

Hi, I'm 

Are you ready for the festive calendar  
2023?



This festive season GIPSI  
has curated  
5 unique gifting profiles



Methodology  
Deep  
Listening

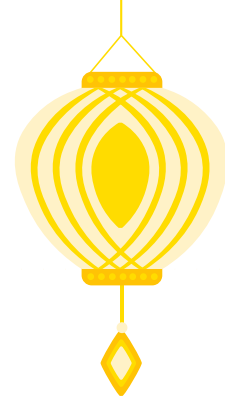
- Multiple data points which are beyond conversations
- Identified Undercurrent  
(which are beyond popular sentiments)
- Actionable Insights



Which Gifter are you  
appealing to?

Take your pick!





# Mindful Gifters

gifting ethical, conscious & thoughtful gifts



Conscious and thoughtful gift-givers are paying close attention to both nature and details while fostering a deep connection through the act of giving, rather than focusing solely on the material value of the gift.

**46K+**

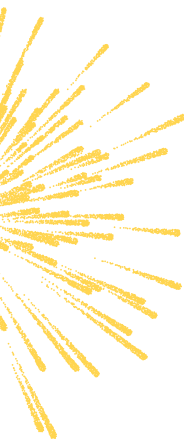
people looked for therapeutic gifts online to present to their loved ones

**20%**

spike in the number of searches for "sustainable gifts since 1st Jan 2023

**6th**

position held by 'mindful gifting' within the gifting category in terms of searches



# Experience Gifters

gifting indulging memorable experiences



**Gifting a unique activity (e.g. tickets for entertainment, events, films, spa, wellness, culinary classes) that aligns with the recipient's interests and preferences.**

**50%**

increase in searches for "experience gifts" on Google since 2022

**10M+**

conversations around #experiencegifts in 2023

**3.6M+**

searches queries have been around "Experiences" as gift

**200%**

increase in number of Instagram posts with the hashtag #experiencegift this year



# Hatke Gifters

gifting trendsetting, innovative & unique gifts



The ones who are always the first movers to introduce a new and unique product to their close ones as gifts. They are researching and staying abreast with the latest on social and discovering newer brands on these platforms.

**3.7M**

total engagement on top small gifting biz profiles. Instagram is the new search engine for gift hunters!

**111K+**

mentions of  
#GiftHamperCurator  
across social media platforms

**510K+**

mentions of #gifthamper across  
social media platforms



# Practical Gifters

gifting rational, functional & useful gifts



Useful, functional, and fulfilling the receiver's day to day needs, practical gifters are keeping their feet grounded on the reality. They are helping their dear ones in enhancing their daily routines.

**150K**

average website visits on Amazon India's 'Useful gifts' page since 1st Jan 2023

**950K+**

mentions of 'Everyday gifts' throughout popular social media platforms

**1.6M**

mentions of the keyword "Useful Gifting" across social media



# Last Minute Gifters

gifting vouchers, gift cards & ready hampers



AKA unplanned gifters, are tackling the eleventh hour gifting struggle while considering flexibility and convenience of the receivers. They are showering gifts through gift card and vouchers.

**10M+**

searches for gift cards & vouchers in 2023 till today!

**50K+**

searches for readymade 'hampers' on quick commerce apps

**300K**

searches for same day delivery options since 1st January 2023



# THANK YOU



**tonic**  
WORLDWIDE

INDIAN FESTIVE GIFTERS  
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