



### **New babies, birthdays and Christmas most popular gift occasions for gift baskets**

In a recent Gifts Baskets Survey by Elizabeth Ball, online gift retailer It's In The Stars at [www.itsinthestaronline.com](http://www.itsinthestaronline.com) discovered that men and women have somewhat different tastes, budgets and motivations for buying gift baskets for gift occasions.

While both sexes buy the majority of gift baskets for friends and family, men are far more likely than women to purchase gift baskets for colleagues, clients and employees.

Men tend to spend over \$100 on gift baskets with their top five inclusions being gift certificates, jams & spreads, chocolates, champagne, and BBQ food & accessories.

Women on the other hand tend to spend less than \$100 on gift baskets, selecting those with chocolate, champagne, baby toys & clothing, bath/beauty/body products, and flowers.

The top five most popular gift occasions for men to give gift baskets are Christmas, birthdays, Mother's Day, Father's Day and Valentine's Day.

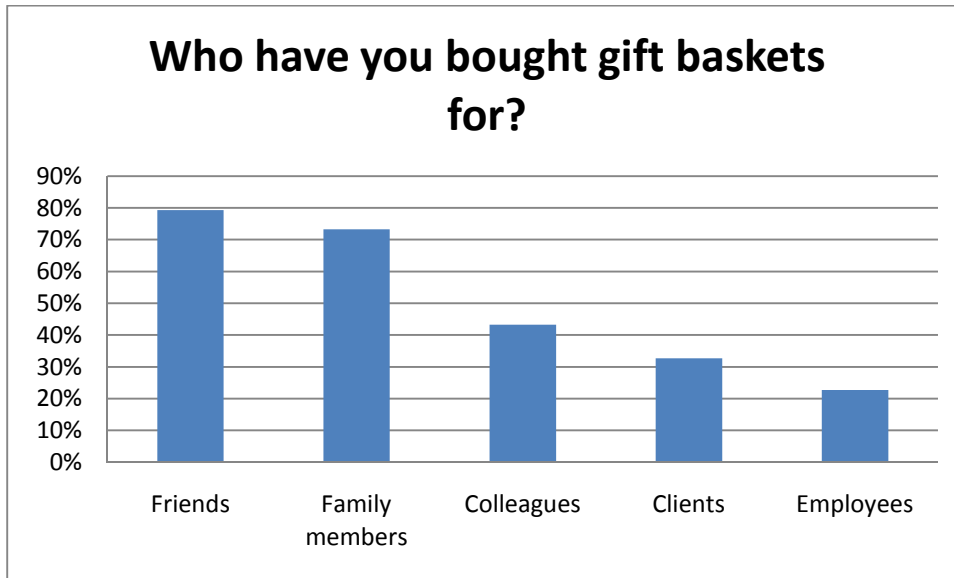
The top five most popular gift basket occasions for women are new babies, birthdays, Christmas, Mother's Day and housewarmings/new homes.

The only two gift occasions where men and women buy gift baskets in near identical proportions are birthdays and housewarmings/new homes.

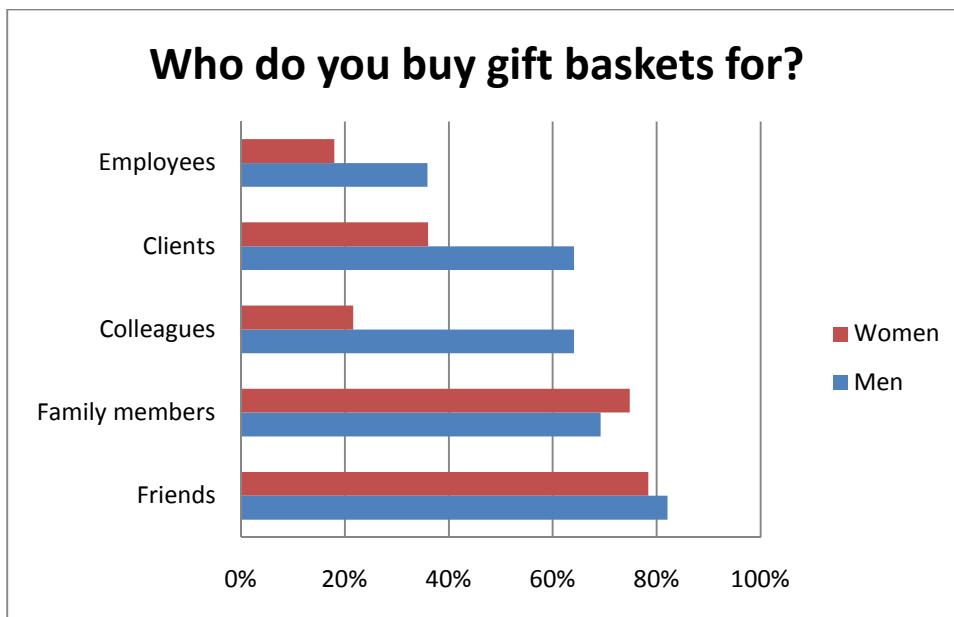
- The only three items in gift baskets bought in near-identical proportions by men and women are in order: champagne/wine/spirits, bath/beauty/body products, and fruit.
- While both sexes believe gift baskets are an easy, no-fuss gift option, men are more likely to view gift baskets as a last-minute gift emergency option while women buy gift baskets because they usually look impressive.
- Men are more likely than women to buy gift baskets for a much wider range of gift occasions.

### Twice as many people buy gift baskets for friends as colleagues

- Nearly twice as many gift baskets bought for friends as colleagues (79.3% vs 43.3%).
- A quarter (73.3%) have bought gift baskets for family members.
- Only one-third (32.7%) buy gift baskets for clients, and one in five (22.7%) for employees.

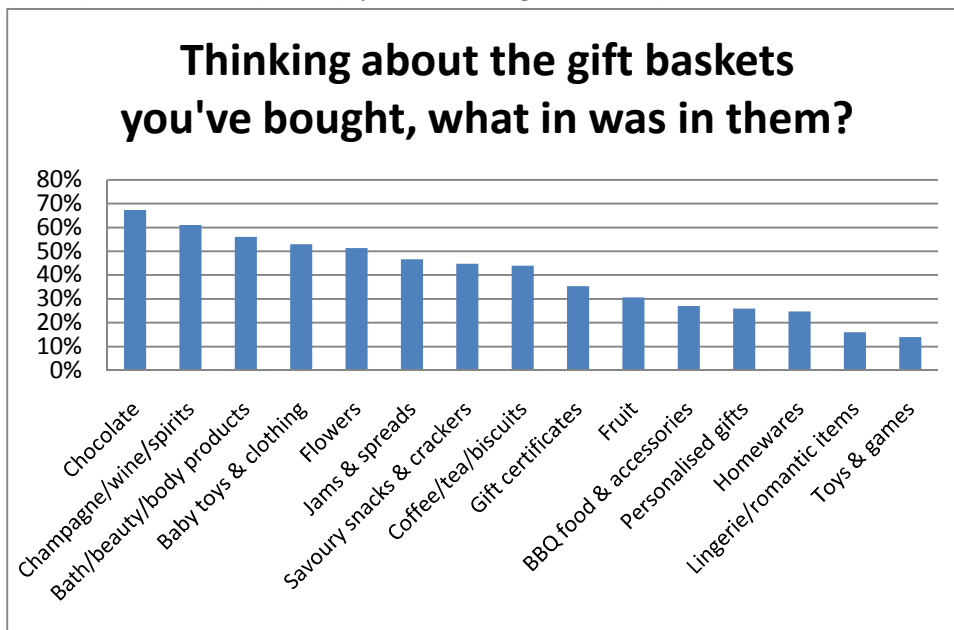


- Men are three times as likely as women to buy gift baskets for clients (64.1% vs 21.6%) and almost twice as likely to buy them for colleagues (64.1% vs 36.0%), and for employees (35.9% vs 18.0%).
- Women are more likely to buy gift baskets for family members (74.8% vs 69.2%) while men slightly outnumber women in purchasing them for friends (82.1% vs 78.4%).

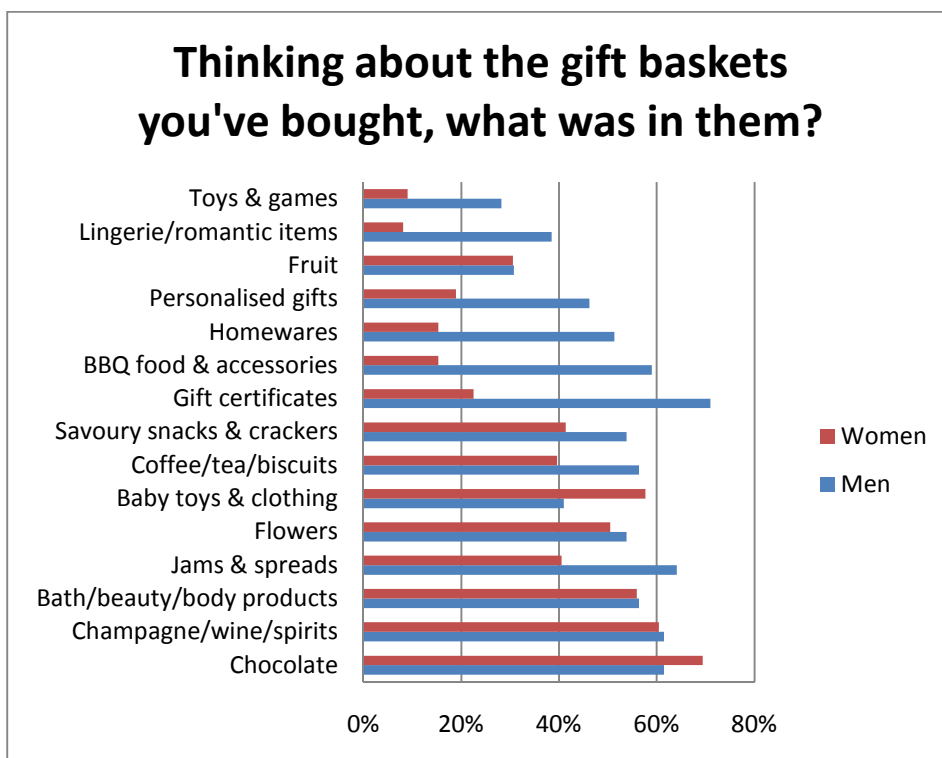


## Chocolates, champagne and bath/beauty/body products the most popular products

- The top five gift basket products are chocolate (67.3%), champagne/wine/spirits (60.7%), bath/beauty/body products (56.0%), baby toys & clothing (53.3%) and flowers (51.3%).
- The five least included items are toys and/or games (14.0%), lingerie/romantic items (16.0%), homewares (24.7%), personalised gifts (26.0%), BBQ food & accessories (26.7%).

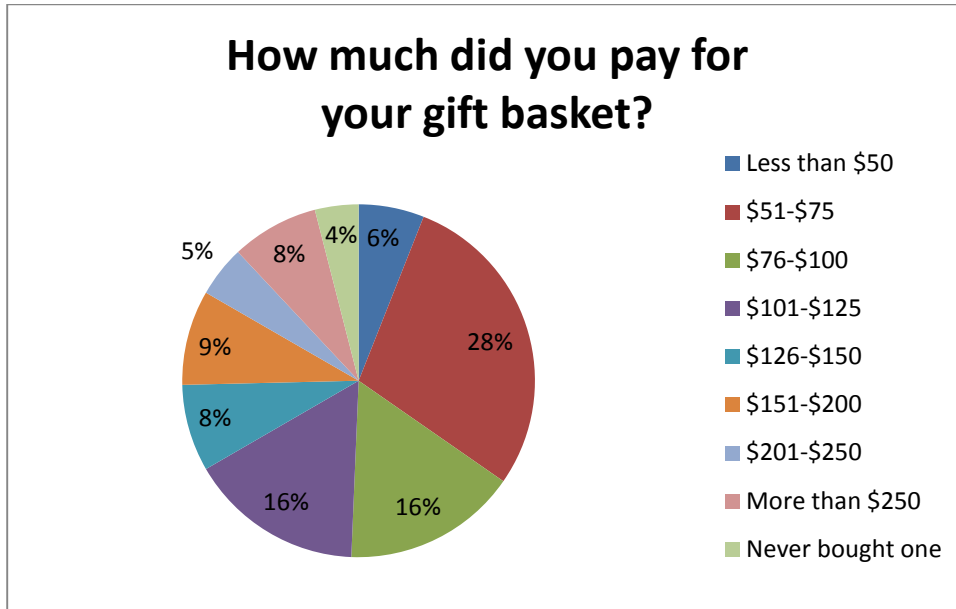


- Men are most likely to choose gift certificates (71.8%), jams & spreads (64.1%), champagne and chocolates (61.5% each), and BBQ food & accessories (59.0%) in their gift baskets.
- Women buy gift baskets containing chocolates (69.4%), champagne (60.4%), baby toys & clothing (57.7%), bath/beauty/body products (55.9%) and flowers (50.5%).

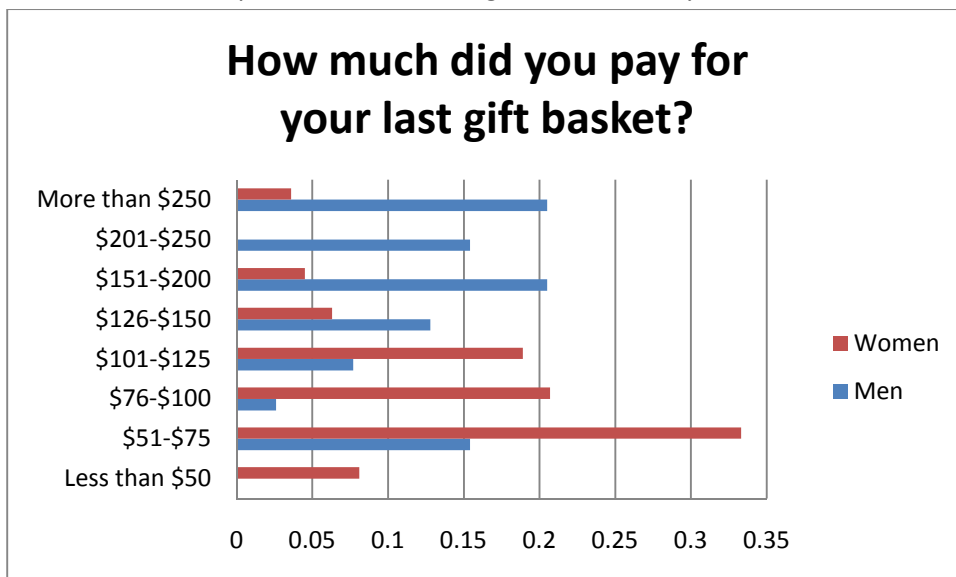


**Three in four men spend over \$100, two in three women spend under \$100 each on gift baskets**

- The highest proportion of gift baskets (28.7%) are bought within the \$51-\$75 price bracket.
- Six in ten (60.7%) spend between \$51 and \$125.
- 4% have never bought a gift basket.

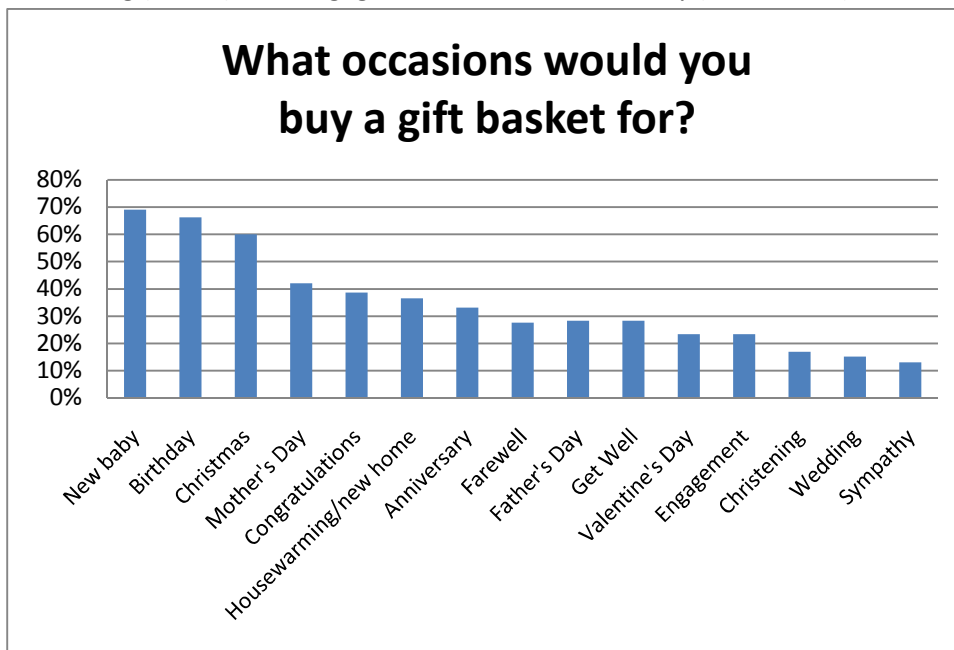


- 20.5% of men have bought a gift basket worth \$250 compared to only 3.6% of women.
- 33.3% of women have spent \$50-75 on a gift basket compared to 15.4% of men.
- 76.9% of men have paid over \$100 for a gift basket vs only 33.3% of women.

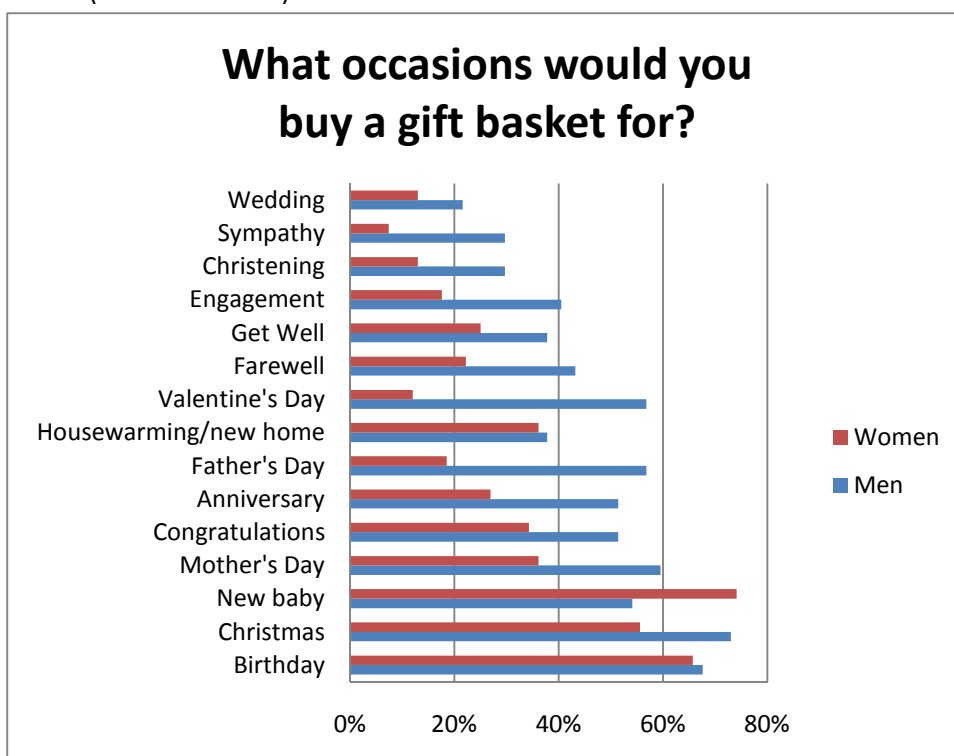


## New babies, birthdays and Christmas most popular gift occasions to give gift baskets

- The top five most popular gift basket occasions are for a new baby (69.0%), birthday (66.2%), Christmas (60.0%), Mother's Day (42.1%) and congratulations (38.6%).
- The five least popular gift basket occasions are sympathy (13.1%), wedding (15.2%), christening (17.2%), and engagement and Valentine's Day (23.4% each).

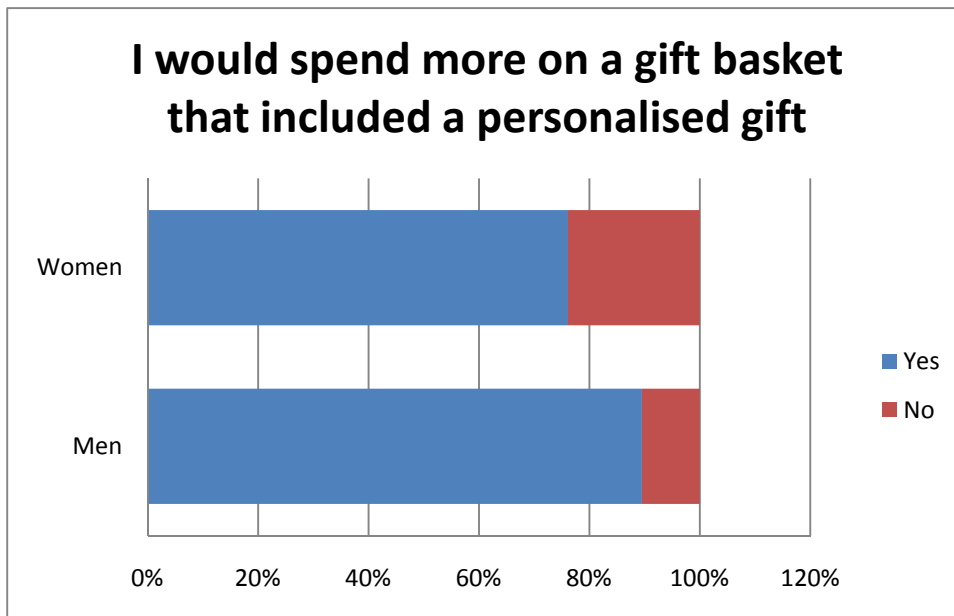


- Men give gift baskets for Christmas (73.0%), birthdays (67.6%) and Mother's Day (59.5%).
- Women give gift baskets for new babies (74.1%), birthday (65.7%) and Christmas (55.6%).
- The only gift occasion for which women are more likely than men to give a gift basket is for new babies (74.1% vs 54.1%) but men are five times more likely to give a Valentine's Day gift basket (56.8% vs 12.0%).



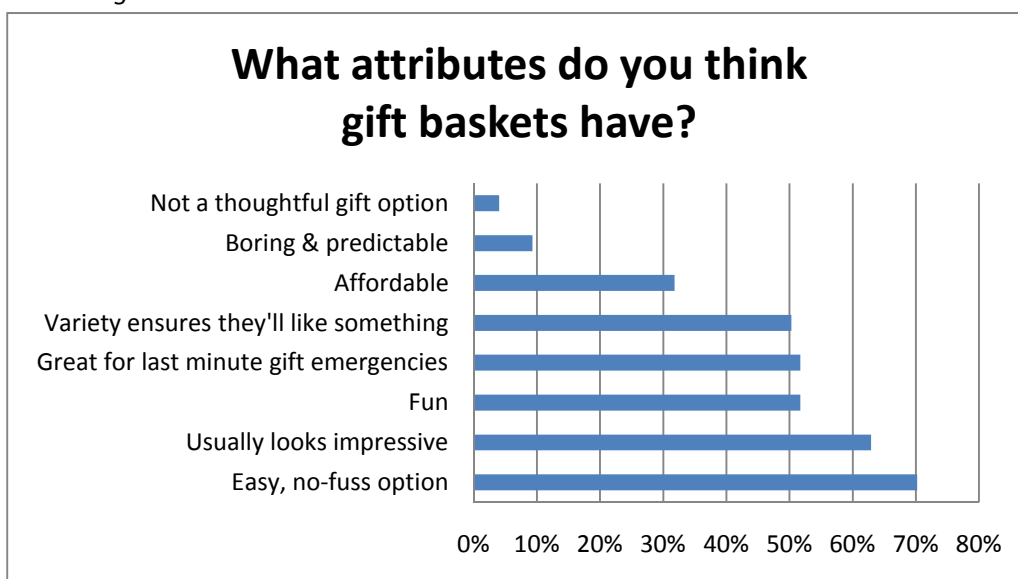
### 8 in 10 would spend extra on gift baskets that included a personalised gift

- Men are more likely than women to spend more on a gift basket that includes a personalised gift (89.5% vs 76.1%).

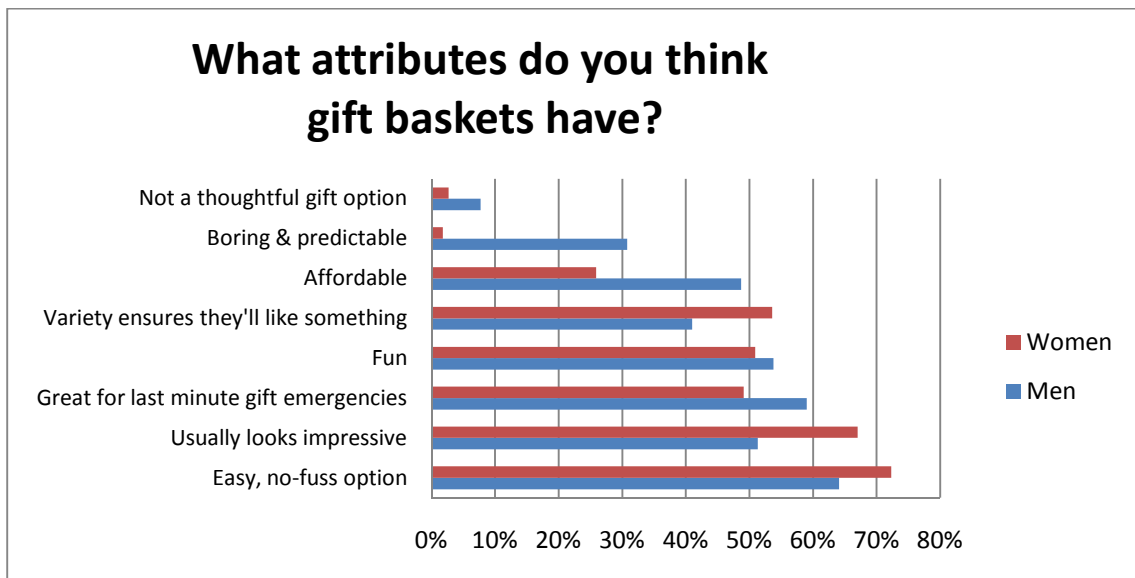


### Most people believe gift baskets are an easy, no-fuss gift option

- Seven in ten (70.2%) believe gift baskets are an easy, no-fuss gift option while two-thirds (62.9%) appreciate that they usually look impressive.
- Just over half – 51.7% - equally thought gift baskets were fun AND are great for last-minute gift emergencies.
- 50.3% like the variety of items gift baskets offer, which means their recipient will like *something* in there.



- Surprisingly, women are more likely than men to value the easy, no-fuss attribute of a gift basket (72.3% vs 64.1%), the fact that a gift basket usually looks impressive (67.0% vs 51.3%), and that it has sufficient variety for the recipient (53.6% vs 41.0%).
- More men than women see gift baskets as great for last-minute gift emergencies (59.0% vs 49.1%), and fun (53.8% vs 50.9%), while almost twice as many believe they are affordable (48.7% vs 25.9%).
- Interestingly, considering how readily they would buy a gift basket, three in ten men (30.8% vs 1.8% of women) saw gift baskets as boring and predictable.



Elizabeth Ball of It's In The Stars conducts regular gift-giving surveys. She has delighted hundreds of couples and parents with her beautifully designed, hardcover luxury astrology reports since 2005 at <http://www.itsinthestaronline.com>.

One of her LoveStars and BabyStars reports make the ideal personalised anniversary, birthday, christening, Christmas, engagement, new baby, Valentine's Day or wedding gift.

She has boxed BabyStars gift certificates for baby showers and LoveStars gift certificates for bridal showers at [http://www.itsinthestaronline.com/boxed\\_gift\\_certificates.html](http://www.itsinthestaronline.com/boxed_gift_certificates.html).

Elizabeth also writes a fun gift news blog at <http://gifts-by-the-stars-online.com>.

If you'd like to take part in the next gift survey, please register at <http://www.itsinthestaronline.com/register.html>.