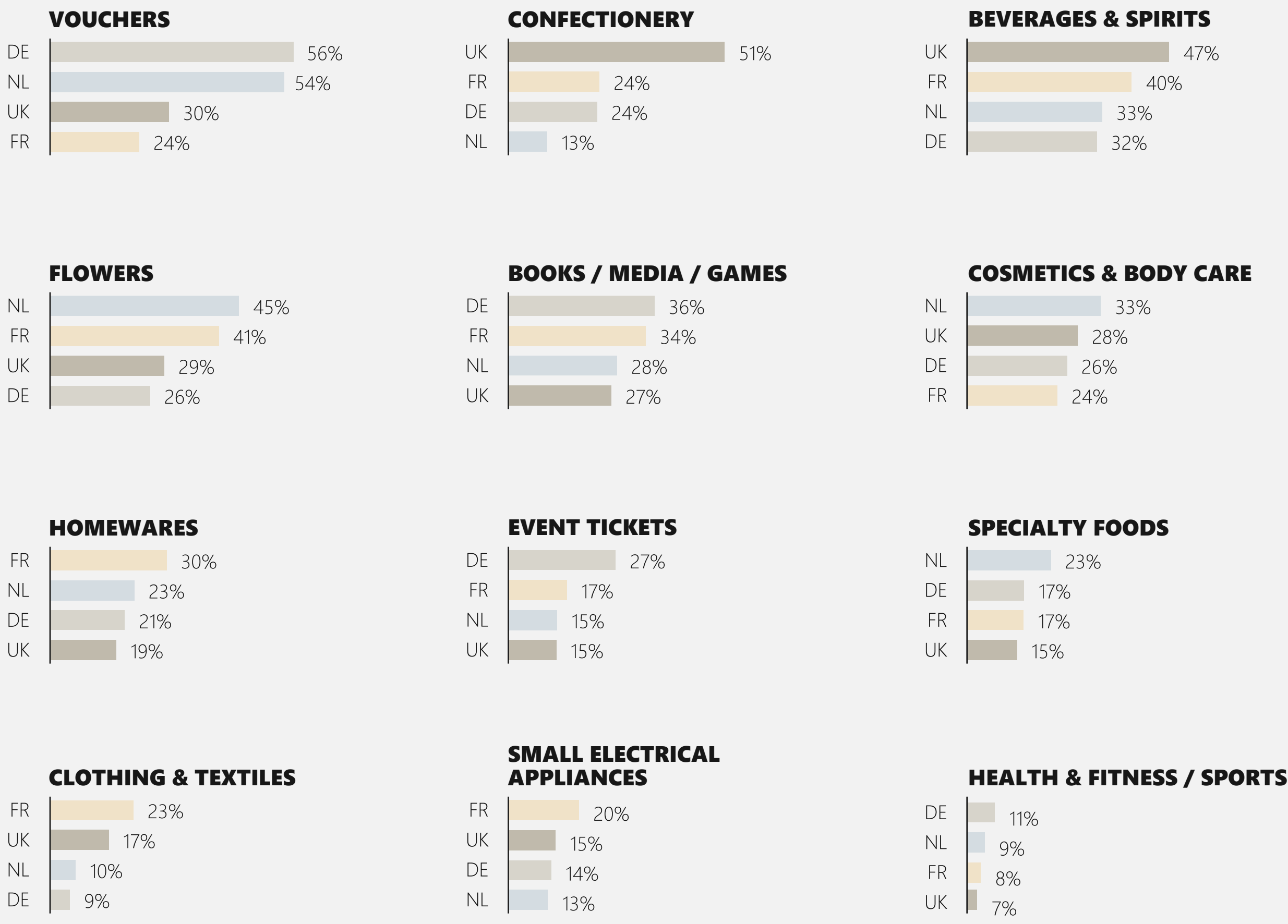
RANKING BY CATEGORIES

Looking at the TOP 3 GIFT CATEGORIES by country, the detail emerges.

Although vouchers take 1<sup>st</sup> place in Germany and the Netherlands, the French prefer flowers and in the UK, confectionery is the most popular gift.

## QUESTION 3

YOU'D LIKE TO GIVE SOMEONE A GIFT AND HAVE A BUDGET OF 10 -50 EUROS. FROM WHICH PRODUCT CATEGORIES WOULD YOU PREFER TO SEARCH FOR A GIFT? (PLEASE RANK IN ORDER OF IMPORTANCE)





# TOP 3 GIFT CATEGORIES IN 10-50 EURO PRICE BRACKET

RANKING BY CATEGORIES & COUNTRY

Consideration of the TOP 3 groups of gifts by country:  
While the top spot goes to vouchers in Germany and the Netherlands, and confectionery in the UK, all three countries agree that Beverages & Spirits can also make a good gift. On the other hand, the French lean towards giving flowers and non-consumable items.

	GESAMT	DE	FR	NL	UK
Ø	31,86 €	30,12 €	39,35 €	25,78 €	32,19 €
1	Vouchers	Vouchers	Flowers	Vouchers	Confectionery
2	Beverages & Spirits	Books / Media / Games	Homewares	Flowers	Beverages & Spirits
3	Flowers	Beverages & Spirits	Books / Media / Games	Beverages & Spirits	Vouchers



# TOP GIFT CATEGORIES IN 10-50 EURO PRICE BRACKET

RANKING BY CATEGORIES & COUNTRY

The TOP 3 gift product groups in Germany show vouchers are the undisputed no.1 for both men and women across all age groups. Younger men are also fond of giving beverages & spirits, while younger female shoppers also look for cosmetics and body care gifts.

	WOMEN	MEN
DE   18-25	1 Vouchers 2 Cosmetics & Body care 3 Confectionery   Books / Media / Games	1 Vouchers 2 Beverages & Spirits 3 Confectionery   Books / Media / Games
DE   26-39	1 Vouchers 2 Homewares 3 Cosmetics & Body care   Beverages & Spirits	1 Vouchers 2 Books / Media / Games 3 Beverages & Spirits
DE   40-55	1 Vouchers 2 Books / Media / Games 3 Event tickets	1 Vouchers 2 Flowers   Beverages & Spirits 3 Books / Media / Games
DE   >55	1 Vouchers 2 Books / Media / Games 3 Flowers	1 Vouchers 2 Beverages & Spirits 3 Books / Media / Games



# TOP GIFT CATEGORIES IN 10-50 EURO PRICE BRACKET

RANKING BY GENDER & AGE IN FRANCE

While the TOP 3 gift categories include flowers for many French shoppers, men prefer books, media and games – with those over 26 preferring to give beverages and spirits.

French women over 40 are particularly fond of giving flowers, while confectionery only becomes a consideration for older female shoppers.

	WOMEN	MEN
FR   18-25	1 Cosmetics & Body care 2 Clothing & textiles 3 Homewares	1 Books / Media / Games 2 Clothing & Textiles 3 Small electrical appliances
FR   26-39	1 Homewares 2 Cosmetics & Body care 3 Flowers	1 Vouchers 2 Books / Media / Games   Small electrical appliances 3 Event tickets
FR   40-55	1 Flowers 2 Beverages & Spirits 3 Books / Media / Games	1 Beverages & Spirits 2 Flowers   Books / Media / Games 3 Confectionery
FR   >55	1 Flowers 2 Beverages & Spirits 3 Confectionery	1 Beverages & Spirits 2 Flowers 3 Books / Media / Games

# TOP GIFT CATEGORIES IN 10-50 EURO PRICE BRACKET

RANKING BY CATEGORIES & COUNTRY

Looking at the TOP 3 gift categories in the Netherlands, vouchers are the most sought after gift by both male and female shoppers under 39, while older shoppers prefer to give flowers.

	WOMEN	MEN
NL   18-25	1 Vouchers 2 Cosmetics & Body care 3 Event tickets	1 Vouchers 2 Small electrical appliances 3 Books / Media / Games
NL   26-39	1 Vouchers 2 Flowers 3 Cosmetics & Body care	1 Vouchers 2 Beverages & Spirits 3 Flowers
NL   40-55	1 Vouchers 2 Flowers 3 Specialty foods   Cosmetics & Body care	1 Flowers 2 Vouchers 3 Beverages & Spirits   Cosmetics & Body care
NL   >55	1 Flowers 2 Vouchers 3 Cosmetics & Body care	1 Flowers 2 Vouchers 3 Beverages & Spirits



# TOP GIFT CATEGORIES IN 10-50 EURO PRICE BRACKET

RANKING BY CATEGORIES & COUNTRY

The TOP 3 gift categories in the UK show that British men generally like to give food or luxury goods, regardless of age group.

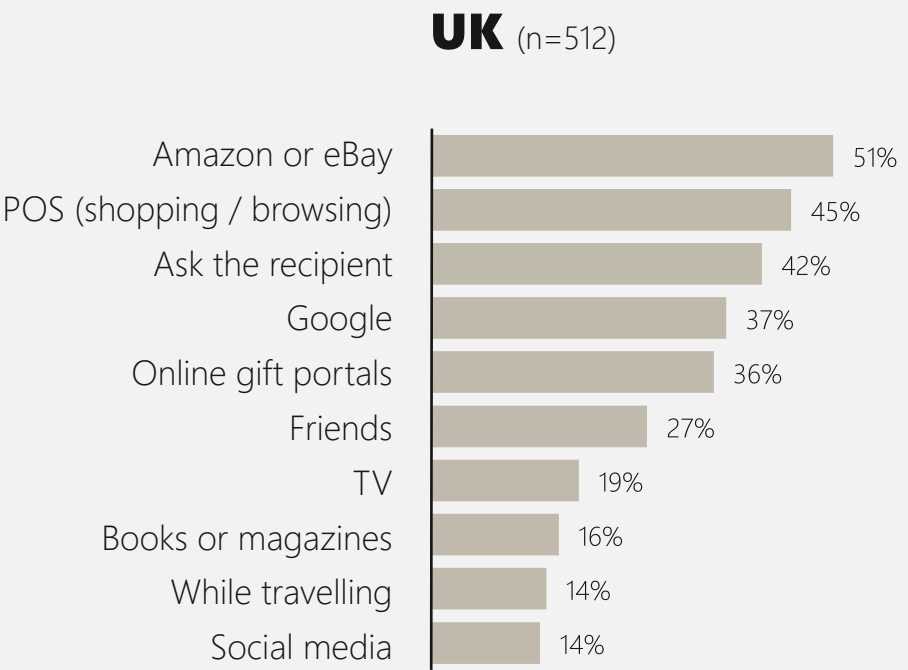
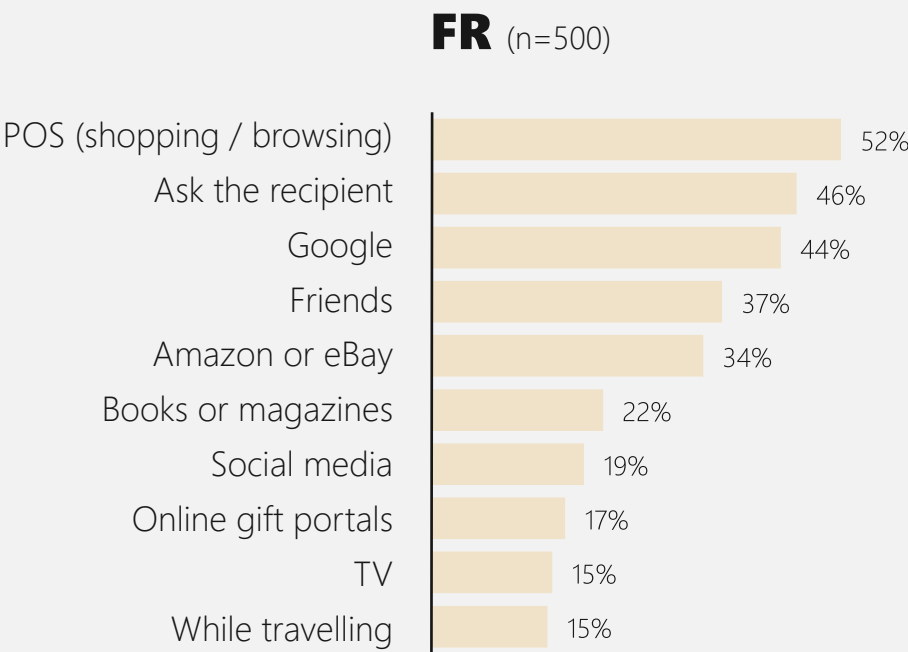
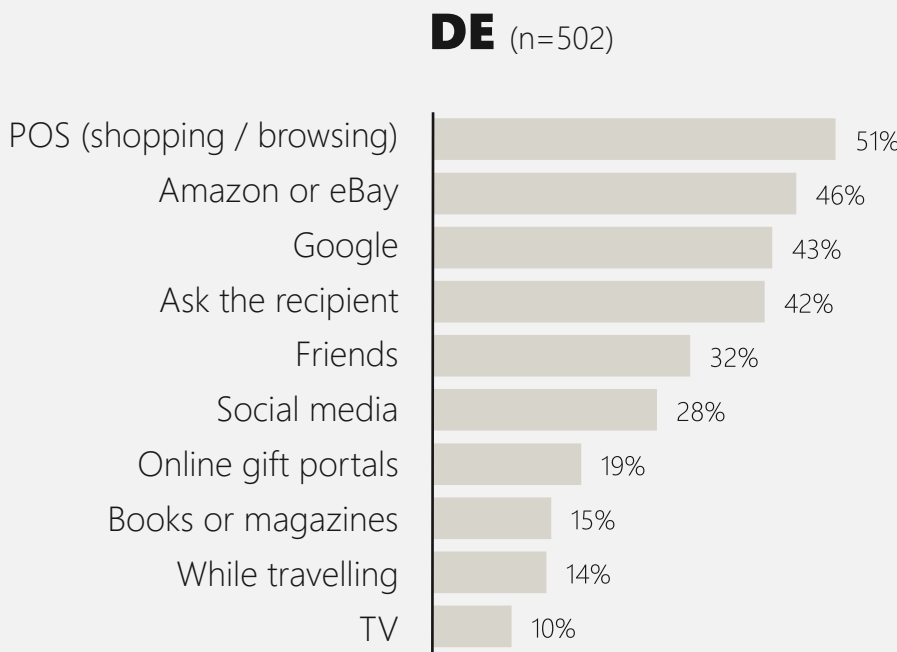
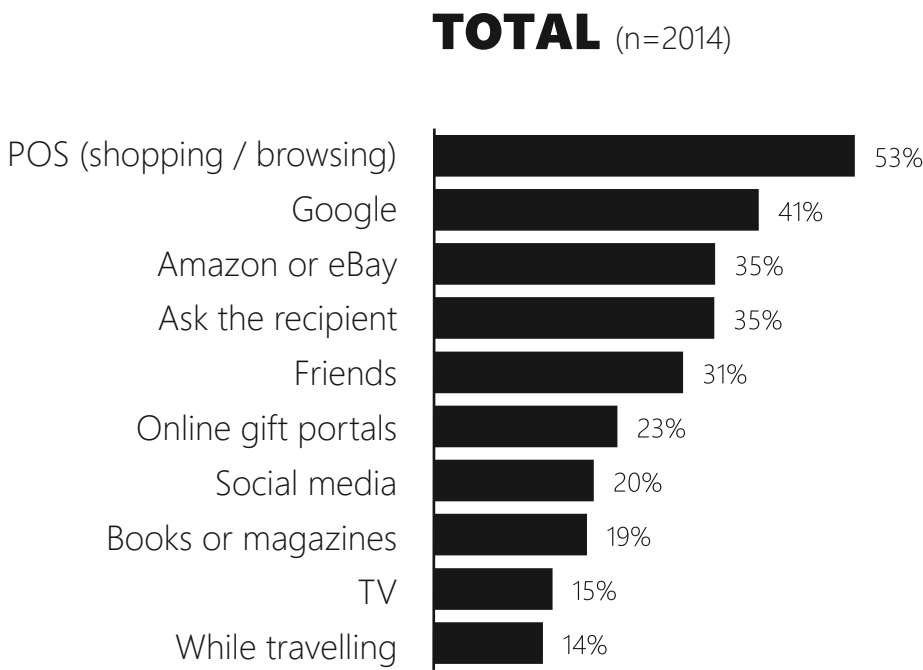
The situation is similar for British women – although younger British women lean towards cosmetics and body care.

	WOMEN	MEN
UK   18-25	1 Cosmetics & Body care 2 Confectionery 3 Beverages & Spirits   Flowers	1 Confectionery 2 Beverages & Spirits 3 Books / Media / Games
UK   26-39	1 Confectionery 2 Cosmetics & Body care 3 Beverages & Spirits	1 Beverages & Spirits 2 Confectionery 3 Vouchers
UK   40-55	1 Beverages & Spirits 2 Confectionery 3 Vouchers	1 Confectionery 2 Beverages & Spirits 3 Books / Media / Games
UK   >55	1 Beverages & Spirits 2 Vouchers 3 Cosmetics & Body care	1 Beverages & Spirits 2 Confectionery 3 Vouchers

# SOURCES OF INSPIRATION FOR GIFTS

RANKING TOP 3 SOURCES OF INSPIRATION BY COUNTRY

For German, Dutch and French people, shopping in physical stores is the number 1 most important source of gift inspiration - while the British prefer to be inspired by Amazon or eBay.



**QUESTION 4:** WHERE DO YOU LIKE TO GET YOUR GIFT IDEAS? (PLEASE RANK IN ORDER OF IMPORTANCE, WITH YOUR MAIN SOURCE OF INSPIRATION AT THE TOP)



# TOP 3 SOURCES OF GIFT INSPIRATION

## RANKING TOTAL & BY COUNTRY

Around half of all German and French shoppers find browsing in a store most inspirational, and this holds true for a whopping 2/3 of Dutch shoppers.

Less than half of British shoppers would agree, choosing to glean inspiration primarily from search engines and websites, which do also feature in the top 3 sources for other nations. French people would often ask the person the gift is intended for, while the Dutch would also seek advice from friends.

	TOTAL	DE	FR	NL	UK
1	POS (shopping/browsing) 53 %	POS (shopping/browsing) 51 %	POS (shopping/browsing) 52 %	POS (shopping/browsing) 65 %	Amazon or eBay 51 %
2	Google 41 %	Amazon or eBay 46 %	Ask the recipient 46 %	Google 40 %	POS (shopping/browsing) 45 %
3	Amazon or eBay 35 %	Google 43 %	Google 44 %	Friends 29 %	Ask the recipient 42 %

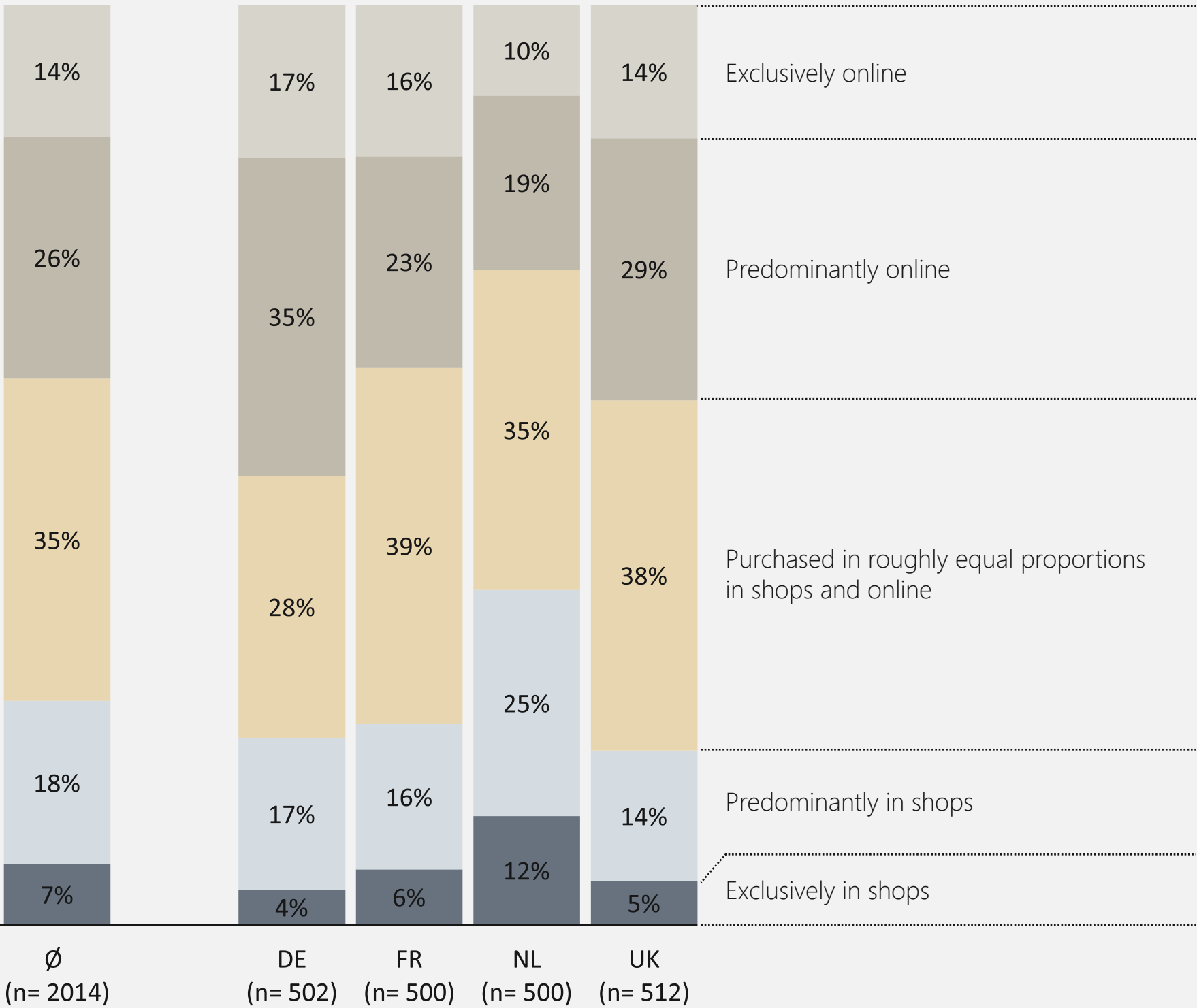
# PREFERRED GIFT BUYING CHANNEL

ANSWERS TOTAL & BY COUNTRY

Although Germans like to be inspired by physical stores, they prefer to buy gifts online. British shoppers, although primarily inspired online, as well as French shoppers find bricks and mortar stores play a bigger role in their purchases.

For the Dutch, stores are the most important source of both inspiration and actual purchase.

**QUESTION 5:** WHERE HAVE YOU BOUGHT YOUR GIFTS IN THE LAST 12 MONTHS?  
(PLEASE SELECT ONLY ONE ANSWER)



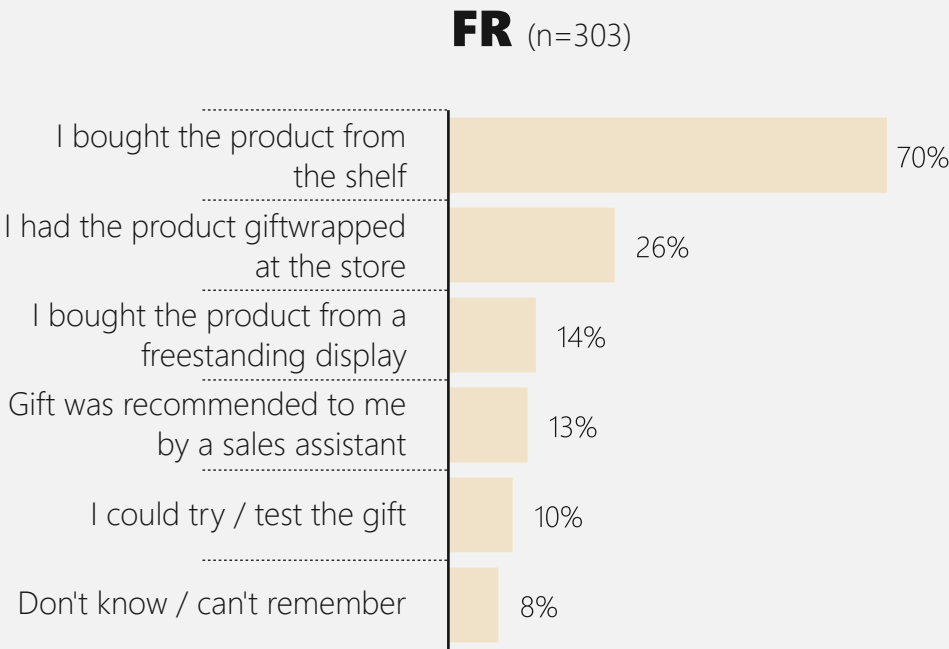


# SHOPPER BEHAVIOUR FOR MOST RECENT GIFT PURCHASE IN STORE

OF THOSE WHO INDICATED THEY BUY GIFTS EXCLUSIVELY/  
PREDOMINANTLY IN STORE

When buying in store, around 1/5 of purchases were made from a display stand.

Up to 1/3 of shoppers from Germany, France and the Netherlands were likely to have the gift wrapped by the store, whereas only 1 in 10 British shoppers elected to do so – possibly because their favoured gifts often already feature attractive giftpacks.



**QUESTION 6:** WHEN YOU THINK ABOUT THE MOST RECENT PRESENT YOU BOUGHT FROM A PHYSICAL STORE, WHICH OF THE FOLLOWING STATEMENTS APPLY?  
(SELECT AS MANY AS APPLY)

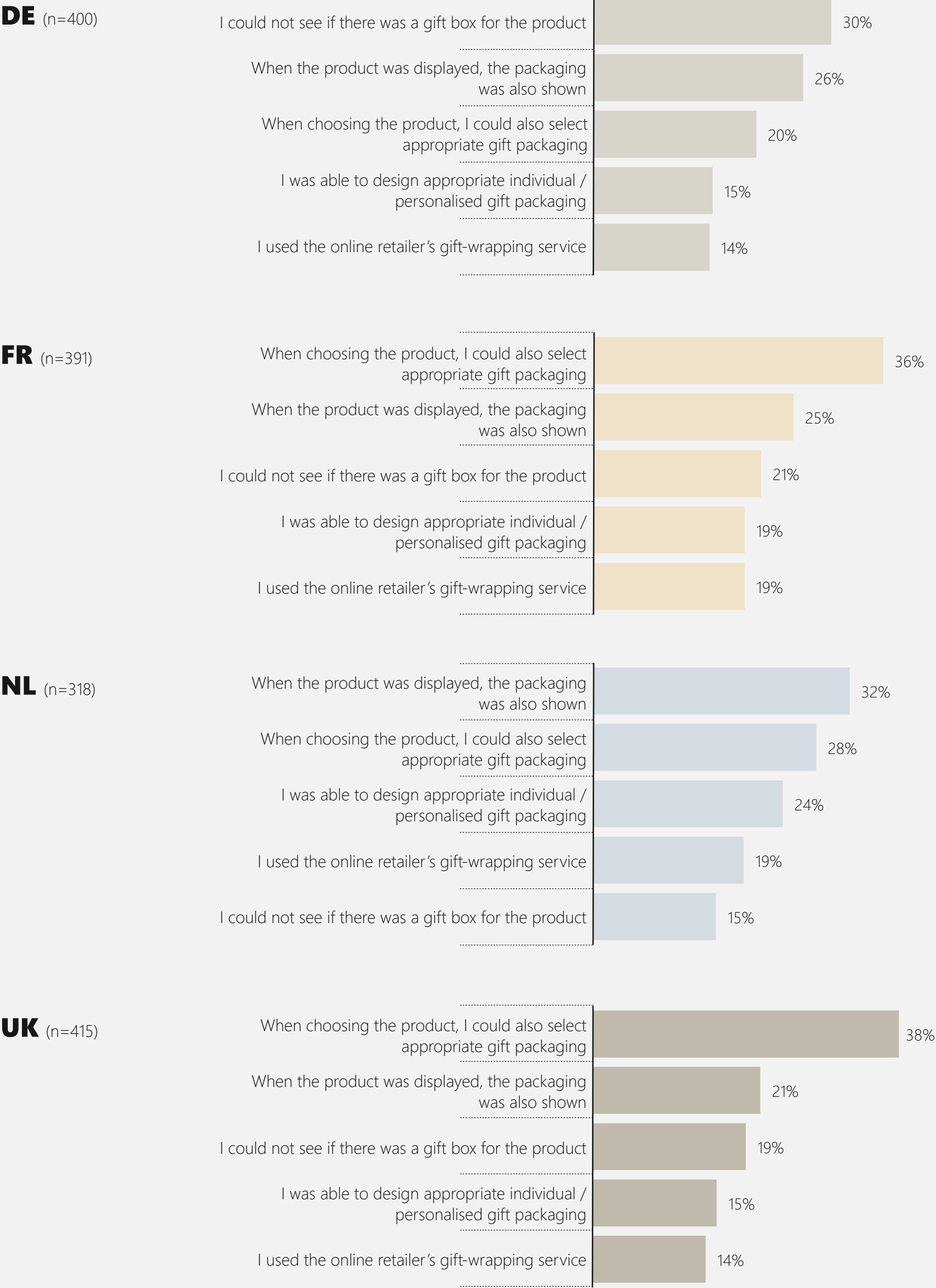
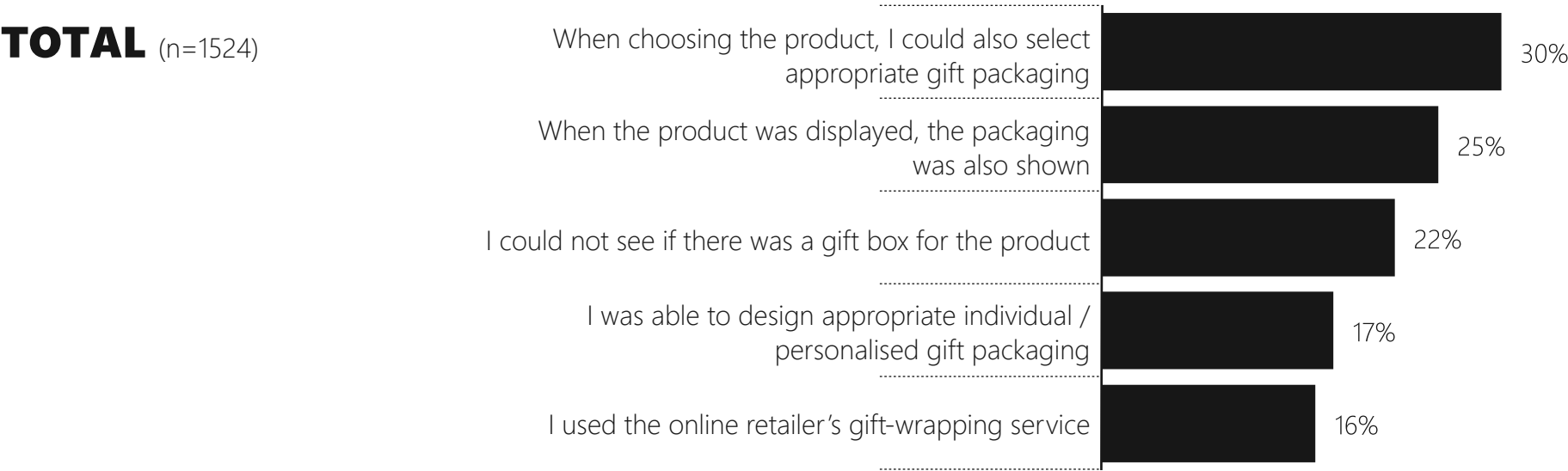
# IMPORTANCE OF PACKAGING FOR ONLINE SHOPPERS

OF THOSE WHO INDICATED THEY BUY GIFTS EXCLUSIVELY/ PREDOMINANTLY ONLINE

Around 30% of all online shoppers were able to choose appropriate gift packaging, with 15% even able to design it themselves. In the UK and France, the range of gift packaging options for online purchases is significantly

larger than in Germany. Online shoppers use a gift-wrapping service much less frequently than those buying in physical stores (see Q6).

**QUESTION 7:** WHEN YOU THINK ABOUT THE MOST RECENT PRESENT YOU BOUGHT ONLINE, WHICH OF THE FOLLOWING STATEMENTS APPLY?  
(SELECT AS MANY AS APPLY)





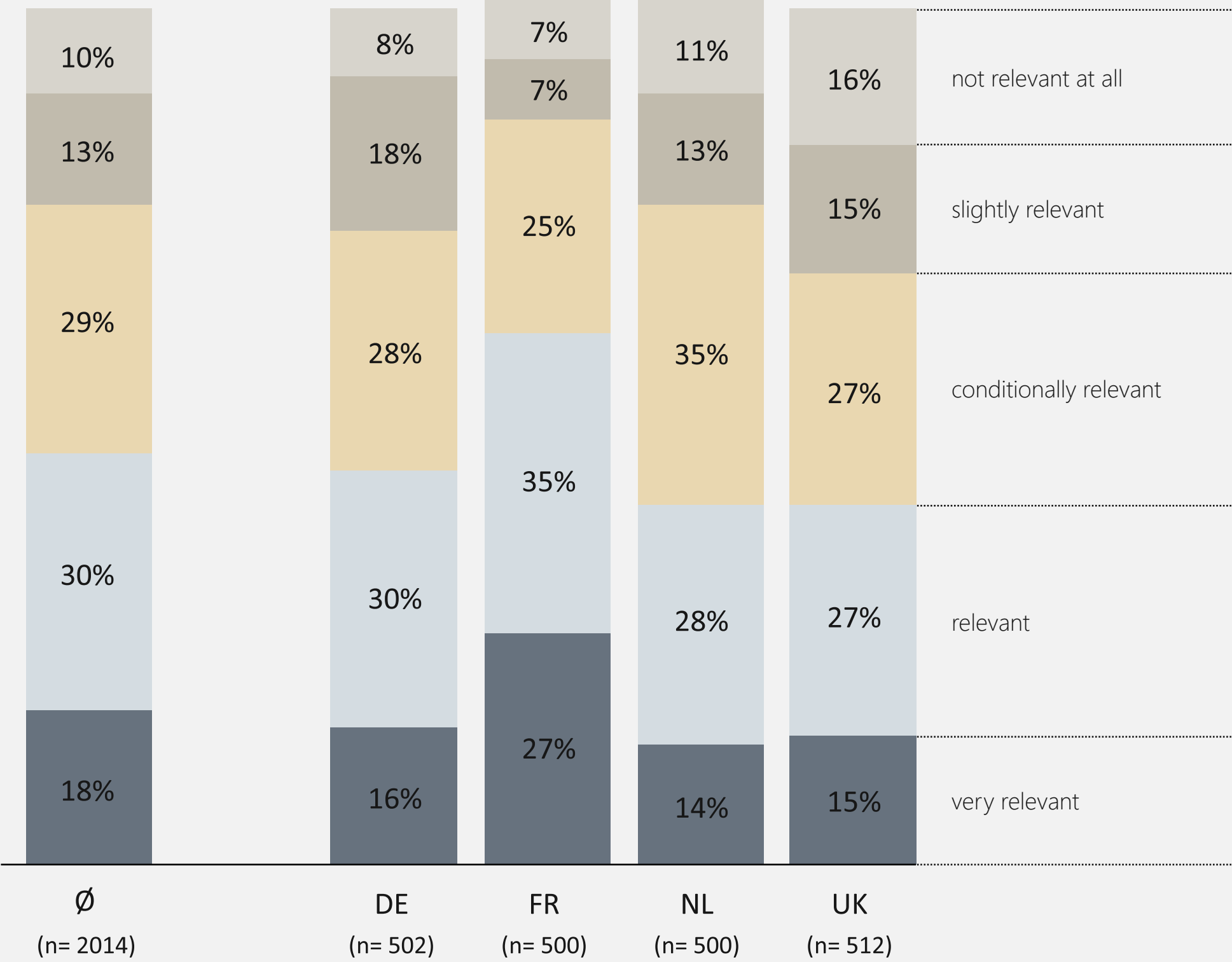
# SPECIAL GIFT AREAS IN PHYSICAL STORES

## EVALUATION

When shopping in bricks and mortar stores, shoppers primarily buy gifts from the shelf (see Q6). More than half of all respondents would welcome or very much welcome it if gifts were offered in dedicated gifting areas. This would particularly appeal to French shoppers.

Retailers could consider clustering gifts together in a similar way to online gift sites, grouped by occasion and price bracket, thus making it easier for shoppers to browse, choose and purchase.

**QUESTION 8:** SPECIALIST ONLINE GIFT STORES ALLOW YOU TO FILTER YOUR GIFT SEARCH BY OCCASION, TARGET GROUP AND BUDGET. WOULD YOU WELCOME SEPARATE/ DEDICATED GIFTING AREAS IN PHYSICAL RETAIL STORES? PLEASE RATE YOUR INTEREST LEVEL.



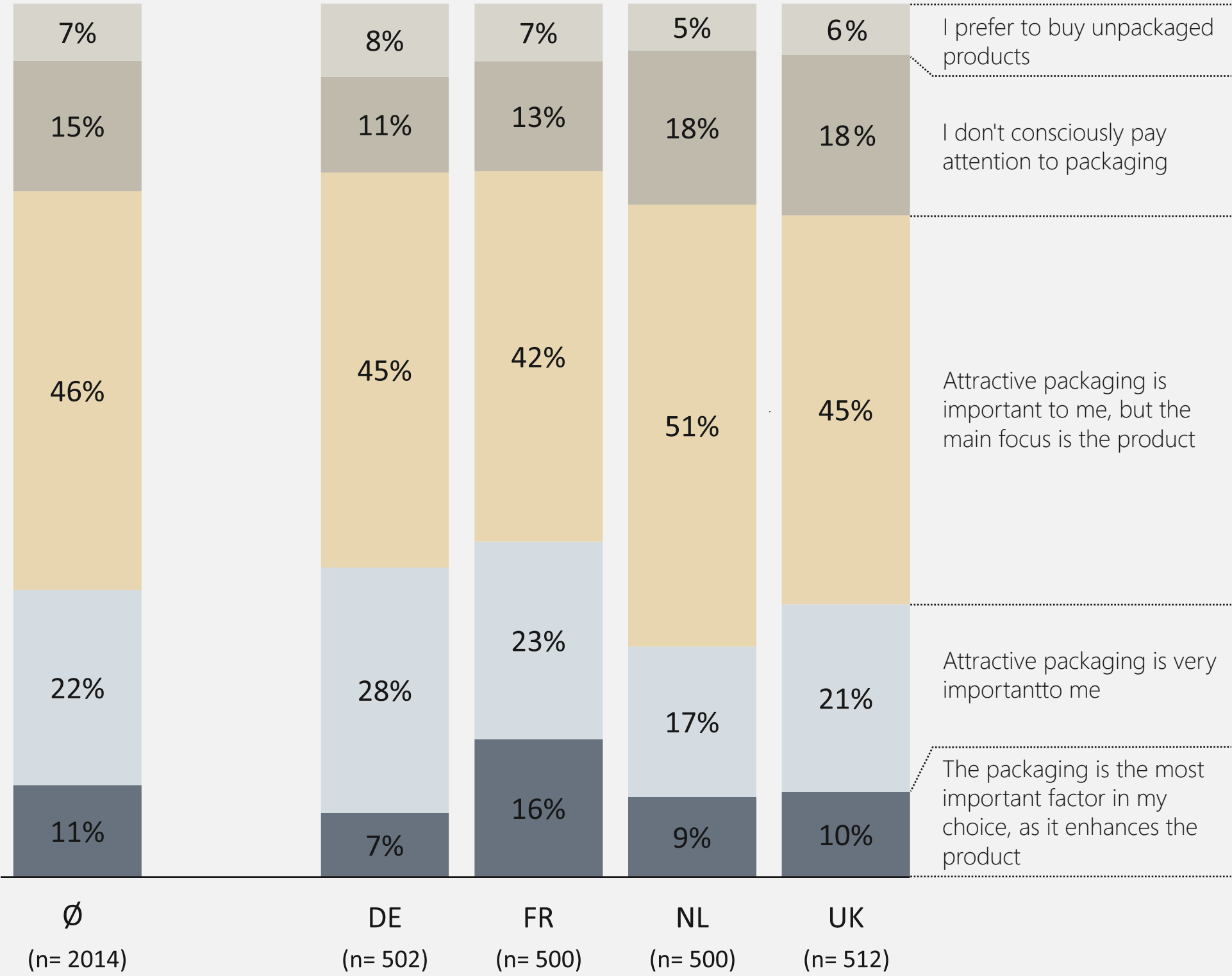
# THE ROLE OF PACKAGING IN GIFT SELECTION

TOTAL & BY COUNTRY

On average, 4/5 respondents rate packaging as important or highly important when buying gifts. 20% of shoppers either don't pay attention to packaging or prefer unpackaged products.

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**QUESTION 9:** YOU ARE INVITED TO AN EVENT AND WOULD LIKE TO BRING A GIFT FOR YOUR HOST. YOU NOTICE SOME PRODUCTS ARE OFFERED IN A SPECIAL GIFT BOX. WHAT ROLE DOES THIS PACKAGING PLAY WHEN CHOOSING YOUR GIFT?





# IMPORTANCE OF SEASONAL PACKAGING

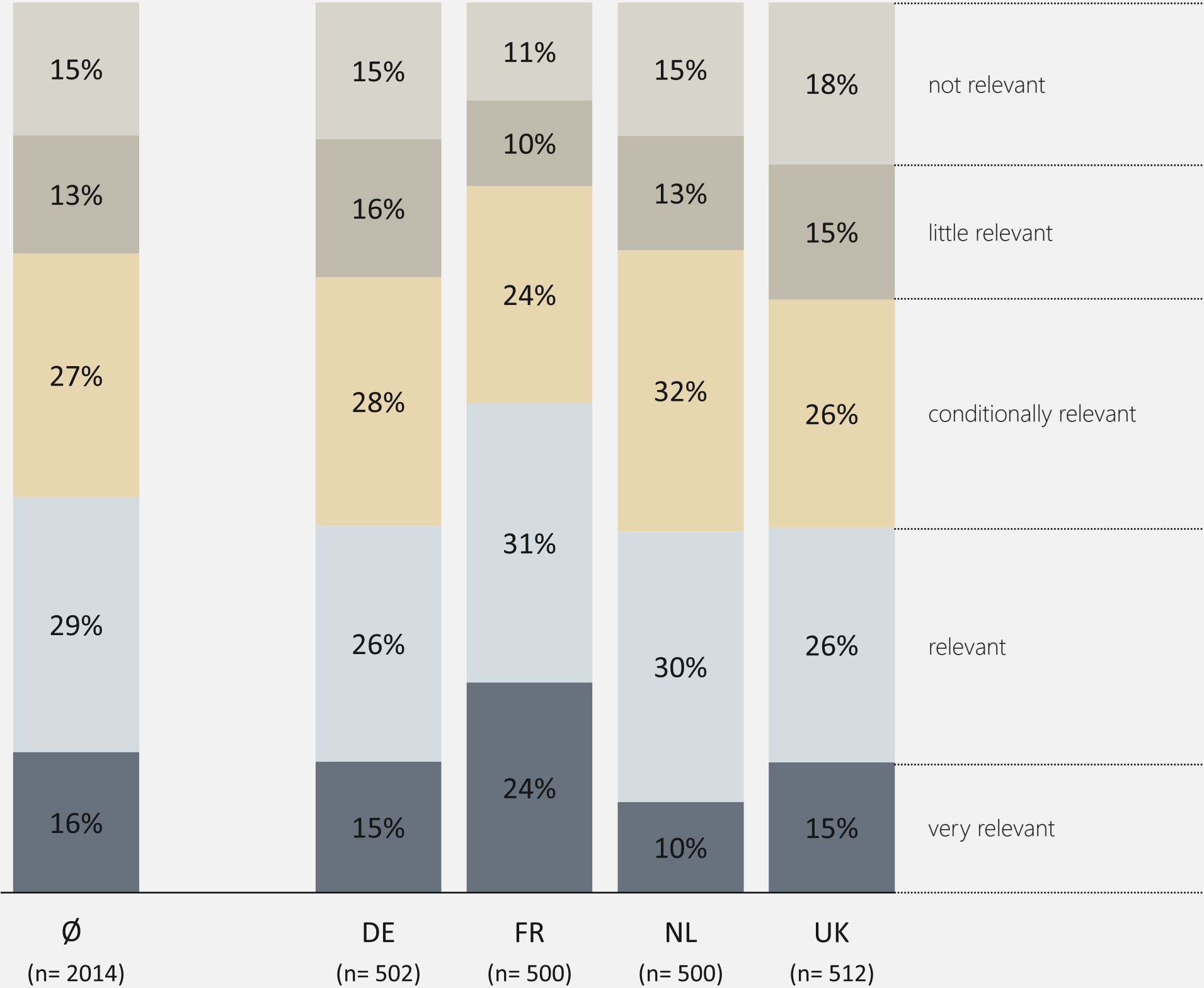
TOTAL & BY COUNTRY

Seasonal packaging is important or very important for 72% of respondents, rising as high as 79% in France.

Details reveal that the French figure is driven by women, whilst in the Netherlands it is men who rate this aspect more highly.

WWW.STI-GROUP.COM

**QUESTION 10:** FOR OCCASIONS SUCH AS CHRISTMAS, EASTER OR MOTHER'S DAY, MANUFACTURERS MAY OFFER THEIR PRODUCTS IN SPECIAL SEASONAL PACKAGING. HOW IMPORTANT TO YOU IS SEASONAL PACKAGING WHEN BUYING A GIFT FOR ONE OF THESE OCCASIONS?



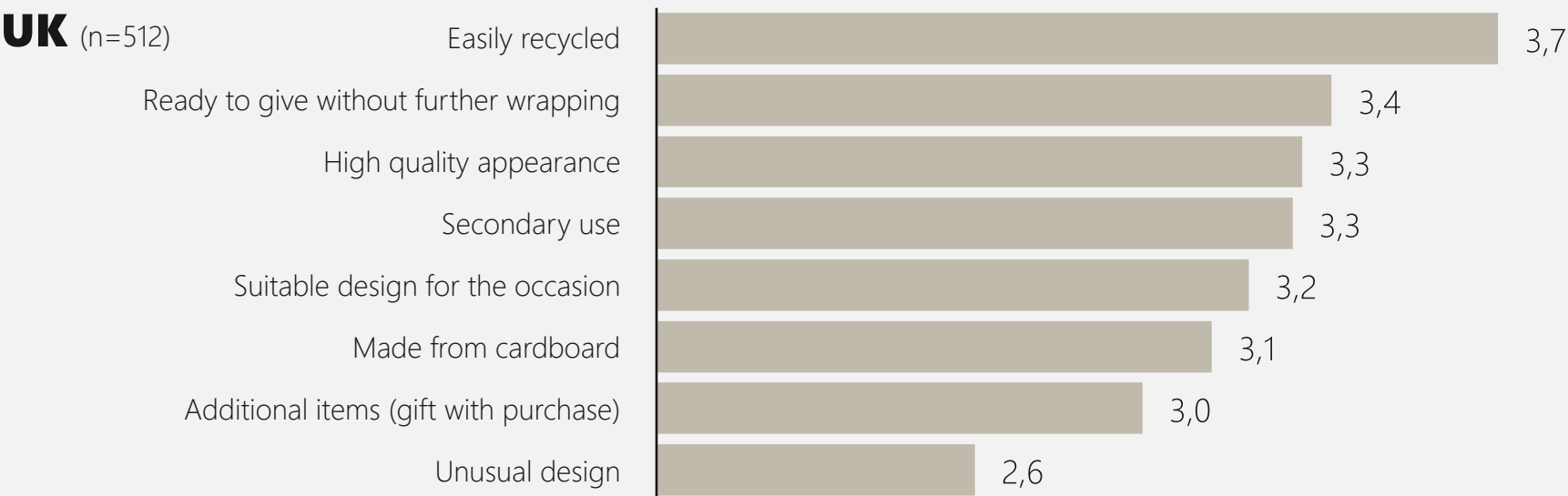
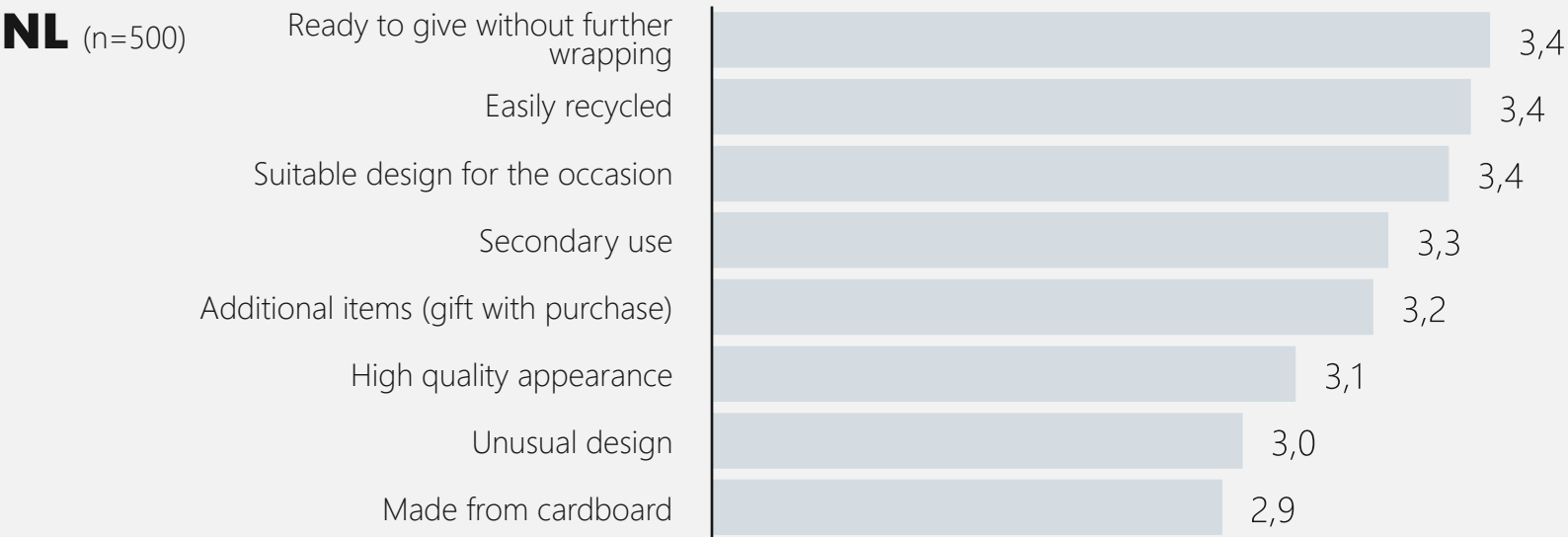
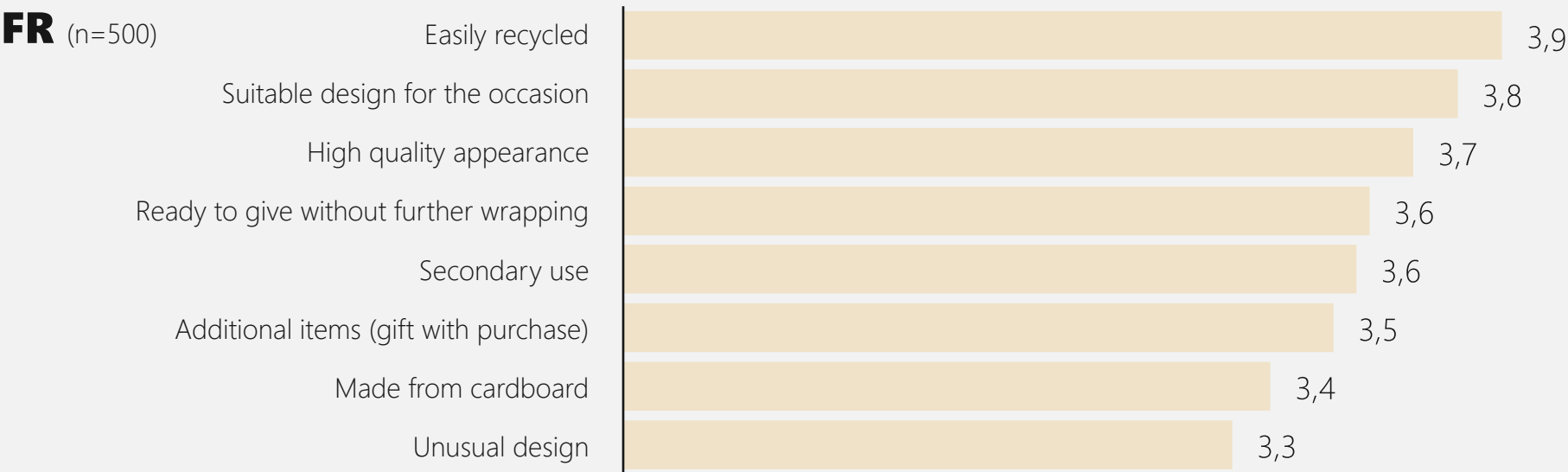
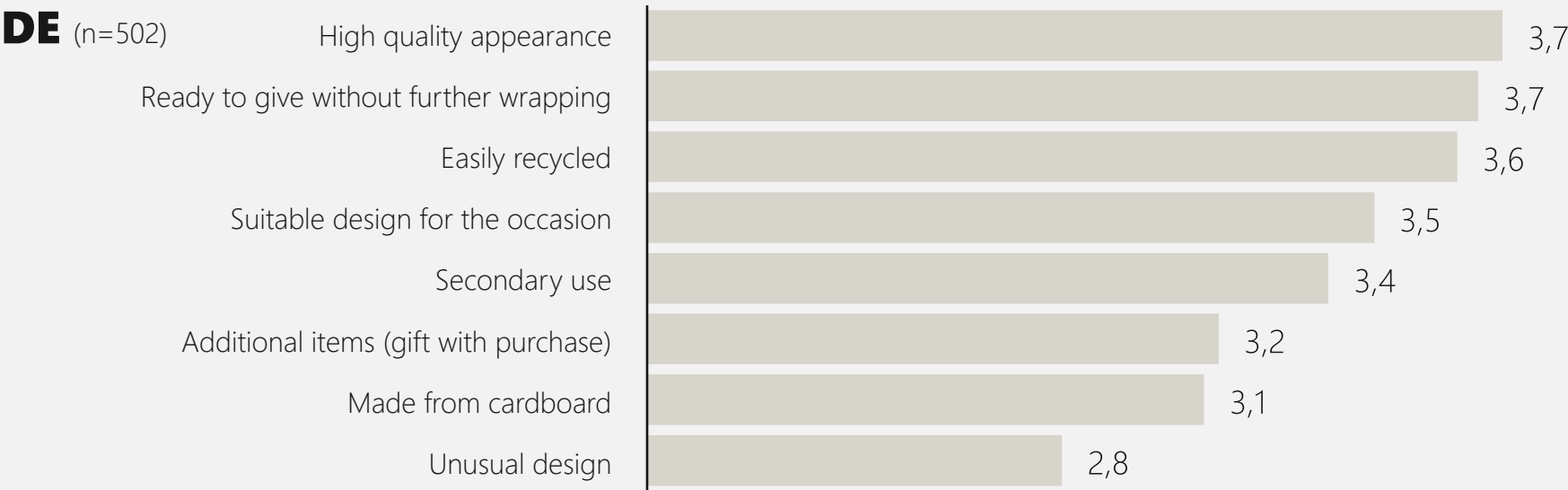
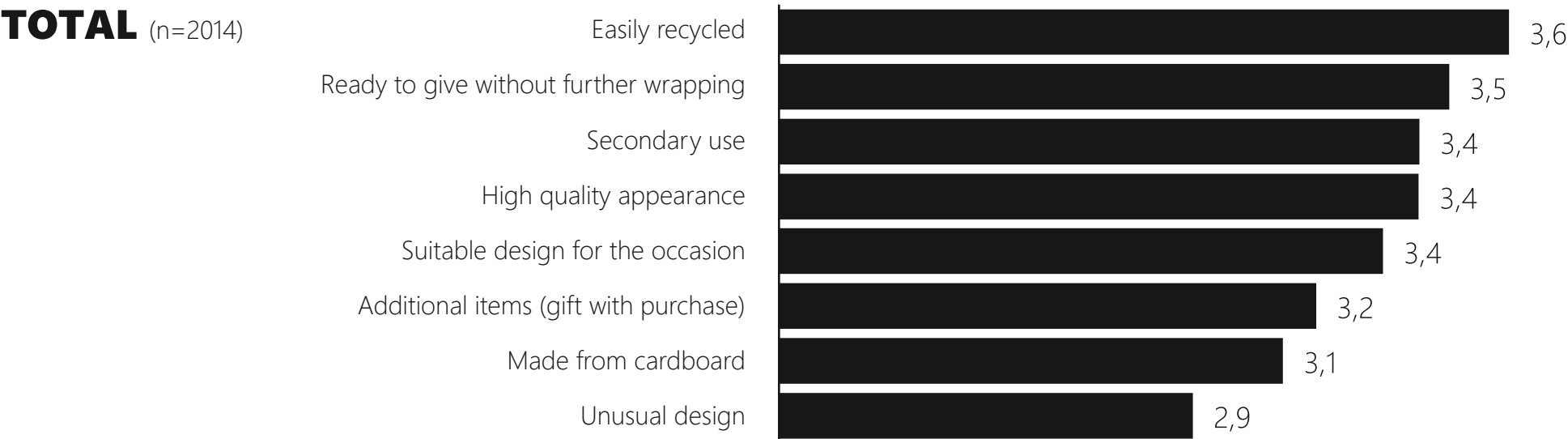
# IMPORTANT FEATURES OF GIFT PACKAGING

## RANKING TOTAL & BY COUNTRY

Gift packaging is important to most shoppers, and the majority also pays particular attention to sustainability factors, which is most likely why recyclability is rated as the most important packaging characteristic of all.

This is closely followed by the expectation that giftpacks should be designed so that the product can be given directly, without further wrapping. For German and French shoppers, a high quality appearance plays a more important role than for the Dutch or British.

**QUESTION 11:** BELOW IS A LIST OF GIFT PACKAGING FEATURES. PLEASE RATE HOW IMPORTANT EACH FEATURE IS TO YOU ON A SCALE OF 1 TO 5, WHERE 1 IS UNIMPORTANT AND 5 IS VERY IMPORTANT.





# TOP 2 FEATURES OF GIFT PACKAGING

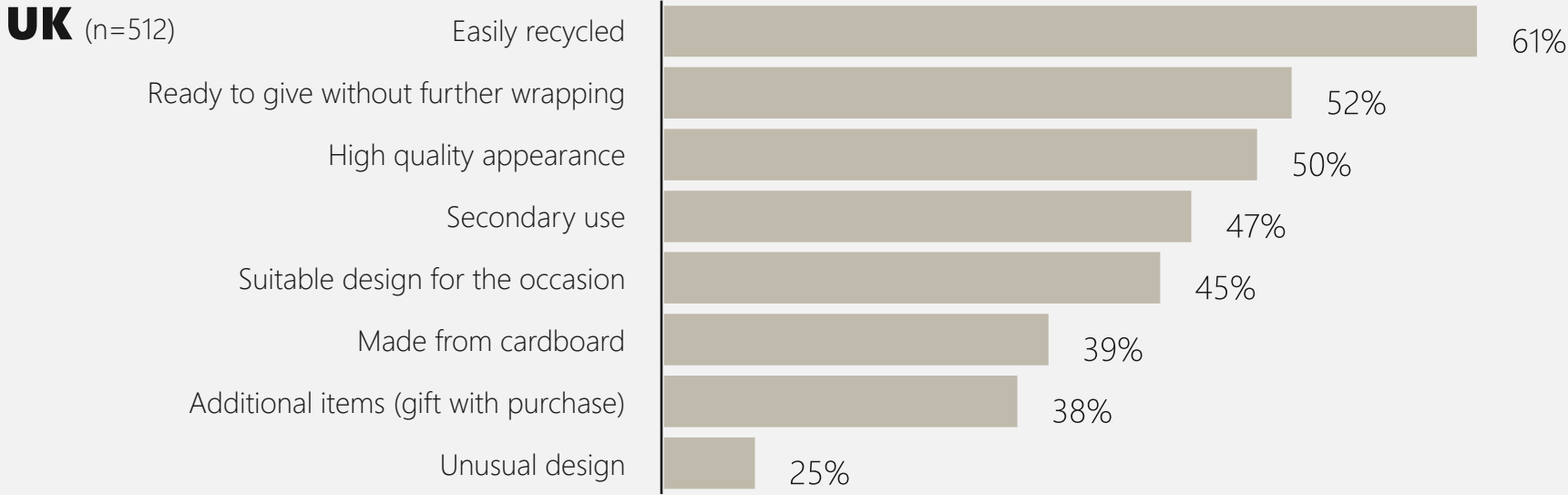
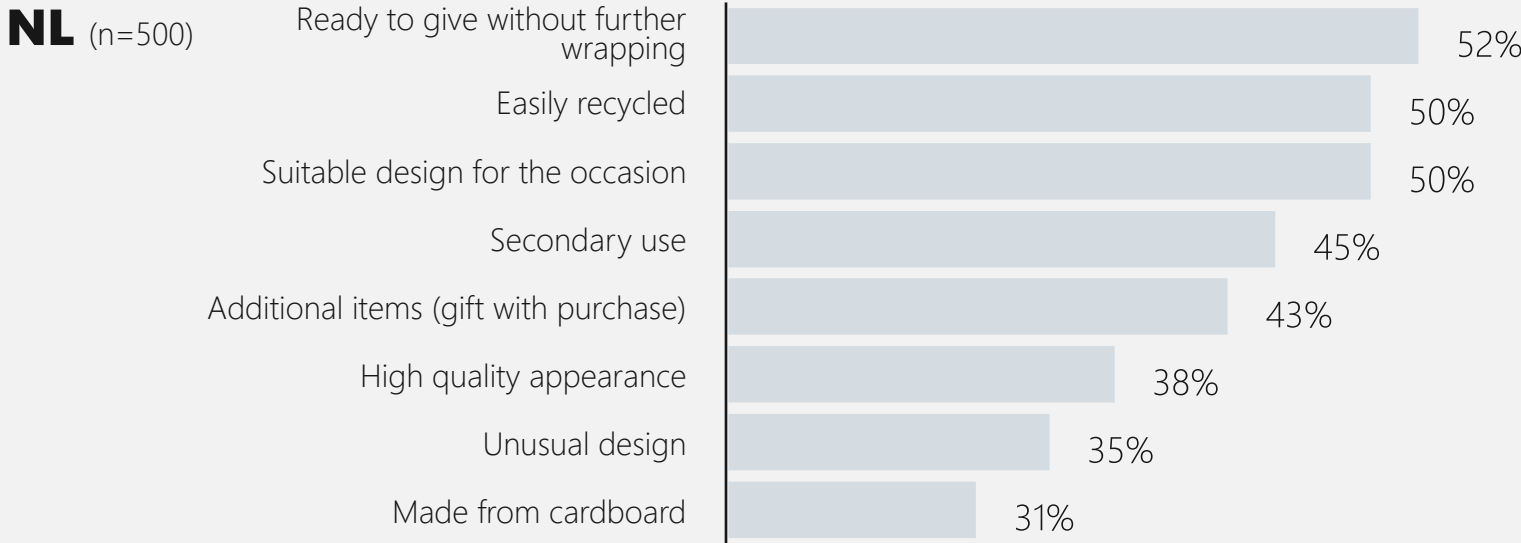
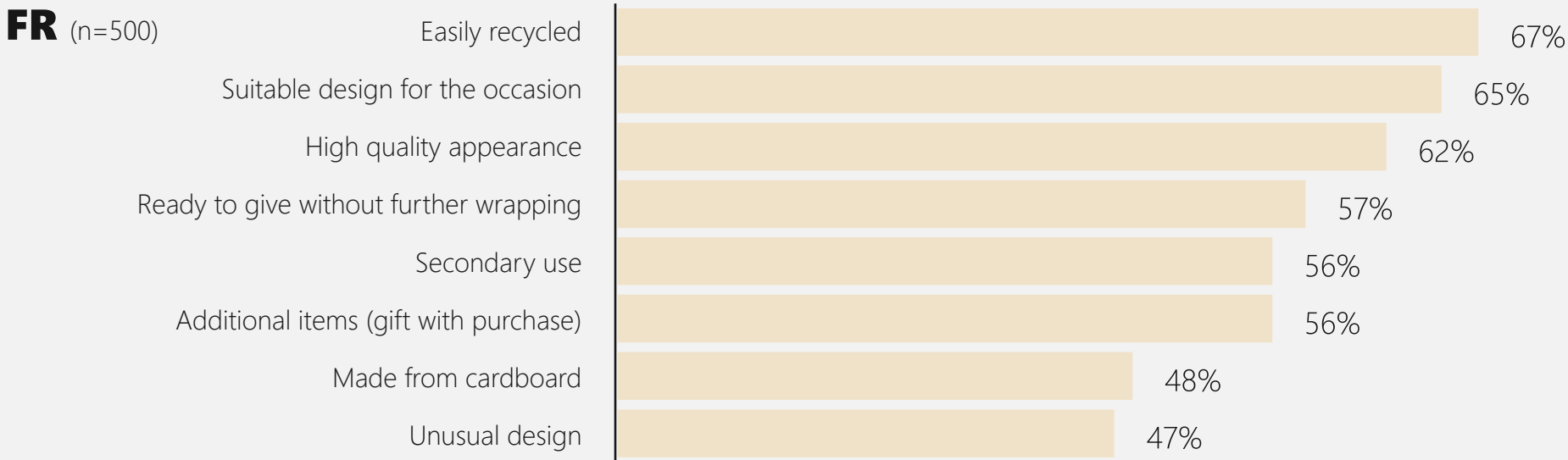
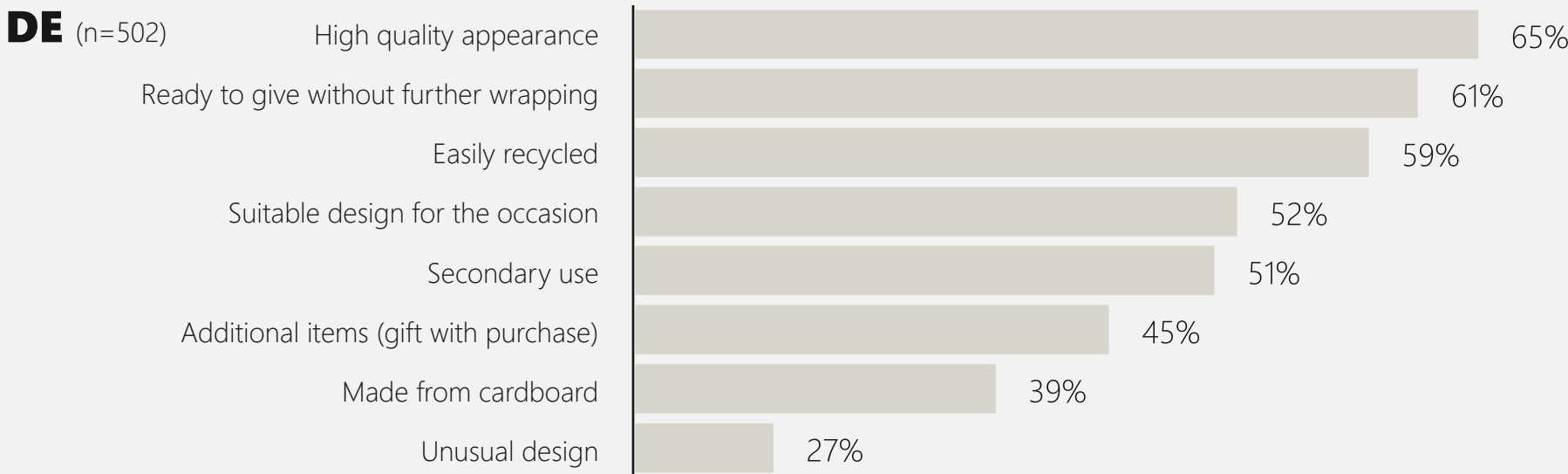
RANKING TOTAL & BY COUNTRY

Summarising the top 2 answers by country (important and very important) reinforces the previous point.

Packaging recyclability is important or very important for 59% of all respondents, with French shoppers being particularly environmentally conscious when buying gift packaging.

Shoppers value gift packaging for convenience and sustainability, as the gift does not require further wrapping.

2/3 of German and French shoppers look for a high quality appearance; this is important to half of British shoppers, and just over third of the Dutch.



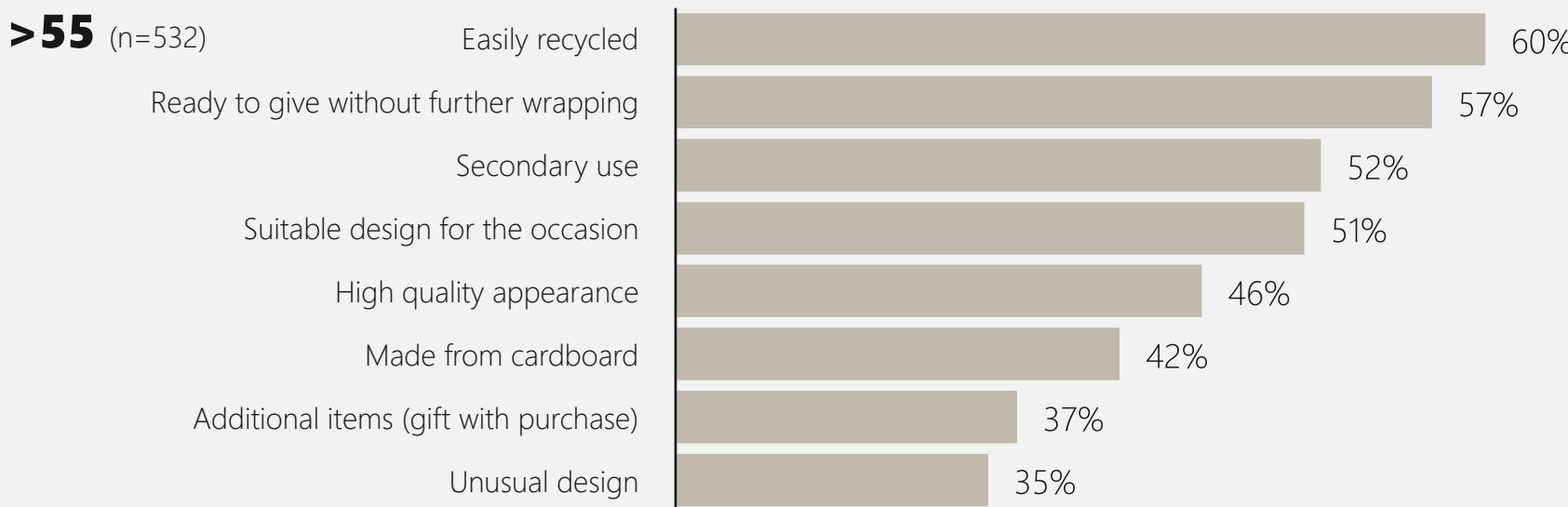
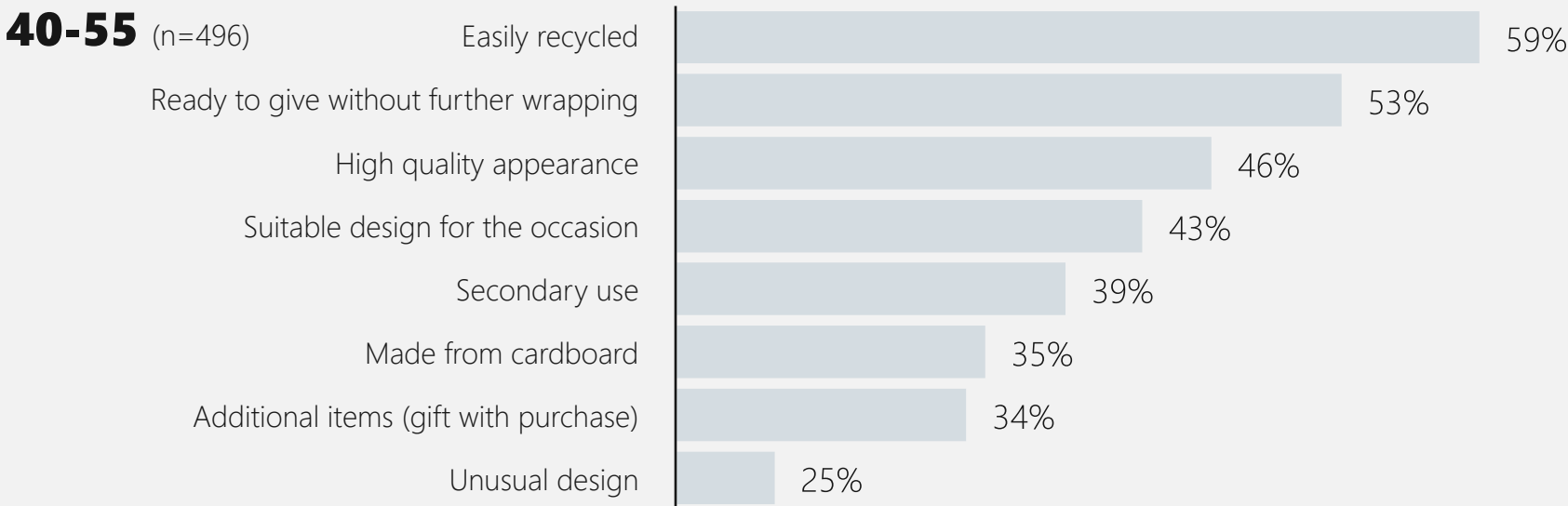
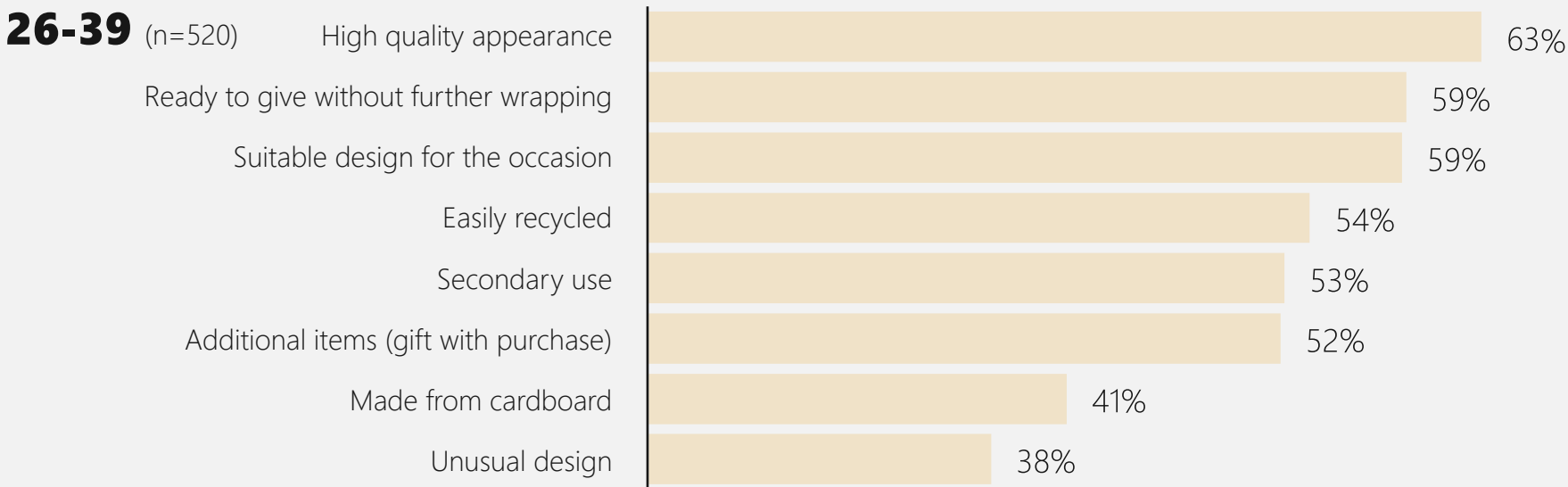
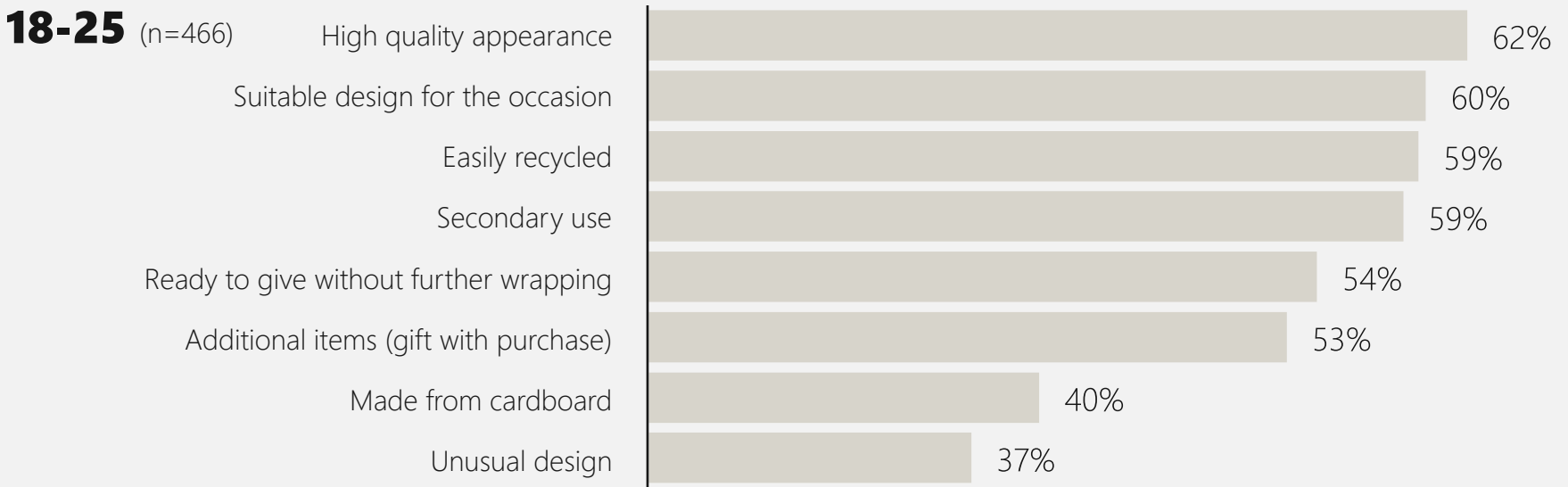
# IMPORTANT FEATURES OF GIFT PACKAGING

RANKING TOP 2 TOTAL & BY AGE

Giftpack sustainability is considered equally important by all age groups.

Shopper demand for design declines with increasing age; and a high quality appearance, additional gift items or a secondary use for the packaging are all considered less important by those over 40.

**QUESTION 11:** BELOW IS A LIST OF GIFT PACKAGING FEATURES. PLEASE RATE HOW IMPORTANT EACH FEATURE IS TO YOU ON A SCALE OF 1 TO 5 (1 IS UNIMPORTANT AND 5 IS VERY IMPORTANT).





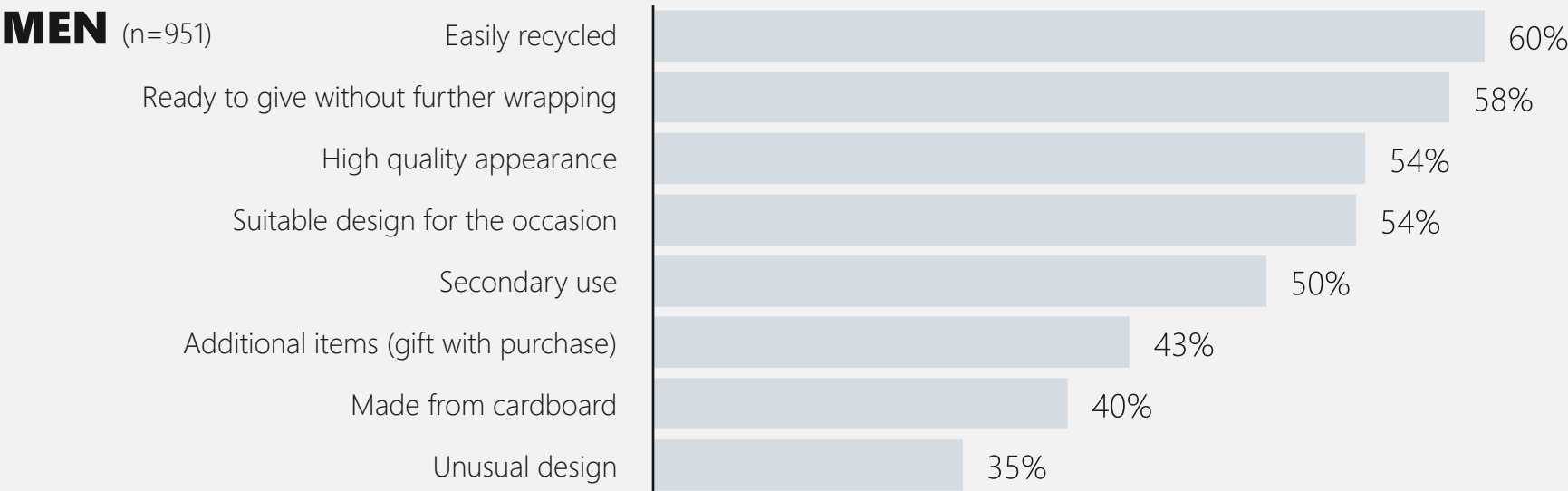
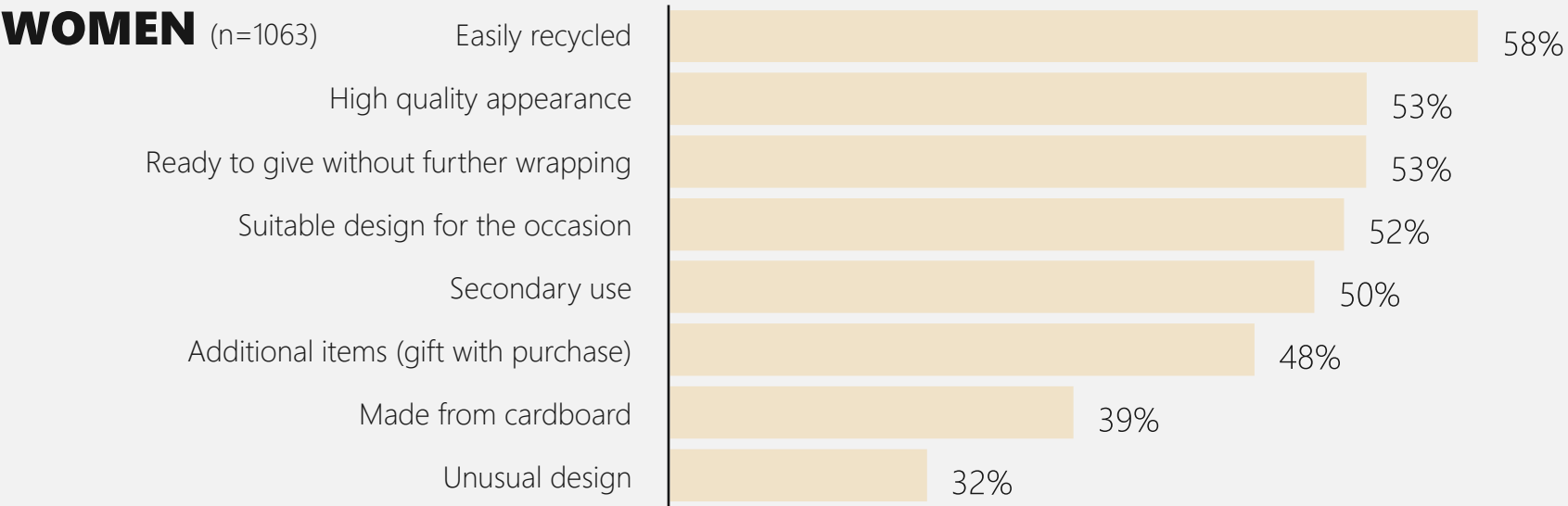
# IMPORTANT FEATURES OF GIFT PACKAGING

RANKING TOP 2 BY GENDER

There is little difference between men and women in how they rate different packaging features. For both, recyclability is the top priority.

For men, the fact that gift packaging saves you from having to wrap it is more appealing than for women, whereas women feel particularly attracted to additional items within the giftpack.

**QUESTION 11:** BELOW IS A LIST OF GIFT PACKAGING FEATURES. PLEASE RATE HOW IMPORTANT EACH FEATURE IS TO YOU ON A SCALE OF 1 TO 5, (1 IS UNIMPORTANT AND 5 IS VERY IMPORTANT).



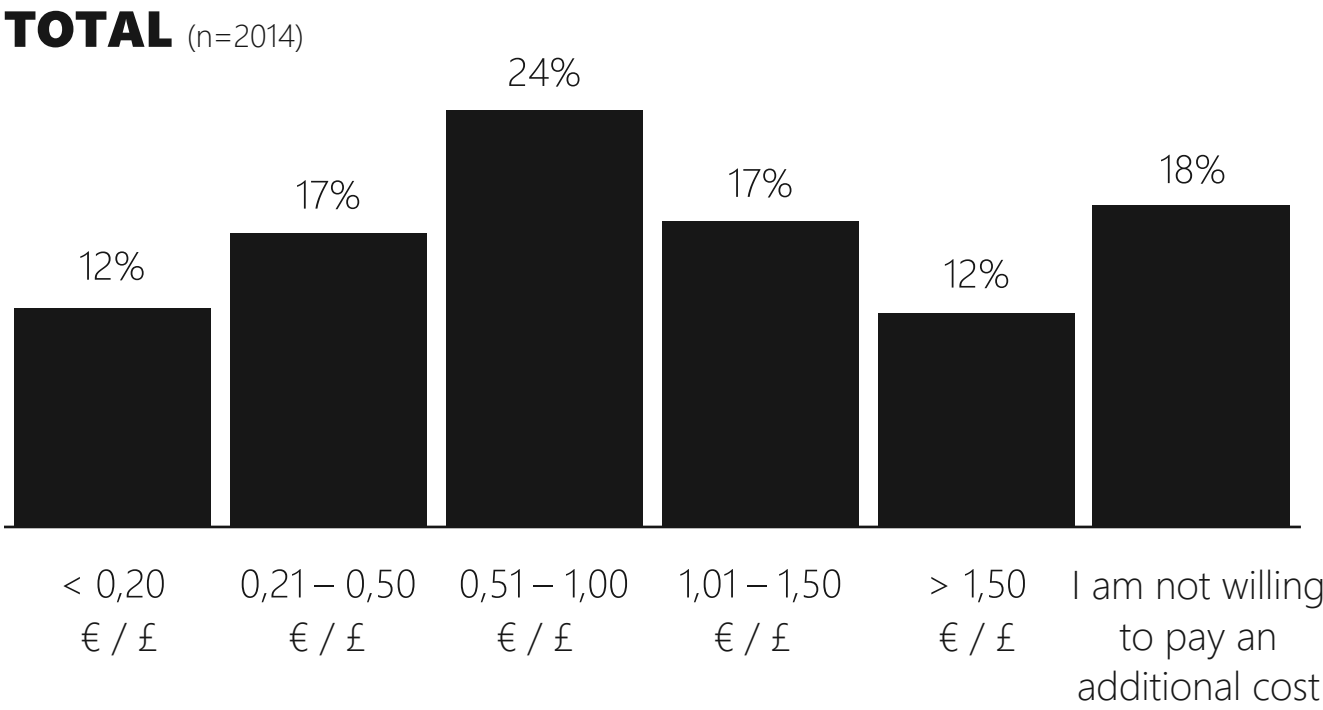
# WILLINGNESS TO PAY FOR ATTRACTIVE GIFT PACKAGING

TOTAL & BY COUNTRY IN %

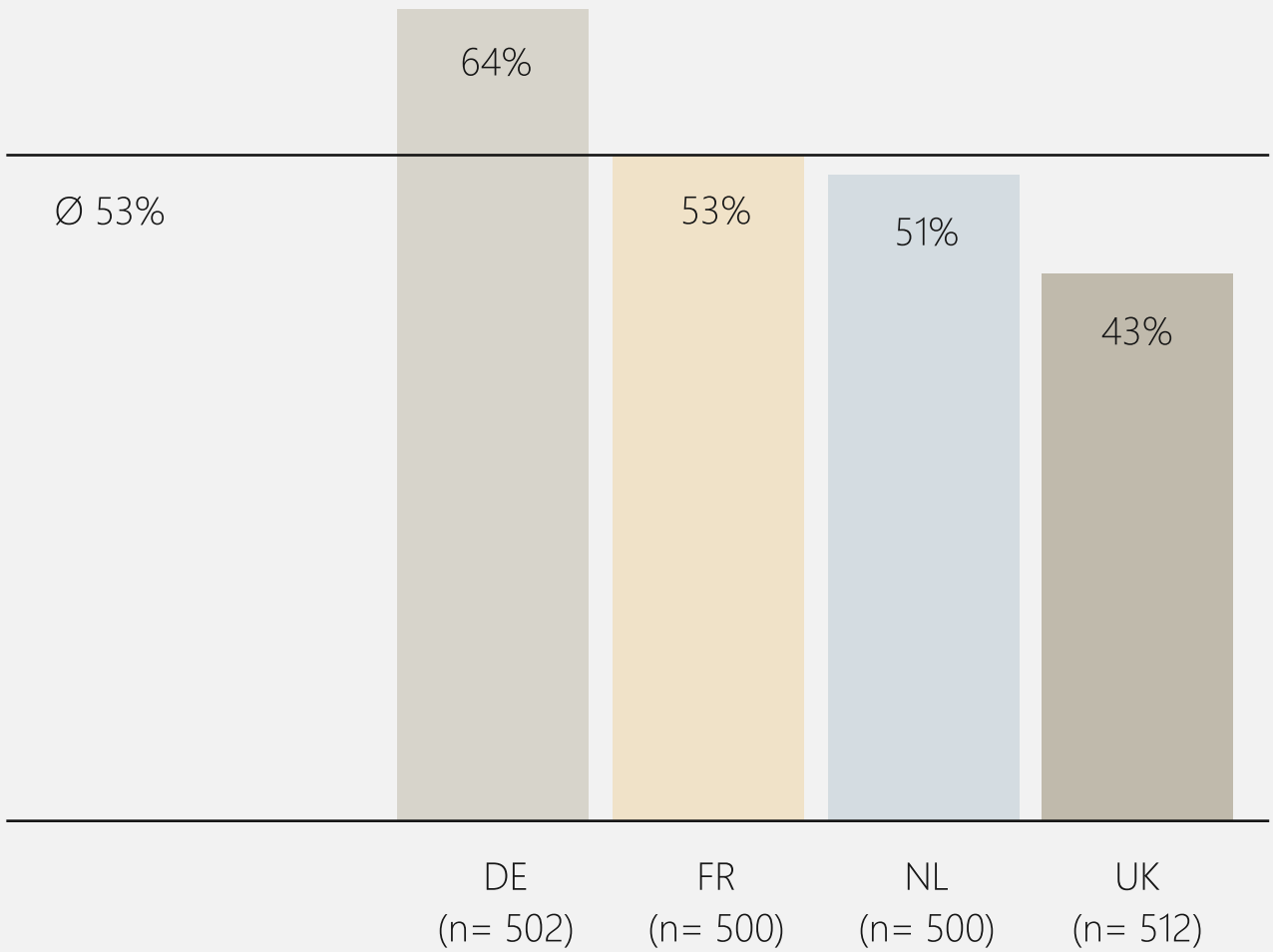
Gift packaging has an intrinsic value for shoppers: over 80% are willing to pay extra for it, with Germans in particular willing to pay more.

Over half of all respondents are prepared to pay 0.51 € or more extra for gift packaging: nearly 2/3 of Germans, just over half of the French and Dutch, and even 43% of the British – who are more thrifty when it comes to gift packaging.

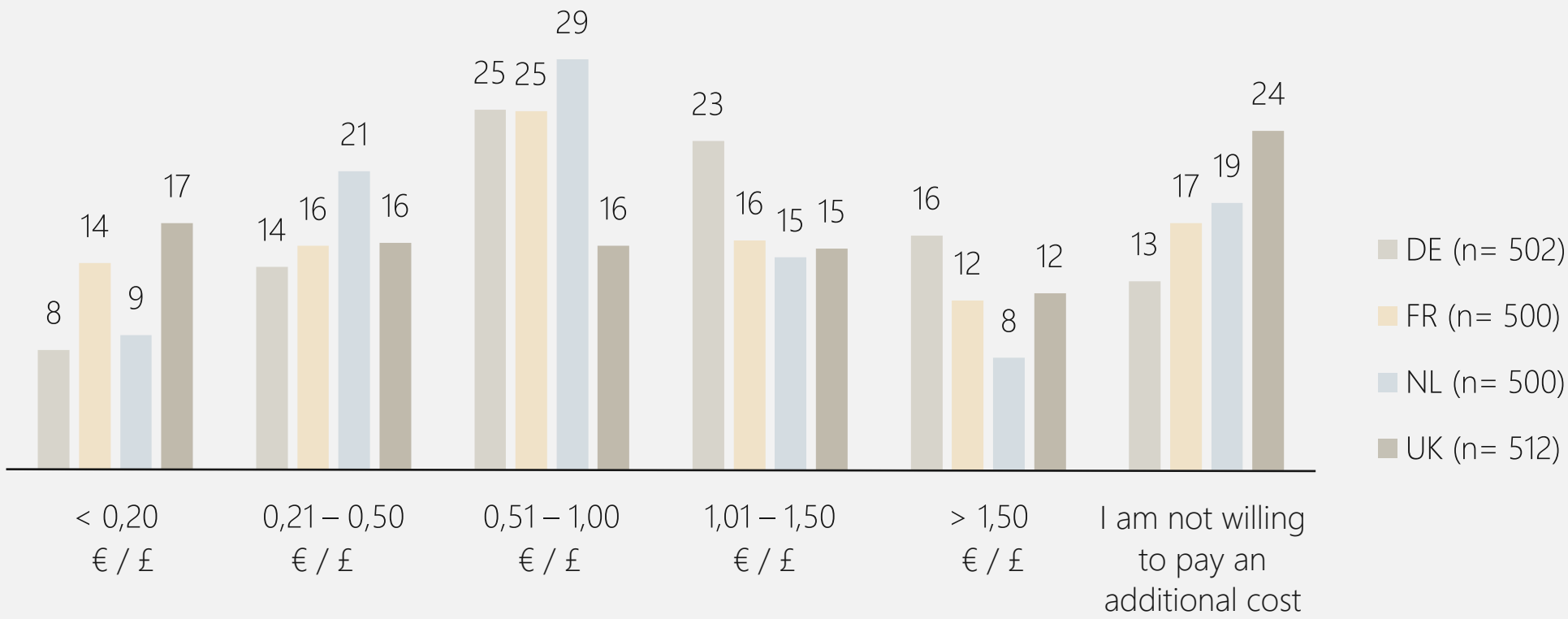
**QUESTION 12:** THE GIFT YOU SELECT IS OFFERED IN ATTRACTIVE PACKAGING. HOW MUCH MORE IS THIS PACKAGING WORTH TO YOU?



**ADDITIONAL PRICE 0,51 bis > 1,50 € / £**



**COUNTRIES** (n=2014)





# WILLINGNESS TO PAY FOR ATTRACTIVE GIFT PACKAGING

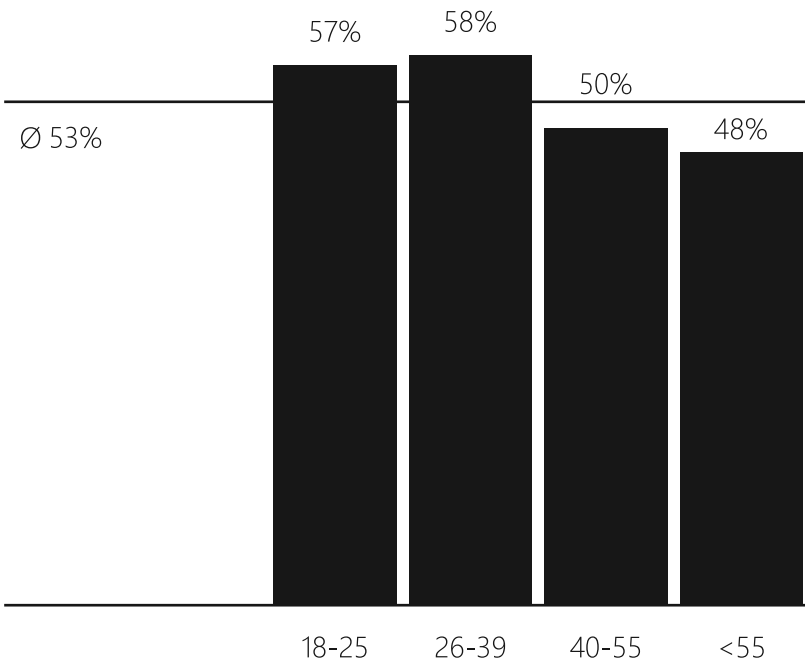
ADDITIONAL CHARGE OF > 0.51 € BY COUNTRY AND AGE

Breaking down who is willing to pay more than 0.51 € for gift wrapping (see Q12), the picture is relatively homogeneous across all countries and age groups.

For Germans, gift packaging has the highest value in all age groups with 64% prepared to pay more than half a euro extra for it.

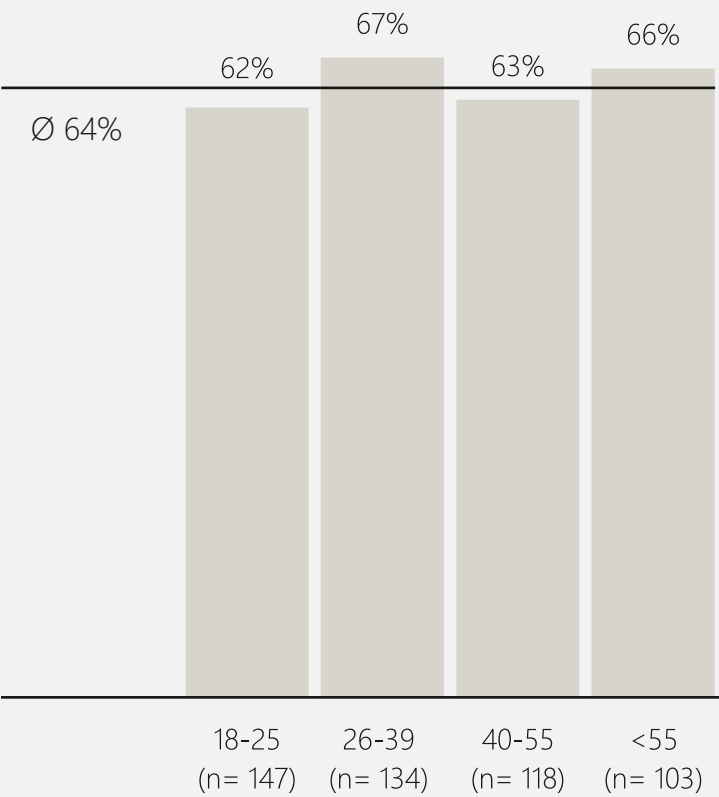
The French sit in line with the average, at 53%, the Dutch at 51%, while the British are least willing to pay and this reduces further with age.

**TOTAL** (n=2014) | Additional price > 0,51 € / £

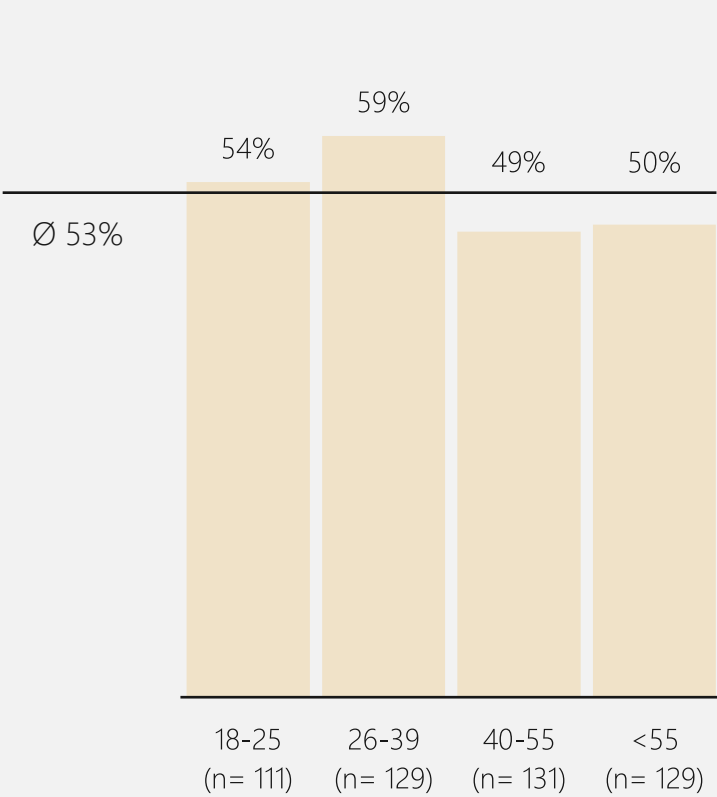


**QUESTION 12:** THE GIFT YOU SELECT IS OFFERED IN ATTRACTIVE PACKAGING. HOW MUCH MORE IS THIS PACKAGING WORTH TO YOU?

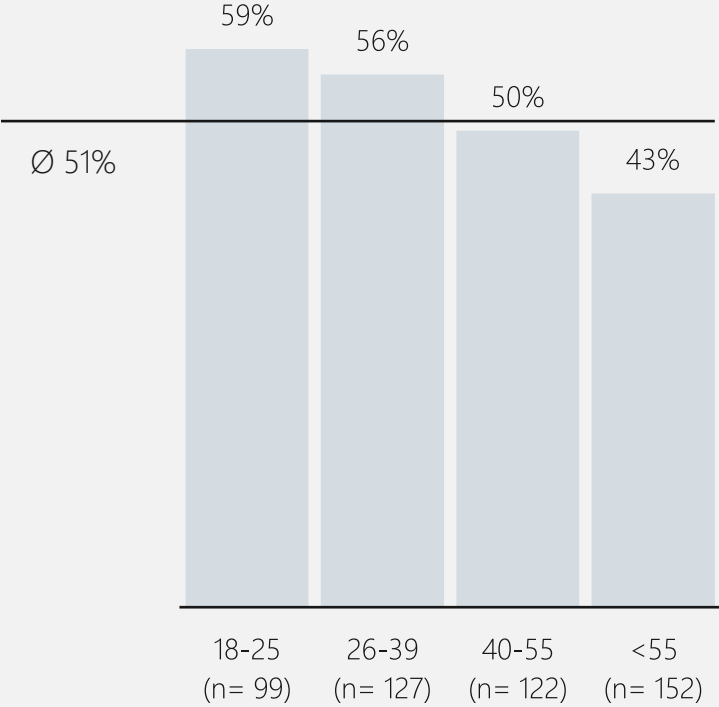
**DE** (n=502) | Additional price > 0,51 € / £



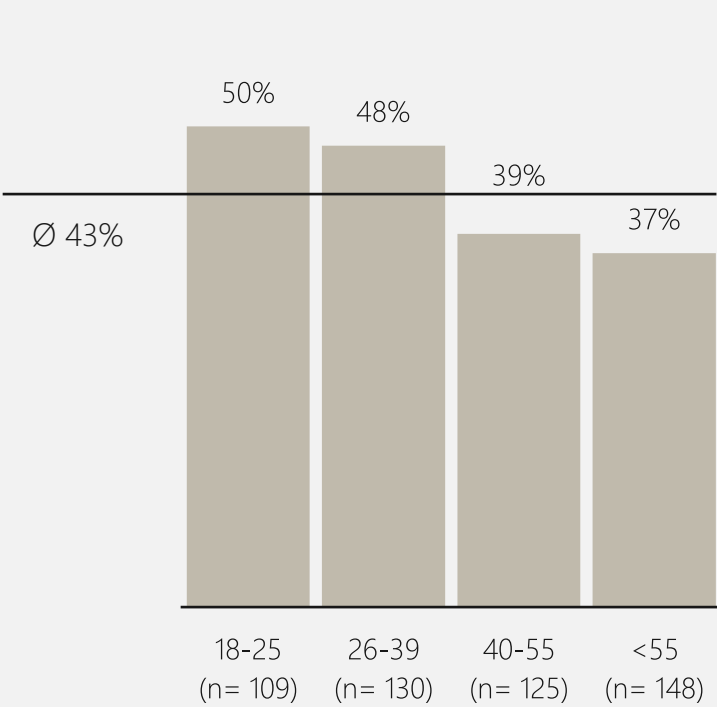
**FR** (n=500) | Additional price > 0,51 € / £



**NL** (n=500) | Additional price > 0,51 € / £



**UK** (n=512) | Additional price > 0,51 € / £



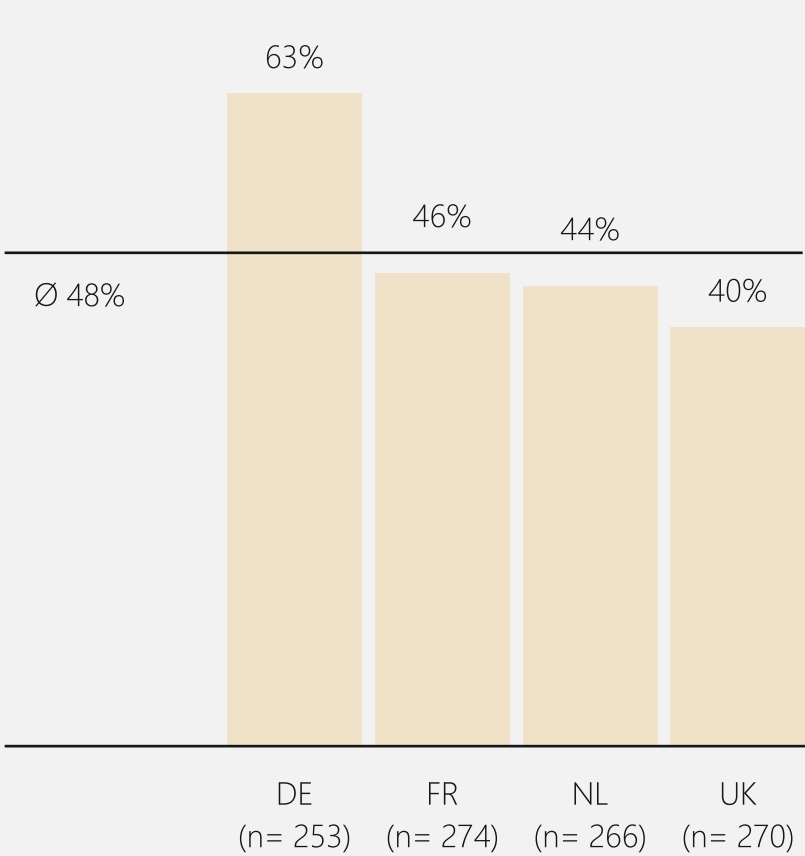
# WILLINGNESS TO PAY FOR ATTRACTIVE GIFT PACKAGING

ADDITIONAL CHARGE OF > 0.51 € BY COUNTRY AND GENDER

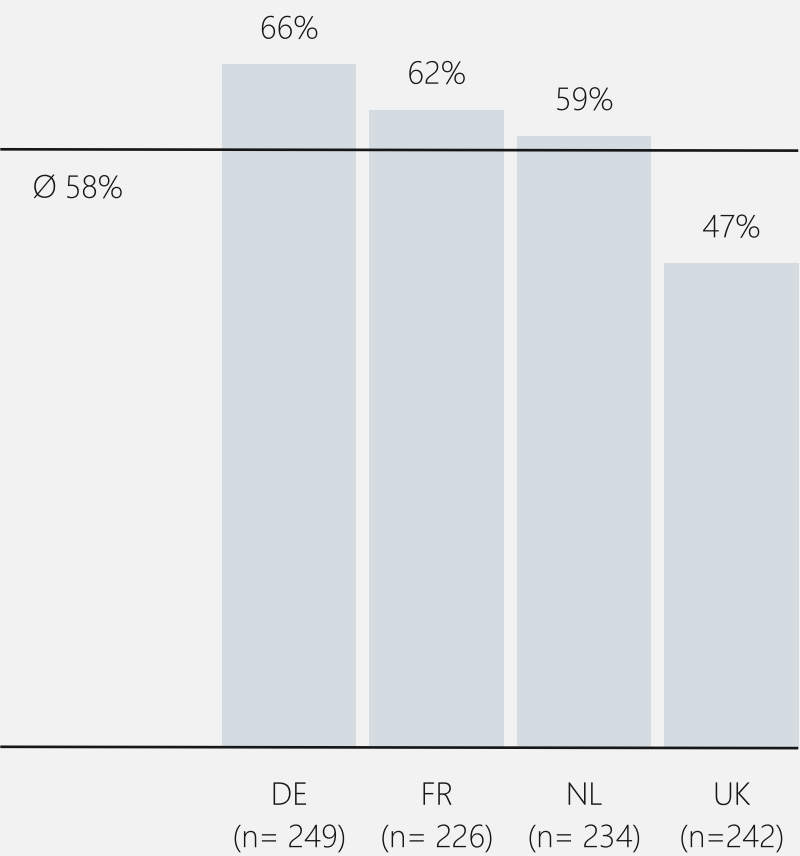
Looking at those who are willing to pay more than 0.51 € extra for gift packaging (see Q12), men and women show similar behaviour. For example for both men and women in Germany, gift packaging has a higher value than it does for British people.

**QUESTION 12:** THE GIFT YOU SELECT IS OFFERED IN ATTRACTIVE PACKAGING. HOW MUCH MORE IS THIS PACKAGING WORTH TO YOU?

**WOMEN** (n=1063) | Additional price > 0,51 € / £



**MEN** (n=951) | Additional price > 0,51 € / £







**PACKAGING**



**POS SOLUTIONS**



**SERVICES**