

State of Gifting



'24-'25





The way we connect through gifts is changing fast, and Edible’s first **State of Gifting Report is here to spill the tea** on the hottest trends that are closing out 2024 and on consumer’s minds for 2025.

We’ve got the inside scoop on how gifting is evolving—thanks to our fruitful customer data and **more than 25 years** of helping people celebrate life’s big moments and everyday occasions—and we’re sharing the juicy details **for the first time.**

Here’s what’s in store:

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the trends a a glance

1 pro-crastination nation: rushed orders with real love

With same-day delivery and last-minute options rising, gifters have become “pro” procrastinators.



2 click or brick (and mortar): gen Z's in-store comeback has everyone talking

Gen Z is showing that, though they love tech, real-life retail is where it's at.



3 the distance dilemma: bridging the miles one click at a time

When people can't show up IRL, they turn to the URL. Enter: the rise of long-distance gifting.



4 millennials want a brand-lationship, while gen z is still dating around

Every generation is looking for the one (brand that is), but Millennials are proving to be the most loyal.



5 no occasion? no problem.

While birthdays and big moments still shine, more people are embracing spontaneous gifting.



pro-crastination nation: rushed orders with real love

More people than ever are waiting until the very last minute to snag that perfect gift—and we're not talking weeks in advance; we're talking days or even 24 hours before.

We can thank the pandemic for this, because retailers rolled out more shipping options than ever, making it easy to wait. This has allowed consumers to delay decisions and sparked a growing demand for immediacy, convenience, and flexibility. Pair that with Americans' need to shop around for a perfect option they love, and we can officially say, "Welcome to PRO-crastination Nation."

77.9%



of gift orders in 2024 were within 24 hours of the delivery day. This has increased over the past several years (up from 71.6% in 2021, to be exact).



pro-crastination nation: rushed orders with real love

We're all guilty.

Sure, we love roasting men for last-minute gift runs, but regardless of gender, we're all in on the last-minute hustle.

1 in 3



gifts purchased in 2024 were for same-day delivery, regardless of gender. And (surprise!) data shows men actually planned a little more. It may be assumed women are "planners," but you know what they say about assuming...

But don't go getting a big head, boys. Findings show that when men shop at the last minute, it's for the important people in their lives (like mom or their partner). Ladies, on the other hand, save last-minute gifting for a wider circle and more occasions. For these gals, it's less about how much you spend and more about keeping things thoughtful at unexpected times.



Don't worry "pro" procrastinators. We've got you. Edible® offers an array of solutions, from same-day, one-hour and next-day delivery, to same-day and next-day pick-up. Thanks to this and partners like DoorDash and UberEats, you can focus more on choosing the perfect gift, and less about how it gets there.



click or brick (and mortar): gen z's in-store comeback has everyone talking

Gen Z is bringing in-store shopping back—something you wouldn't expect from a generation supposedly glued to their screens. Whether for the vibe, instant gratification, or to support local businesses, they're proving that convenience is cool, but connection is everything. For Gen Z, it's all about making the IRL experience count.

30%



of Gen Z opt to shop IRL over URL. Their preference for in-store shopping has increased by more than 10% post-pandemic (more than any other generation).



click or brick (and mortar): gen z's in-store comeback has everyone talking

But don't get it twisted—online shopping isn't going anywhere.

Gen X and Millennials still love the convenience of online. In fact, despite the assumption that older generations shy away from tech, Gen X is actually out pacing Millennials. Gen X's early digital adoption, combined with rapid lifestyle shifts during the pandemic, made them one of the most online-driven generations—rivaling even the younger crowd when it comes to gifting.

the distance dilemma: bridging the miles one click at a time

Online shopping continues to spark new trends, too—like long-distance gifting. As families and friends become more geographically dispersed, this trend is set to grow, helping us stay connected for those special moments, no matter the distance.



3

the distance dilemma: bridging the miles one click at a time

Thanks to the convenience and connection offered by online platforms, people are sending gifts farther than ever to let our loved ones know we're thinking of them, even when we can't be there in person.

22%



Americans increased their average gifting radius by more than **22%** over the past five years.

Baptisms and Baby Showers top the list for long-distance deliveries—**averaging more than 460 miles**—proving that even when people can't be there in person, they're still finding ways to show up.



Edible® has more than 700 locally owned and operated stores across the U.S., and our same-day delivery reaches 70% of U.S. households within one hour. So, whether you're shopping IRL or sending love from miles away, we're here to help you make every moment special—no matter how or where you choose to gift.



millennials want a brand-lationship, while gen z is still dating around

Retail relationships can be complex, but Millennials are the ones who stick it out, no matter the occasion. Their core trait? Brand loyalty. They're all about trusting the brands they know and love, leaning on past experiences to guide their gifting choices time and time again.

On the other hand, Gen Z isn't ready to settle down—they're still dating around, exploring new brands, chasing the best deals, and looking for personalized experiences that make each gift feel fresh and unique.

10%



*Gen Zers prefer to keep "swiping left" until they find the best deals, **10%** more than Millennials, and their attraction to promotions is about more than price—sometimes, the thrill of novelty or one-of-a-kind experiences is enough to commit. As the years go on, the impact of a great deal is lessening for Millennials, signaling the beauty of long-term, happy (brand) relationships.*



millennials want a brand-relationship, while gen z is still dating around

Once they're loyal to you, millennials make it known.

1 in 4



gifts from Gen Z will include personalized touches that make them memorable and meaningful. From custom messages to thoughtful add-ons, personalization is key to their gifting style.

For Gen Z, gifting is as much about creativity and fun as it is about personalization. They seek personalized touches even more than their Millennial counterparts to make you feel special, but they do it with a twist. Gen Z gravitates toward smaller, quirky items that feel uniquely special. From all things “mini” treats to novelty gifts, they’re seeking something that stands out, proving that bigger isn’t always better when making a lasting impression.

At Edible, know 75% of our customers crave that personalized touch, whether it's a heartfelt message or an extra-sweet add-on. That's why we've expanded beyond fresh fruit arrangements to offer plenty of gourmet treats, all beautifully hand-delivered and gift-wrapped. Whether for long-term love or a "right now" moment, we'll continue to up the ante, making gifting personal, easy, and memorable.

no occasion? no problem.

Why wait for a holiday? "Just because" gifting is booming, driven by non-traditional moments and hashtag holidays.

1 in 4

gifts were "Just Because."



While older generations still stick to traditional holidays, younger consumers embrace random acts of gifting to celebrate personal relationships. Social media is fueling this trend, with hashtag holidays like #NationalGirlfriendDay buzzing across platforms and inspiring even more occasions. The result? More and more people, especially Gen Z and Millennials, are turning everyday occasions into gifting spectacles, making spontaneous connections the new norm.



no occasion? no problem.

Self-gifting is on the rise thanks to little treat culture, and \$30 is the sweet spot for “me” gifts.

Whether it’s a reward for a job well done or simply because it’s a Tuesday, people are snagging something special for themselves while shopping for others. Gen Z is leading the charge, focusing on self-care and personal indulgence driving the trend. And it’s not just a generational thing: Surprisingly, men are more likely to treat themselves than women, dedicating a more significant portion of their purchases to self-gifting. You do you, boo.

30%

of Gen Z’s gifting is actually self-treating.



While some are focused on “me,” Boomers carry the “we.”

Boomers are the ones keeping the group celebrations alive. They’re all about the “we” gifts—bigger, more indulgent presents that unite everyone. Whether it’s a gourmet spread or a gift that turns a get-together into a memory, Boomers prioritize gifts that ensure everyone’s feeling connected. Gosh, we love them.



Edible® is all about making everyday moments celebratory—whether it’s a “me” gift or a “we” celebration—because no matter the occasion (or lack thereof), there’s an Edible® for that. From indulgent desserts you can share to new, little treats for one, we’re constantly rolling out new ways to make every day feel extra special.



about
edible

Founded in 1999, Edible® has revolutionized the gifting industry, uniquely leveraging the synergistic power of an innovative e-commerce hub and locally owned brick-and-mortar locations across the globe. Edible's platform seamlessly blends the convenience of online shopping with a vast retail footprint that services over 70% of U.S. households within an hour. Expanding beyond its iconic fruit arrangements, Edible has a range of offerings, including delectable dessert boards, cookies, brownies, cakes, farm-fresh flowers and more – perfect for every celebratory occasion and any treat-yourself moment. For more information or to inquire about franchising opportunities, visit [edible.com](https://www.edible.com) or contact us at media@edible.com.

executive closing remarks

**Somia Farid Silber,
Chief Executive Officer**



“As we look to the future, Edible is evolving to meet the needs of a new generation of gifters. Our mission has always been to help people celebrate life’s best moments, and now we’re doing that by expanding our product offerings, embracing innovation, and enhancing our customer experience. We’re creating connections and bringing Edible into the future by introducing new categories, implementing an array of digital enhancements, or reintroducing the in-store experience. This is an exciting time, and we’re committed to staying at the forefront of the gifting industry, delivering the creativity and convenience our customers expect.”



**Kevin Keith,
Chief Marketing Officer**



“Reaching new and existing consumers means evolving with them. At Edible, we’re reimagining how people engage with our brand—through fresh, bold marketing campaigns and creating seamless, personalized experiences across all touchpoints. We’re here not only to meet expectations but to exceed them, making sure Edible is the first name people think of when it comes to gifting and celebrating everyday moments.”



**Erica Randerson,
Vice President of
E-Commerce**



“At Edible, we’re constantly innovating our e-commerce experience to keep pace with customers’ busy lives and evolving expectations. We understand that today’s shopper is looking for speed, convenience, and reliability—especially when it comes to gifting. Our recent focus has been on streamlining every step of the customer journey, from intuitive product browsing and easy checkout to growing our quick delivery options and personalization offerings. We’re making it simpler than ever for our customers to connect with loved ones in meaningful ways, even on short notice.”



executive closing remarks

Faraz Iqbal,
Chief Technology Officer



“Convenience and personalization go hand in hand with innovation. As we continue to enhance our e-commerce platforms and in-store technology, we’re making sure every interaction with Edible is as effortless as it is personalized. From faster, smarter online shopping to franchise technologies that set a new standard, we’re committed to driving Edible’s future with cutting-edge solutions.”



Angela Johnson,
Chief Innovation Officer



“Innovation is at the heart of everything we do at Edible. From expanding our product lines to introducing new, on-trend flavors and concepts, we focus on delivering our customers the freshest and most unique experiences. We aim to constantly surprise and delight, keeping Edible at the forefront of the gifting industry by always offering something new.”



Mark Mele,
Chief Development Officer



“Delivery and convenience are key pillars of our growth strategy. As we expand our footprint and enhance our delivery capabilities, we’re making it easier than ever for our customers to send and receive gifts in record time. Edible is leading the way in making convenience and speed a standard in the gifting industry.”





Our State of Gifting Report draws from an extensive analysis of Edible's customer data and industry insights over the past five years (2019-2024), representing the behaviors and preferences of more than 18 M Americans. This report offers a detailed look at the trends shaping how people gift today. For more information or to inquire about franchising opportunities, visit edible.com or contact us at media@edible.com.