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MerseyMade  
Liverpool

# INDUSTRY GUIDE **GIFTWARE**

# Giftware Industry Guide

This guide is designed for anyone starting or running a business related to the Giftware Industry.

For the purpose of this guide, giftware includes promotional goods and merchandise, greetings cards, crafts, ceramics, glassware, tableware, homewares, small leather goods, party goods and luxury items. There are other guides covering jewellery and toys. Crafts are also covered in Arts & Crafts guide.

We have highlighted some of the key resources about the Giftware Industry that you can find at the Business & IP Centre such as general research (statistics, trends and developments), key companies, trade magazines and newsletters.

All you need is a free Reader Pass.

## About the Business & IP Centre (BIPC)

The Business & IP Centre is here to help you start and grow your business. We offer one to ones, specialist workshops, inspiring events and access to premium market data and intelligence – all for free. We are home to the UK's largest collection of business and intellectual property (IP) information, as well as a thriving community of entrepreneurs. Based in the British Library and over 70 libraries across the UK.

## Here to help

If you have any questions, our information specialists at the Business & IP Centre will be happy to help. You can pop into the BIPC reading room on the first floor in the British Library, or email one of the team at [bipc@bl.uk](mailto:bipc@bl.uk)

Updated January 2025  
Tony Corsini

[bl.uk/bipc](https://bl.uk/bipc)

 [linkedin](#)

 [Instagram](#)

# Start-Up Information



**The Cobra database** contains practical fact-sheets on all aspects of starting, running and managing a small business – including information on writing business plans, marketing, company structures etc.

It also covers the practical aspects of how to start and run particular types of businesses – outlining necessary skills, regulations, licences and legislation etc. and highlights other sources of information and advice available.

Accessible via electronic resources.

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## Business Opportunity Profiles (BOP)

Art Gallery	BOP115
Glassware Maker	BOP195
Craft Supplies Retailer	BOP449
Gift Shop	BOP392
Greeting Card Maker	BOP144
Pottery Maker	BOP063

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## Mini Business Profiles (MBP)

Candle Maker	MBP140
New Age Shop	MBP298
Balloon and Party Supplies Retailer	MBP348
Personalised Gift Producer	MBP379
Promotional Merchandise Supplier	MBP300

# Market Research and Statistics

If you are planning on starting a business you will need to be aware of the latest trends, developments and opportunities within your industry which can all be found from market research.

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## GlobalData

GlobalData is a market research platform that offers consumer and retail information and trends, and actual and forecast sales data for Fast Moving Consumer Goods businesses.

- Retail Occasions Series: UK All Year Gifting 2024
  - Retail Occasions Series: UK All Year Gifting (Cards & gift wrap) 2024
  - Retail Occasions Series: UK Retail Occasions Market 2018-2023
  - Retail Occasions Series: UK Easter 2024
  - Retail Occasions Series: Halloween 2024
  - Retail Occasions Series: UK Mother's Day Intentions 2025
  - Retail Occasions Series: UK Father's Day 2024
  - Retail Occasions Series: UK Valentine's Day 2025
  - Retail Occasions Series: UK Christmas 2024
  - Retail Occasions Series: UK Fireworks 2024
  - Retail Occasions Series: UK Black Friday 2024
  - Retail Occasions Series: UK Ramadan/Eid 2024
  - Retail Occasions Series: UK End of Year Gifts for Teachers 2024
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## IBISWorld

Market research also covers market size and forecasts, consumer demographics and attitudes, the key players and products and will often include SWOT and PEST analysis showing areas of strength, weakness, opportunities etc. IBIS World provides trusted industry research on thousands of industries worldwide. Their analysts leverage economic, demographic and market data, then add analytical and forward-looking insight, to help organizations of all types make better decisions.

- Ceramic Household & Ornamental Articles Manufacturing in the UK
  - Online Greetings Card Retailers in the UK
- 



## Mintel

Mintel provides market research and consumer intelligence solutions to consumer-focused businesses with a combination of syndicated tools and custom insight solutions.

- Christmas Gift Buying 2022
  - Food and Drink Gifting 2022
  - Gifting in BPC 2025 [Beauty & Personal Care]
  - Greetings Cards & Personal Stationery Retailing 2021
  - Hobbies and Interests 2023
  - Homewares Retailing 2023
  - Prospects for Christmas 2023
-

## Passport Euromonitor International

Passport Euromonitor International is a market research platform offering industry data, consumer insights and macroeconomic trends from over 200 countries around the world.

- Home & Garden in the United Kingdom
- Homewares in the United Kingdom

(There will be reports on the same subject covering other countries)

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## Statista

Statista is a global data and business intelligence platform with an extensive collection of statistics, reports, and insights on over 80,000 topics from 22,500 sources in 170 industries.

- Christmas Season in the United Kingdom (Report)
- Christmas Shopping in the United Kingdom (Consumers & Brands)
- Holiday Season and New Year in the United Kingdom (Consumers & Brands)
- Retail Events in the United Kingdom (Politics & Society)

(Only reports listed above, there will usually be relevant statistical tables on Statista)

# Trade Magazines and Journals

Useful for gaining inside knowledge, recent trends, industry news, company profiles, reviews of new products and services. Some contain annual reviews and company contact lists. Mostly available on open shelves in the Business & IP Centre reading room; older issues may be ordered via Explore the British Library (please ask for help).



## **Ceramic Review (Ceramic Review, bi-monthly)**

[(B) MV 23 –E(8) (Science 2)]  
Magazine of ceramic art and craft. Includes classified ads and exhibitions guide.

[ceramicreview.com](http://ceramicreview.com)



## **Crafts (Crafts Council, bi-monthly)**

[P.423/209 Humanities] (Must be ordered using the Explore the British Library)

Profiles of contemporary craftspeople, guide to galleries and shows in the UK, details of suppliers to the crafts industry. Some articles and sections available on Crafts Council website:

[craftscouncil.org.uk/crafts/crafts-magazine](http://craftscouncil.org.uk/crafts/crafts-magazine)



## **Gift focus magazine (Kline Davis, bi-monthly)**

[(P) 381.4567 –E(1) BUS]

News for the giftware industry including company and new product information, interior design, jewellery etc. Current and back issues free on website.

[giftfocus.com](http://giftfocus.com)

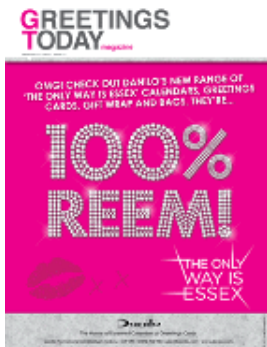


**Gifts Today  
(Lema Publishing Ltd, monthly)**

[ZK.9.b.10592 Humanities]  
(Must be ordered using the Explore the British Library)

Magazine for the giftware trade. Includes retail news, heritage retailing (museums etc.), jewellery, licensing news, new products and ranges, company profiles. Past issues on website.

[giftstoday.media](http://giftstoday.media)



**Greetings Today  
Lema Publishing Ltd., Monthly)**

[P.513/667 Humanities]  
(Must be ordered using the Explore the British Library)

Magazine for the greetings card industry. Includes industry news, profiles etc.

Website for magazine (past issues on site):

[greetingstoday.media](http://greetingstoday.media)

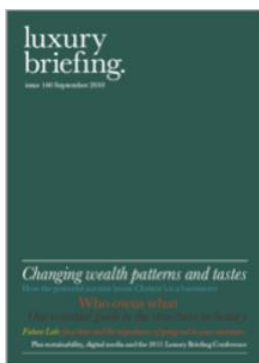


**Home & Giftware  
(Gifts & Greetings Review Ltd)**

[Online only]

Online magazine covering news and trends for gifts, crafts, heritage retailing, greetings and stationery. Includes a supplier directory.

[giftwaremagazine.com](http://giftwaremagazine.com)



**Luxury Briefing  
(Atlantic Publishing, monthly)**

[(B) AL 90 –E(64) BUS]  
Newsletter covering fashion, beauty, luxury goods and services, jewellery, interiors etc. Includes market trends, company analysis etc.



**Marketing Week  
(Centaur, weekly)**

[(P) AQ89 –E(2) BUS]

General weekly magazine for people in marketing, but has regular advertising section on promotional gifts.



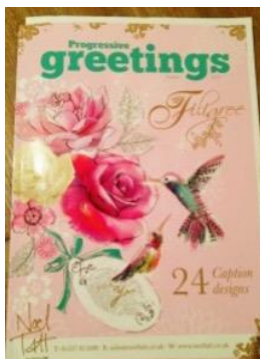
**Progressive Gifts & Home Worldwide  
(Max Publishing Ltd., bi-monthly)**

[ZK.9.b.18996 Humanities]  
(Must be ordered using the Explore the British Library)

Magazine for importers, wholesalers and retailers in giftware and homewares including glassware, ceramics, decorative items, jewellery, gift wrap etc. Includes new product news, product directory, bestsellers, company profiles.

No issues received since 2014 but back issues are free on the website.

**[progressivegifts.co.uk](http://progressivegifts.co.uk)**  
(click on cover image, bottom right)



**Progressive Greetings  
(Max Publishing, monthly)**

[ZK.9.b.18941 Humanities]  
(Must be ordered using the Explore the British Library)

Magazine for the UK greetings cards industry. Includes artist profiles, innovations, advertisements etc.

**[pgbuzz.net](http://pgbuzz.net)**



**Progressive Party  
(Max Publishing Ltd., bi-monthly)**

[ZK.9.b.23535 Humanities] (Must be ordered using the Explore the British Library)

Covers the party goods market, including weddings, costumes, decorations etc. Now discontinued in paper form but we have issues up to Nov/Dec 2014.

**Recent editions can be viewed here (link on right of page).**

**[progressiveparty.co.uk](http://progressiveparty.co.uk)**



**Tableware International  
(Williams Press Ltd., quarterly)**

[(P) MV 072 –E(4) Science 3]

Magazine for the tabletop, gifts and housewares. Includes glassware, ceramics, cooking equipment. Contains company profiles, new products, country profiles and exhibition reports. Some information on the magazine website.

**[tablewareinternational.com](http://tablewareinternational.com)**

# Business News and Journals

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## **Factiva**

In order to find the latest news on your topic it is always worth searching Factiva, Business Source Complete and EMIS.

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## **Business Source Complete**

You will find articles from specialist business and academic journals, as well as newspapers and magazines. You may also find market research reports and case studies. As well as profiles of leading industry figures.

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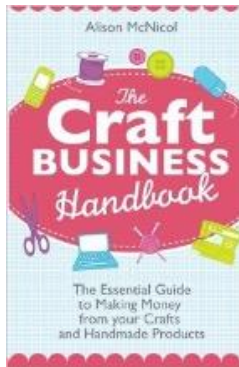
## **EMIS**

You will also find articles covering recent developments and predicting future trends in your industry.

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# Small Business Help Books

This is a collection of books with practical information aimed at those starting and running a business. Located in the Centre, unless otherwise stated.



## **The Craft Business Handbook by Alison McNicol**

(Kyle Craig, 2012)

[SBH BT.137 Small Business Help]

How to make money from crafts. Includes pricing, marketing, websites. American but relevant to UK.

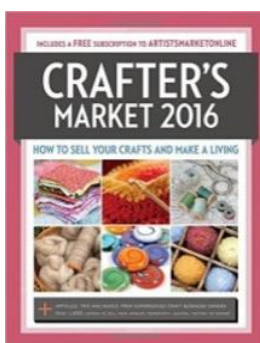


## **Craft Show and Sell by Torie Jayne**

(Search Press, 2014)

[SBH BT.17 Small Business Help]

Building a craft business, including online sales, brand building and marketing.

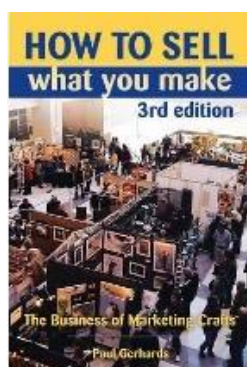


## **Crafters Market 2016 by Kerry Bogert**

(Fons & Porter, 2015)

[SBH BT.18 Small Business Help]

American book but has some tips for UK craftspeople.

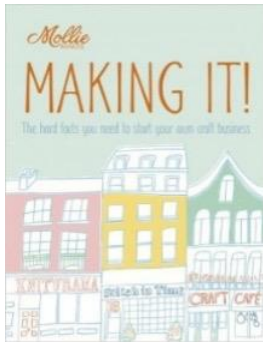


## **How to Sell What You Make: the Business of Marketing Crafts by Paul Gerhards**

(3rd edition, Stackpole Books, 2013)

[SBH BT.60 Small Business Help]

Book includes chapters on selling to the trade, the internet, galleries etc. American book but some useful advice for UK sellers.



### **Making It! by Mollie Makes**

[Lara Watson]

(Collins & Brown, 2014)

[SBH BT.74 Small Business Help]

Starting and running a craft business including costs, pricing and online marketplaces.

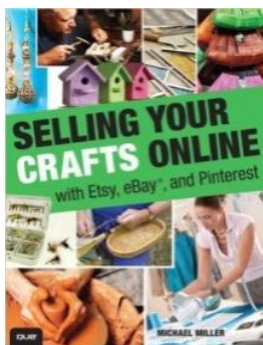


### **Online Marketing for Your Craft Business by Hilary Pullen**

(David & Charles, 2014)

[SBH BT.83 Small Business Help]

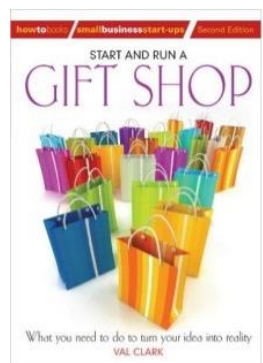
Guide to promoting and selling handmade goods via social media. Include search engine optimisation, blogs and cross-channel content strategy.



### **Selling Your Crafts Online with Etsy, eBay and Pinterest by Michael Miller, 2013)**

[SBH BT.95 Small Business Help]

American book on how to sell your hand-made goods by well-known marketplaces.

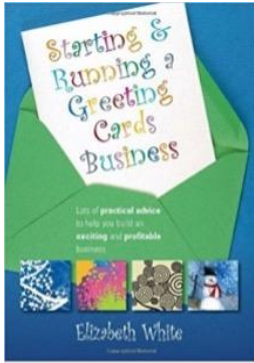


### **Start and Run a Gift Shop by Val Clark**

(How To Books, 2009)

[SBH BT.104 Small Business Help]

Book showing how to start and run a giftware retailers. Covers buying stock, selling, premises, staffing, importing, security and internet trade. A little old now but still an important source.



### **Starting & Running a Greeting Cards Business by Elizabeth White**

(How To Books, 2008)

[SBH BT.117 Small Business Help]

Includes design, pricing, selling etc.



### **Starting Up a Gallery and Frame Shop by Annabelle Ruston**

(A&C Black, nd c.2009)

[SBH BT.119 Small Business Help]

Advice on setting up a gallery and framing business including choosing a premises, investment etc.

### **How to Start a Gift Shop**

(Startups)

Free six page guide on how to start a gift shop:

[startups.co.uk/guides/how-to-start-a-gift-shop](http://startups.co.uk/guides/how-to-start-a-gift-shop)



### **Successful Retailing for Smaller Museums**

(Association of Independent Museums, 2020)

Guide for small museums running a gift shop

[aim-museums.co.uk/resources/successful-retailing-for-museums](http://aim-museums.co.uk/resources/successful-retailing-for-museums)

# Other Market Research Reports



Market for Craft (Crafts Council, 2020) Overview of the craft market including consumer behaviour and export potential.

Free online:

[craftscouncil.org.uk/documents/  
880/Market\\_for\\_craft\\_full\\_report\\_2020.pdf](https://craftscouncil.org.uk/documents/880/Market_for_craft_full_report_2020.pdf)

# Directories



## **British Craft Directory (Online Resource).**

Directory of craft product producers searchable by product and region.

[britishcraftdirectory.co.uk](http://britishcraftdirectory.co.uk)



## **Craft Business Directory (Aceville Publications, annual)**

[(B) DIR 338.47745502541 BUS]

For buyers of crafts materials, including services for the craft business. Also has useful articles on selling crafts, social media etc. Latest edition 2015



## **Department Store Yearbook (Onecom, annual)**

[(B) DIR 381.14102541 BUS]

General buyers guide for department and variety store buyers. It has good sections on giftware, kitchen and homewares, crafts, jewellery etc.

Latest edition also available to read online here:

[flickread.com/edition/html/5e4e5c095a0bf#1](http://flickread.com/edition/html/5e4e5c095a0bf#1)



## **Garden and Hardware Yearbook (Onecom, annual)**

[(B) DIR 338.47635 BUS]

Buyers guide for managers of garden centres so includes horticultural goods, but also good coverage of suppliers of gifts, greetings cards, tableware, household goods, Christmas goods etc.

Latest edition available to read online here:

[flickread.com/edition/html/660d82a26d022#1](http://flickread.com/edition/html/660d82a26d022#1)



### **Giftware Association: Our Members (Online resource)**

Profiles of members of the Giftware Association with contact details.

[giftwareassociation.org/our-members](http://giftwareassociation.org/our-members)



### **Glass International Directory (dmg Business Media, annual)**

[(B) DIR 666.10294 BUS]

Covers industrial and domestic glass industries including hand-made products, ornamental glassware, vases etc.



### **Greeting Card Association (Online resource)**

Directory of members – searchable by genres, region and services.

[gca.cards/directory](http://gca.cards/directory)



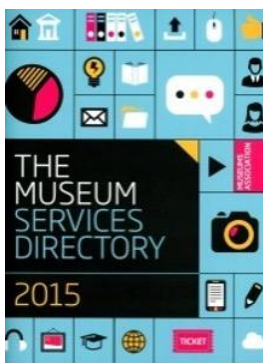
### **Interior Design Yearbook: Professional Edition (Onecoms, annual)**

[(B) DIR 729.014797103 BUS]

Directory for interior designers covering furniture etc., but also includes sections on textiles, tableware, china and glassware, decorative accessories and mirrors. Consumer edition also available.

Latest edition available to read online here:

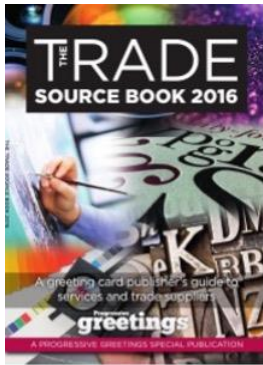
[flickread.com/edition/html/657856594ceff#1](http://flickread.com/edition/html/657856594ceff#1)



### **The Museum Services Directory (Museums Association, annual)**

[(B) DIR 069.0284 BUS]

Includes a small section giving suppliers of merchandise for museum giftshops.



**The Trade Source Book  
(Progressive Greetings, annual)**

[(B) DIR 676.2823 BUS]

Has some contact details but is more of a guide to the greetings card industry including dealing with envelopes, printing, finishes, copyright etc. Free version online (2017 is the latest one apparently available but still useful for technical issues):

[issuu.com/maxpublishing/  
docs/trade\\_source\\_book\\_2017\\_02](http://issuu.com/maxpublishing/docs/trade_source_book_2017_02)

# Internet Sources

Websites containing free sources of policy, industry statistics, information and contacts.

## **British Allied Trades Federation**

Federation covering associations for the giftware, jewellery and travel goods trades. Site has details of exhibitions, a list of members and information on importing and exporting.

**[batf.uk.com/](http://batf.uk.com/)**

## **British Ceramic Confederation (Ceramics UK)**

Association includes tableware manufacturers, among the other uses of ceramics. Includes searchable database of manufacturers.

**[ceramics-uk.org](http://ceramics-uk.org)**

## **British Glass**

Association website. Mostly about glass manufacturing, but also useful information on crystal and decorative glass in the market place, supplier guide and information on recycling.

**[britglass.org.uk](http://britglass.org.uk)**

## **British Independent Retailers Association**

Association of small retailers including gifts, cards and homewares shops.

**[bira.co.uk](http://bira.co.uk)**

## **British Toy & Hobby Association**

Main industry body for toys and games. Includes details of members etc.

**[btha.co.uk](http://btha.co.uk)**

## **Ceramic Art London**

Annual trade fair for artist produced ceramic goods. Useful exhibitor gallery section. Organised by the Craft Potters Association of Great Britain.

**[ceramicartlondon.com](http://ceramicartlondon.com)**

### **Contemporary Glass Society**

Society for professional glassware makers, collectors and galleries. Site includes member directory and details of exhibitions and fairs.

[\*\*cgs.org.uk\*\*](http://cgs.org.uk)

### **Craft Scotland**

Similar organisation to the Crafts Council (below):

[\*\*craftscotland.org\*\*](http://craftscotland.org)

### **Crafts Council**

Public body promoting crafts and craftsmanship. Site has large illustrated searchable database for crafts people for bespoke work, also exhibitions, information services and research documents.

[\*\*craftscouncil.org.uk\*\*](http://craftscouncil.org.uk)

### **Exclusively Housewares**

Annual trade exhibition for the housewares sector held in Islington. Site includes exhibitor list.

[\*\*exclusivelyshows.co.uk\*\*](http://exclusivelyshows.co.uk)

### **Gift of the Year Awards**

2025 Gift Awards. Link to online guide to the awards.

[\*\*giftoftheyear.co.uk\*\*](http://giftoftheyear.co.uk)

### **Gift Focus**

Online version of the magazine. Industry news, events, competitions and a 'find a supplier' facility.

[\*\*giftfocus.com\*\*](http://giftfocus.com)

### **Gifts Today**

Online version of the magazine. Past issues available on website.

[\*\*giftstoday.media\*\*](http://giftstoday.media)

### **Giftware Association**

Trade body for the UK gift and home industry. Includes details of membership, a blog, events etc.

[\*\*ga-uk.org\*\*](http://ga-uk.org)

### **Giving & Living**

Home and Gift trade show held in January in Exeter. Website includes exhibitor list.

[givingliving.co.uk](http://givingliving.co.uk)

### **The Greats Gift Retailer Award**

Annual awards for the gift retailing industry. Includes archive of previous winners.

[thegreatsawards.co.uk](http://thegreatsawards.co.uk)

### **Greeting Card Association**

Trade association for greetings card publishers in the UK. Website has useful information for start-up businesses in greetings cards and a members directory. Also market and technical information including IP and details of events.

[gca.cards](http://gca.cards)

### **Greetings Today**

Online version of magazine. Includes industry and product news, blogs, agent news and details of events.

[greetingstoday.media](http://greetingstoday.media)

### **Harrogate Christmas and Gift Fair**

Trade fair held annually in January for the Christmas market later in the year. Covers Christmas goods and giftware and site include a list of exhibitors.

[harrogatefair.com](http://harrogatefair.com)

### **The Henries Awards**

Annual awards for the greetings card industry. Includes archive of previous winners.

[thehenriesawards.co.uk](http://thehenriesawards.co.uk)

### **The Heritage Crafts Association**

Membership organisation for people engaged in tradition crafts.

[heritagecrafts.org.uk](http://heritagecrafts.org.uk)

### **Home and Gift**

Annual trade show, held every year in Harrogate in July. Covers the whole spectrum of giftware. Site includes exhibitor list with contact details and links.

[homeandgift.co.uk](http://homeandgift.co.uk)

### **ICHF Events**

Organises trade shows around the UK including creative crafts, textiles, cake making, sewing and hobby crafts.

**[ichfevents.co.uk](http://ichfevents.co.uk)**

### **International Housewares Association**

Based in the US, this is the international trade body for housewares. Site includes industry data and details of the International Home and Housewares Show.

**[housewares.org](http://housewares.org)**

### **The Knitting & Stitching Show**

Trade shows for mainly textile crafts but also card making, jewellery. Shows held in London, Harrogate and Belfast.

**[theknittingandstitchingshow.com](http://theknittingandstitchingshow.com)**

### **Licensing International**

Organisation for companies marketing licensed products. Includes member lists.

**[licensinginternational.org](http://licensinginternational.org)**

### **The Makers**

Directory provided by the Heritage Crafts Association for finding makers of traditional goods e.g. ceramics, basketry, textiles etc.

**[heritagecrafts.org.ukmakers/craft-directory](http://heritagecrafts.org.ukmakers/craft-directory)**

### **Progressive Gifts and Home**

Online version of the magazine.

**[progressivegifts.co.uk](http://progressivegifts.co.uk)**

### **Progressive Greetings (PG Buzz)**

Online version of the magazine for the greetings cards industry.

**[pgbuzz.net](http://pgbuzz.net)**

### **Progressive Greetings Live**

Annual trade fair held in May or June in Islington for the greetings cards industry. Website includes links to exhibitors.

**[progressivegreetingslive.com](http://progressivegreetingslive.com)**

### **Progressive Party Europe**

Online magazine for party goods industry. Available via this site:

<https://issuu.com/maxpublishing/stacks/b9901a63288e43b588b9ea630ba0308a>

### **The Retas Awards**

Annual awards for the greetings cards retail industry. Includes archive of previous winners.

[theretasawards.co.uk](http://theretasawards.co.uk)

### **Spring Fair and Autumn Fair**

Two fairs for UK retailers to source suppliers for gifts, homewares, fashion accessories etc. Both held in Birmingham by same organiser. Exhibitor details etc.

[springfair.com](http://springfair.com)

[autumnfair.com](http://autumnfair.com)

### **Top Drawer London**

Twice-yearly showcase of products, especially design-led giftware, household goods, crafts and fashion accessories as well as greetings cards. Site includes exhibitor details.

[topdrawer.co.uk](http://topdrawer.co.uk)

### **Trade Source Book**

Useful practical information for greetings card publishers (see Directories section).

[https://issuu.com/maxpublishing/docs/trade\\_source\\_book\\_2017\\_02](https://issuu.com/maxpublishing/docs/trade_source_book_2017_02)

### **UK Craft Fairs**

Site with details of craft fairs, a craft directory, courses and blogs.

[ukcraftfairs.com](http://ukcraftfairs.com)

### **UK Gift Card & Voucher Association**

Trade body representing companies involved in vouchers, gift cards and similar promotions. Site includes member list, factsheets and research results.

[gcva.co.uk](http://gcva.co.uk)

# Promotional Goods & Merchandise

## **British Promotional Merchandise Association**

Association with 700 member companies. Site includes product finder, industry news and a 'buyers knowledge centre' including information sheets.

**[bpma.co.uk](http://bpma.co.uk)**

## **Institute of Promotional Marketing**

Personal membership organisations for sales promotion professionals. Site has details of members, legal advice checklists, best practice and details of awards and events.

**[theipm.org.uk](http://theipm.org.uk)**

## **IPM Bitesize (formerly Promotional Marketing)**

News for the promotional marketing industry. Includes articles from the magazine.

**[promomarketing.info](http://promomarketing.info)**

# Disclaimer

Please note that every effort has been taken to ensure the accuracy of the information contained in this document, however some recently acquired items may since have been added to the collection. Please ask for help at the enquiry desk or check the online catalogue “Explore the British Library” [explore.bl.uk](https://explore.bl.uk) for more details.

**The Business & IP Centre** is here to help you start and grow your business. We offer one-to-ones, specialist workshops, inspiring events and access to premium market data and intelligence - all for free. We are home to the UK's largest collection of business and intellectual property (IP) information, as well as a thriving community of entrepreneurs. Based in the British Library and over 70 libraries across the UK. Visit the Business & IP Centre or [bl.uk/bipc](https://bl.uk/bipc) to find out more.