

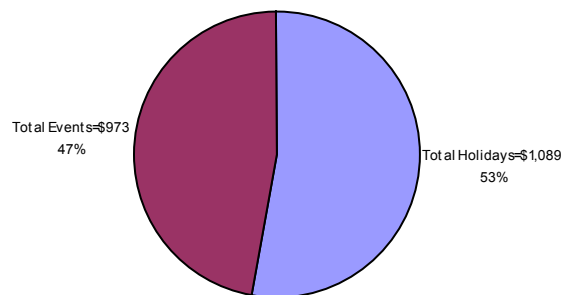
## About Gift Giving Holidays & Occasions

Christmas and Birthdays Are the Primary Gifting Holiday and Occasion throughout the Year

### Gift Giving Budget Nearly Evenly Divided Between Holiday Gifts and Gifts for Specific Occasions

While the annual year-end holiday gifting season receives the lion's share of marketers and retailers attention when it comes to the gifting market, the reality is that gifting represents a significant marketing opportunity throughout the whole year. In general, most retailers report that the last two months of the year typically generate from 25-40 percent of annual sales. Yet out of the typical gifters' annual gifting budget, Christmas accounts for only about 40 percent of the total. A major finding in this gifting study is that the gifting market is an important shopping opportunity throughout the year, not just during the traditional Christmas season.

**Total Gifting Budget by Holidays and Events**  
Total Annual Gifting Budget = \$2,062



• Figure 3-1: Total gifting budget by holiday and occasion