

Corporate Holiday Gifts

Discover a world of thoughtful
gifts to send this holiday season



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Holiday Gifting, *Without the Guesswork*

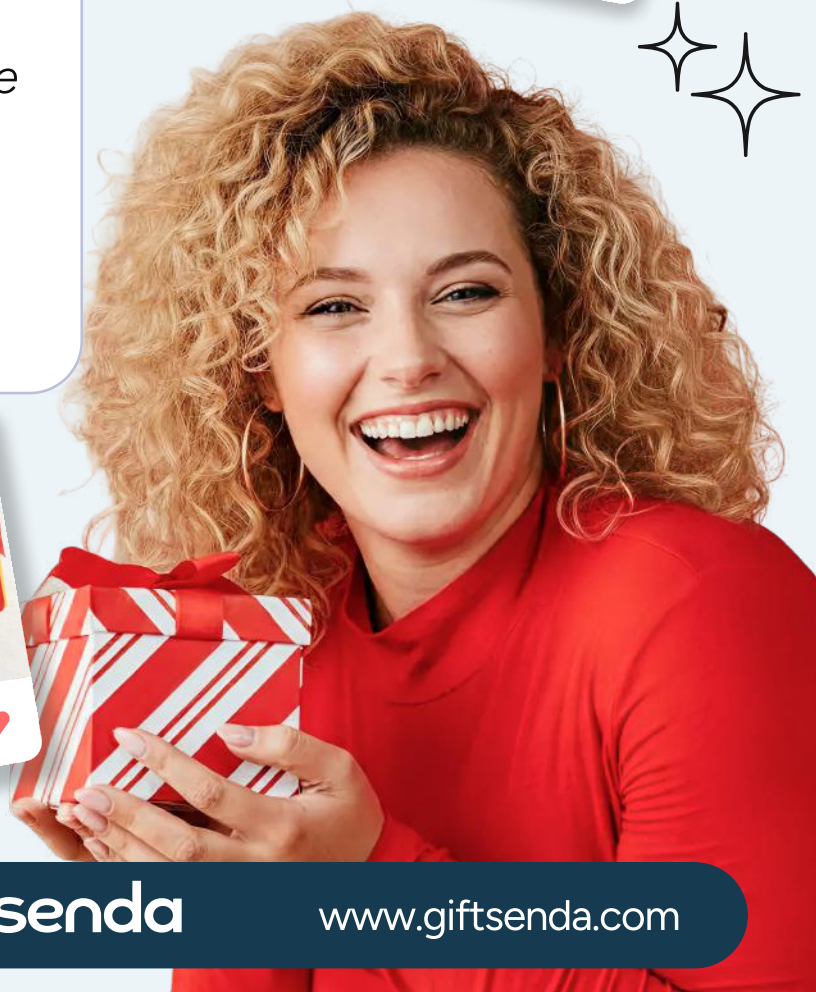
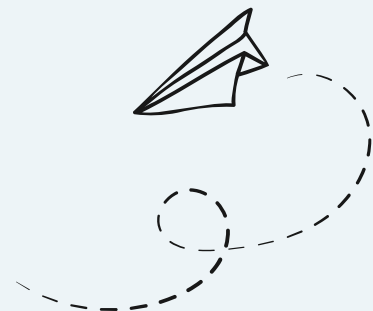
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Holiday gifting gives businesses a practical way to recognize customers, employees, partners and prospects at the end of the year.

But effective corporate gifting is no longer about sending the biggest or most heavily branded item. Current research points toward quality, usefulness, personalization and responsible product choices.



The strongest gifting programs focus on products recipients are likely to use, with enough flexibility to accommodate different preferences, budgets and audiences.



The numbers behind *corporate holiday gifting*

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78.7%

of distributors reported increased demand for better-designed, retail-style promotional products.

70.4%

said durability is the strongest indicator of product value.

60%

of buyers reduce quantity first when budgets tighten, compared with just **11%** who reduce customization.



What this means for *your holiday gifting*

01. Choose quality over quantity.

Fewer, better-designed products can deliver more value than a larger selection of disposable items.



02. Make personalization practical.

Recipient choice, curated collections and audience segmentation can help reduce the risk of sending irrelevant gifts.



03. Think beyond traditional SWAG.

Retail-inspired apparel, tech, drinkware, gourmet products and useful everyday items can make corporate gifts more versatile.



04. Consider the entire experience.

Packaging, personalization, delivery and product quality all contribute to how a corporate gift is received.



What's Shaping Corporate Gifting?



01. Gift Psychology

Give people more relevant choices.

Research on gift-giving shows that givers and recipients don't always value the same things. For corporate programs, recipient choice, practical products and curated options can make gifting more relevant at scale.



02. Packaging Trends

Less excess. Better presentation.

Packaging is becoming another consideration in product selection, alongside durability, design and material quality. For holiday gifting, [clean presentation](#), appropriate packaging and responsible material choices can help create a more polished gift without adding unnecessary components.



03. Color Trends

Neutrals meet intentional accents.

Pantone's 2026 Color of the Year, [Cloud Dancer](#), reflects the continued use of soft, versatile neutrals. For corporate gifting, neutral products can provide a clean base for subtle branding and accent colors.



04. SWAG Trends

Corporate merchandise is becoming more retail-inspired.



Heavyweight tees, relaxed and genderless fits, versatile outerwear, muted tones and streetwear-inspired styles are shaping promotional apparel. The focus is [shifting toward](#) products that can work across professional and everyday settings.

05. Corporate Gifting Trends

*Quality. Personalization.
Sustainability. Efficiency.*



[Corporate gifting](#) is shifting toward durable products, retail-style merchandise, recipient choice and more transparent sustainability information. AI and automation are also increasingly being used across the promotional products industry to streamline product research, personalization and ordering.

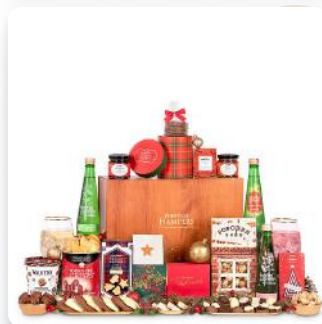
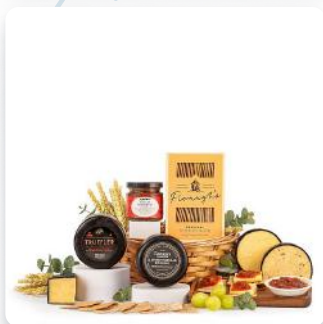
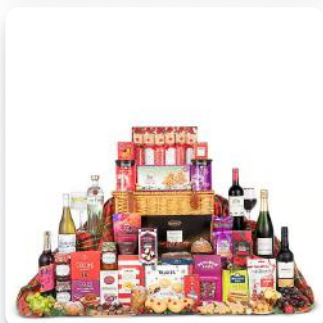


The takeaway:

choose gifts that are useful, well designed and relevant - then make them easier to personalize and deliver at scale.

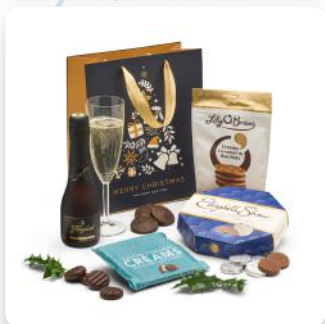
Gift Baskets

Discover gift baskets that delight, inspire,
and leave your brand unforgettable.

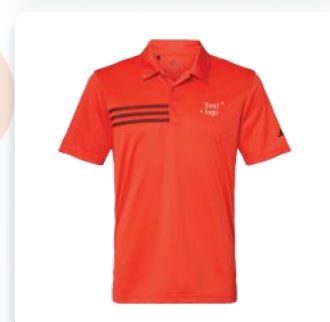
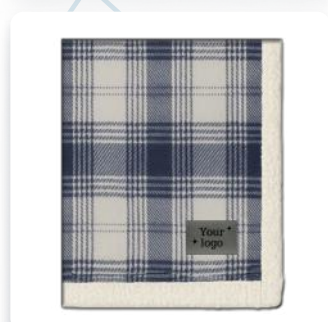
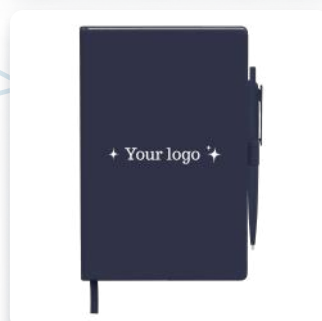
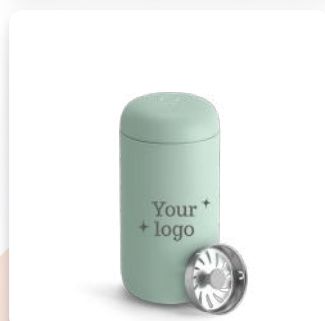
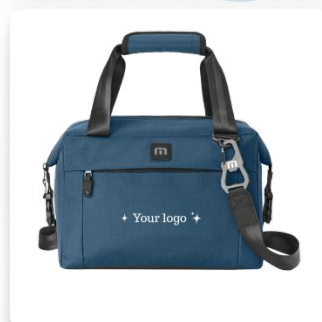
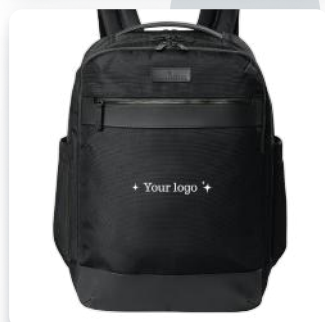
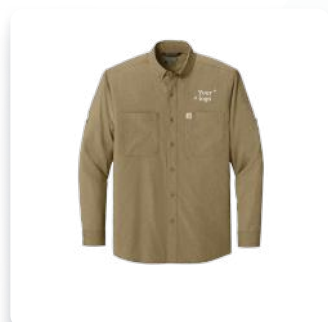


Gift Baskets

Discover gift baskets that delight, inspire,
and leave your brand unforgettable.



Top Brands



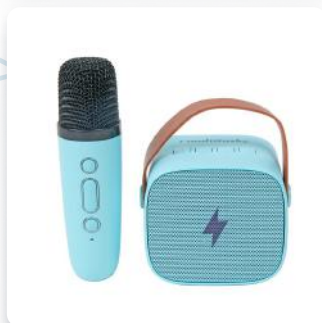
Wellness

Refresh, relax, and recharge with gifts that inspire balance and self-care.



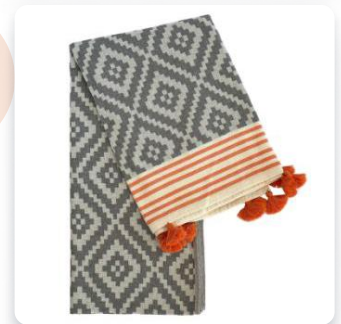
Technology

Innovative gadgets and accessories that impress and keep life connected.



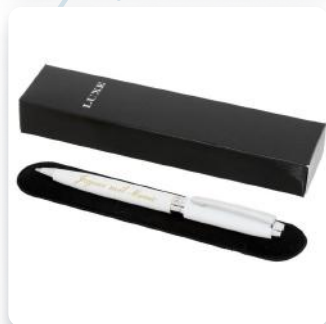
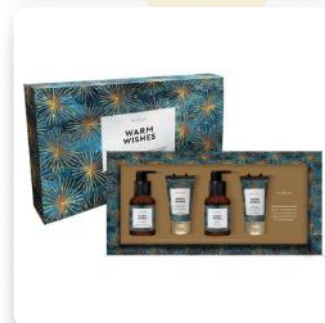
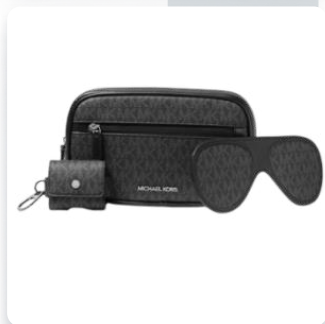
Eco-Friendly

Sustainable gifts that care for the planet while delighting your recipients.



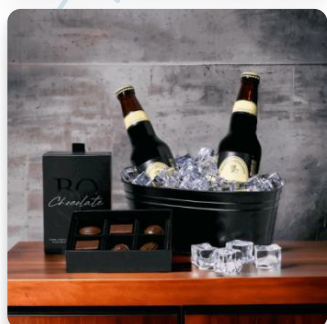
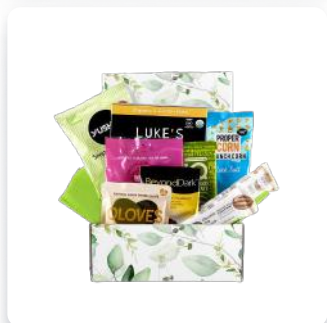
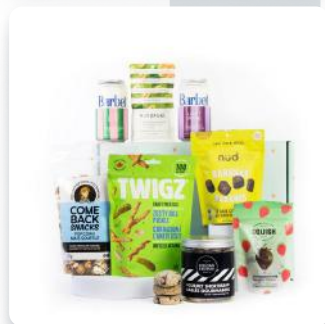
Luxury Gifts

Premium selections crafted to impress
and celebrate in style.



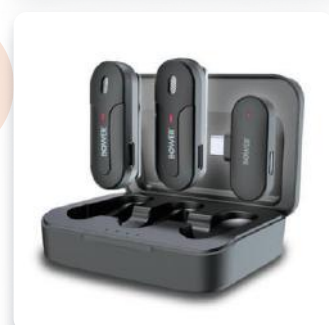
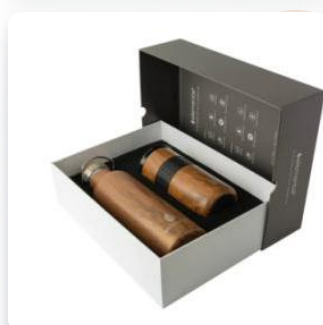
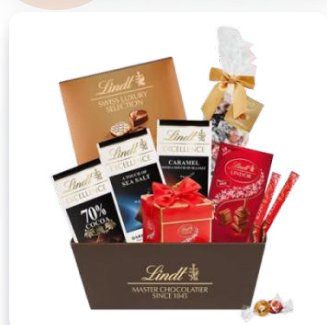
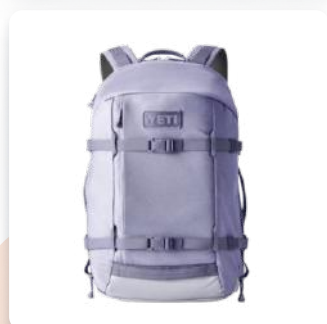
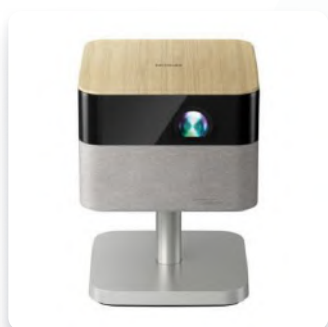
Food & Beverages

Delicious flavors and gourmet treats to share and savor.



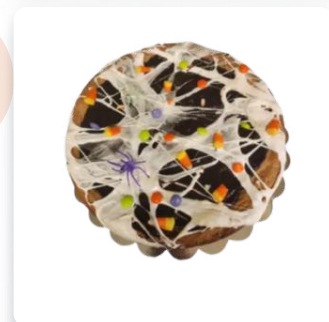
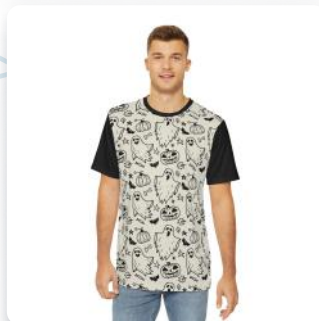
Trending For This Season

Our most popular picks, perfect for celebrating right now.



Gifts For Halloween

Spooky-fun surprises to treat
your team or clients.



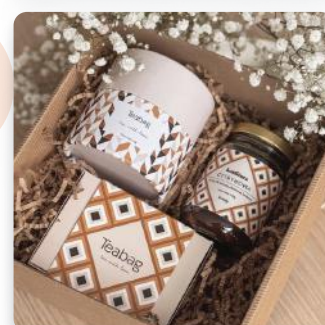
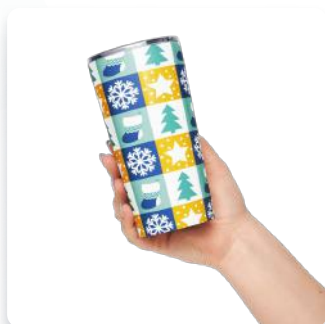
Gifts For Thanksgiving

Heartfelt gifts to share gratitude
and connection.



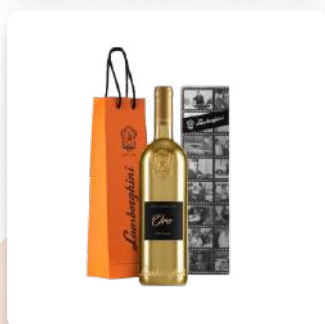
Gifts For Christmas

Festive favorites that spread holiday cheer.



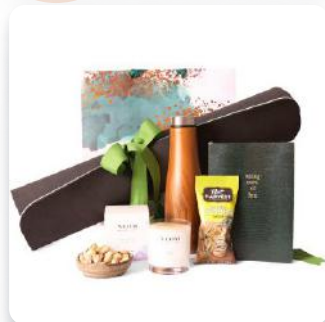
Gifts For Christmas

Festive favorites that spread holiday cheer.



Gifts For New Year

Ring in the year ahead with celebratory gifts.



Seasonal Kits

Curated sets designed to match the spirit of every season.



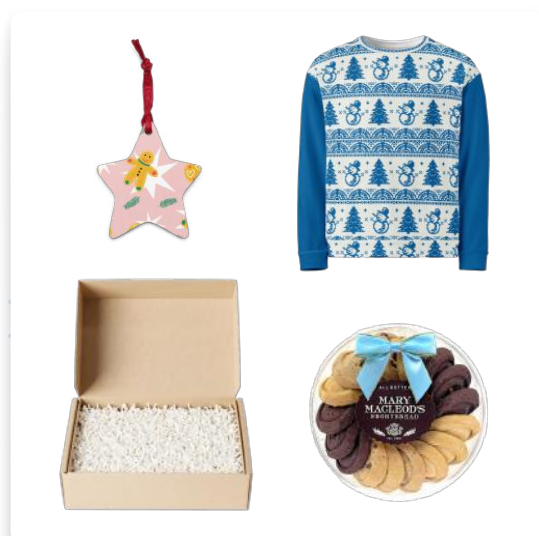
Spooky Cozy Night Kit

- Halloween-themed Mug
- Custom Socks
- Custom Scented Candle



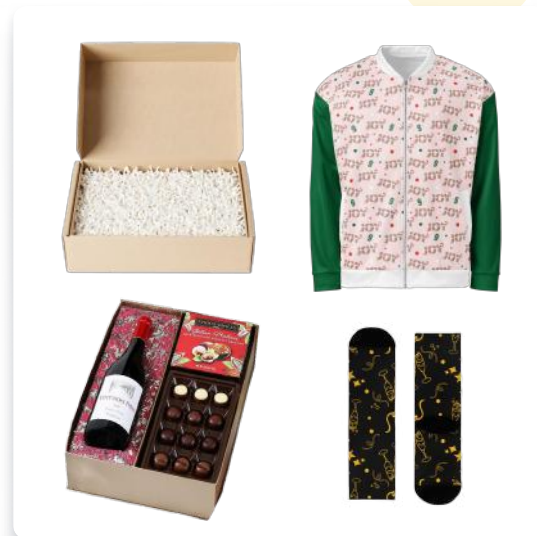
Fall Reflection Kit

- Gratitude Journal
- Custom Socks
- Herbal Tea



Holiday Comfort Kit

- Custom Wooden Ornaments
- Custom Sweatshirt
- 7-Inch Round of Mini Cookies



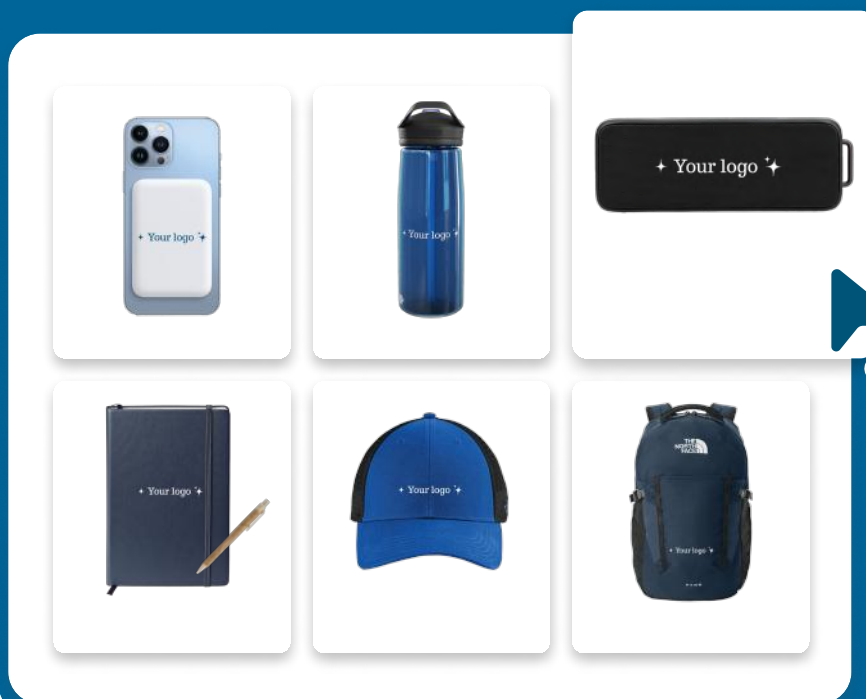
Fresh Start Kit

- Custom Bomber Jacket
- Holiday Socks
- Wine and chocolate set



Create Custom Gifts

choose gifts that are useful, well designed and relevant - then make them easier to personalize and deliver at scale.



Book a demo
to get started today!