

WEBINAR SERIES:

EMERGING TRENDS WITH ERICA KIRKLAND FROM GIFTBEAT MAGAZINE



KEY TAKEAWAYS

- GiftBeat collects data from 300 independent retailers across the country. GiftBeat does not take any ads and is not influenced by vendors.
- Some of the trends that Erica Kirkland is seeing for 2024 include the cowboy theme, self-care, and good store layout.
- Erica Kirkland also recommends that vendors be choosy about their channel distribution strategy and avoid selling to big box stores if they want to maintain their independence.
- Gourmet foods are a growing category among retailers, especially when customers can sample the product.

WEBINAR REWIND

In this webinar, Erica Kirkland discusses GiftBeat and how they collect data. GiftBeat gets its data from 300 reporting stores across the country. These stores are not affiliated with vendors and report their top-selling items every month. This data is then used to generate reports on trends in the gift industry.

Erica then talks about some of the trends she sees in 2024. Some of the trends that she mentions include:

- A continued interest in home goods, such as candles, mugs, and tumblers
- The growing popularity of personalized items
- The emergence of new categories, such as loungewear and pickleball accessories

She also talks about some specific products she sees do well, such as wax reveal candles from Pavilion, food-design purses from Chala, and miniature insulated drinking glasses from The Darling Effect.

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