

YouGov

APAC



Unwrap the latest APAC gifting trends

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Introduction

Gift-giving is a cherished tradition in the Asia-Pacific (APAC) region, reflecting the rich tapestry of cultures and modern influences. In an era of rapid technological advancement and shifting social dynamics, the way people choose, purchase, and exchange gifts is evolving. E-commerce platforms, social media, and cross-cultural exchanges have had a significant impact on the choices and methods people use to convey their sentiments through gifts.

This report will provide a comprehensive overview of the latest APAC gifting trends for non-seasonal occasions. It will also provide insights into the top gift categories, the most popular gifting occasions, and the best ways to reach and engage with APAC consumers.



Meaning of gifting in APAC

The data from the APAC region reveals that gifting holds deep sentimental value. In Australia, Singapore, Indonesia, and Thailand, almost 7 in 10 of respondents believe that a gift symbolizes the specialness of the recipient. Moreover, the data shows that the thought and sentiment behind a gift matter more than its cost. In Indonesia, a striking 82% prioritize the intention behind the gift, emphasizing the emotional value over its price. This data illustrates that in APAC, gifting is a heartfelt expression of care and appreciation, highlighting the significance of personal connections in the act of gift-giving.

“A gift is an expression of how special someone is”



“It's not important how expensive a gift was, it's the idea behind it that counts”




Top 3 occasions to buy gifts

The top 3 occasions to buy gifts in APAC are weddings, the birth of a new baby or becoming a new mom/dad, and as a form of thank you/appreciation. These occasions are celebrated across most of the APAC markets in our study. These occasions are deeply ingrained in the diverse cultures of APAC, signifying the importance of family, friendship, and showing appreciation for the people in one's life.


Australia


Wedding
 **58%**

Birth of new baby or becoming new mom/new dad
 **45%**

Thank you/Appreciation
 **35%**

Singapore


Thank you/Appreciation
 **42%**


Birth of new baby or becoming new mom/new dad
 **41%**

Wedding
 **34%**

Indonesia


Wedding
 **50%**

Birth of new baby or becoming new mom/new dad
 **44%**

Thank you/Appreciation
 **39%**


Hong Kong


Wedding
 **50%**


Thank you/Appreciation
 **42%**

Wedding anniversary
 **37%**

Thailand

Graduation
 **49%**

Thank you/Appreciation
 **40%**

Birth of new baby or becoming new mom/new dad
 **36%**



Category of gifts purchased

Food/drink and wearable gifts are popular choices across all four APAC countries, with vouchers/gift cards also ranking high in Australia and Singapore. This suggests that people in these countries appreciate gifts that are practical and enjoyable, and that they are also willing to give gifts that allow the recipient to choose their own gift.

Indonesia places a strong emphasis on wearable gifts, which could be due to the importance of fashion in Indonesian culture. Personalized gifts are also popular in Thailand, which could be due to the country's strong focus on relationships and the desire to give gifts that are meaningful and unique.

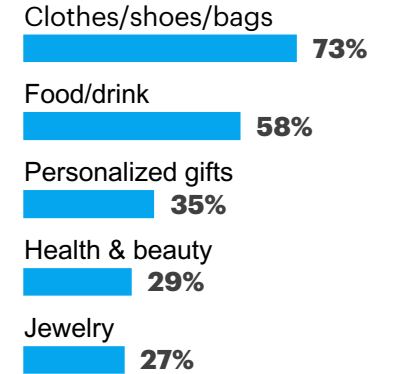
Australia



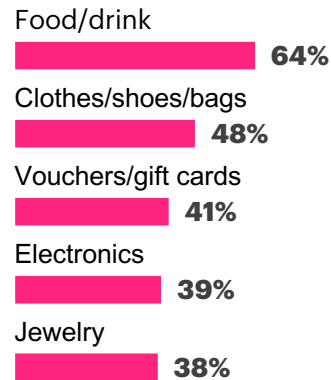
Singapore



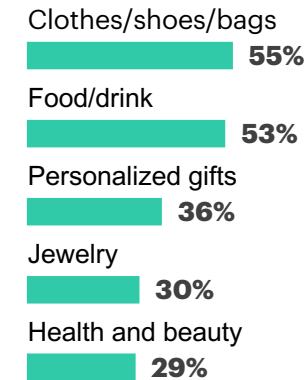
Indonesia



Hong Kong



Thailand



Factors influencing gifts buying

The data reveals the key factors influencing gift purchases in various APAC countries. Occasion is the most important factor across all APAC countries, except for Hong Kong, suggesting that people in APAC tend to place a high value on gift-giving for specific occasions, such as birthdays, holidays, and religious festivals.

Relationship proximity is also an important factor in most APAC countries, with people tending to give more expensive and thoughtful gifts to people who are closer to them, such as family and close friends. Budget is a significant consideration in all APAC countries, but it is especially important in Indonesia and Thailand.

Usability is a key factor in Indonesia, people in that region are more likely to appreciate gifts that are practical and useful. Recipient preferences are only important in Hong Kong, suggesting that people in Hong Kong are more likely to put a lot of thought into what the recipient would like, even if it means spending more money.

Australia

The occasion
81%

The budget
67%

Closeness/ Your relationship with the person receiving the gift
66%

Singapore

The occasion
76%

Closeness/ Your relationship with the person receiving the gift
74%

The budget
69%

Indonesia

The occasion
68%

Closeness/ Your relationship with the person receiving the gift
65%

What they need/usability of the gifts
54%

Hong Kong

Closeness/ Your relationship with the person receiving the gift
74%

The budget
73%

Their preferences
61%

Thailand

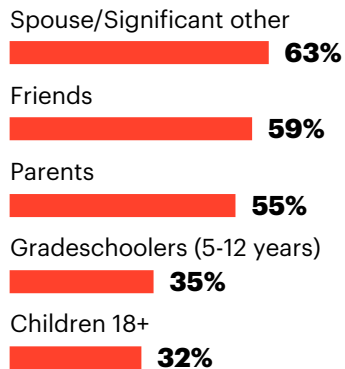
The occasion
72%

The budget
68%

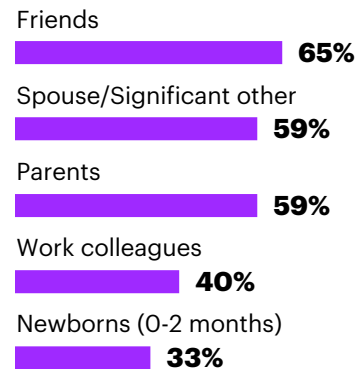
Closeness/ Your relationship with the person receiving the gift
61%

Who do they buy gifts for?

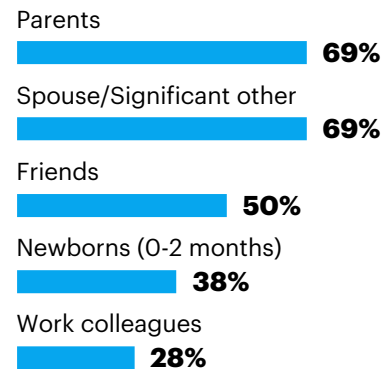
Australia



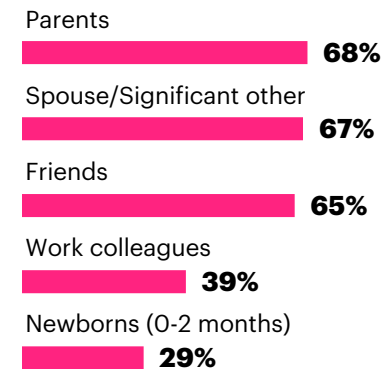
Singapore



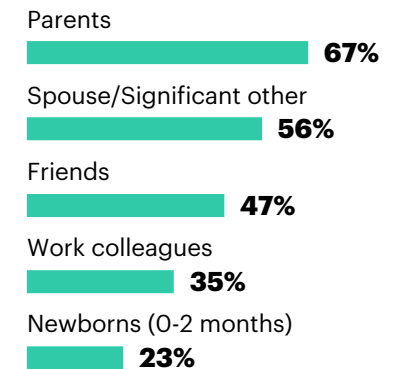
Indonesia



Hong Kong



Thailand



In Australia, spouses/significant others are the predominant recipients, followed by friends and parents. It is also worth noting that a significant number of people in Australia (32%) choose to gift adult children. This could be due to a number of factors, such as the growing trend of multi-generational living, the increasing financial independence of adult children, or the desire to maintain close relationships with family members of all ages.

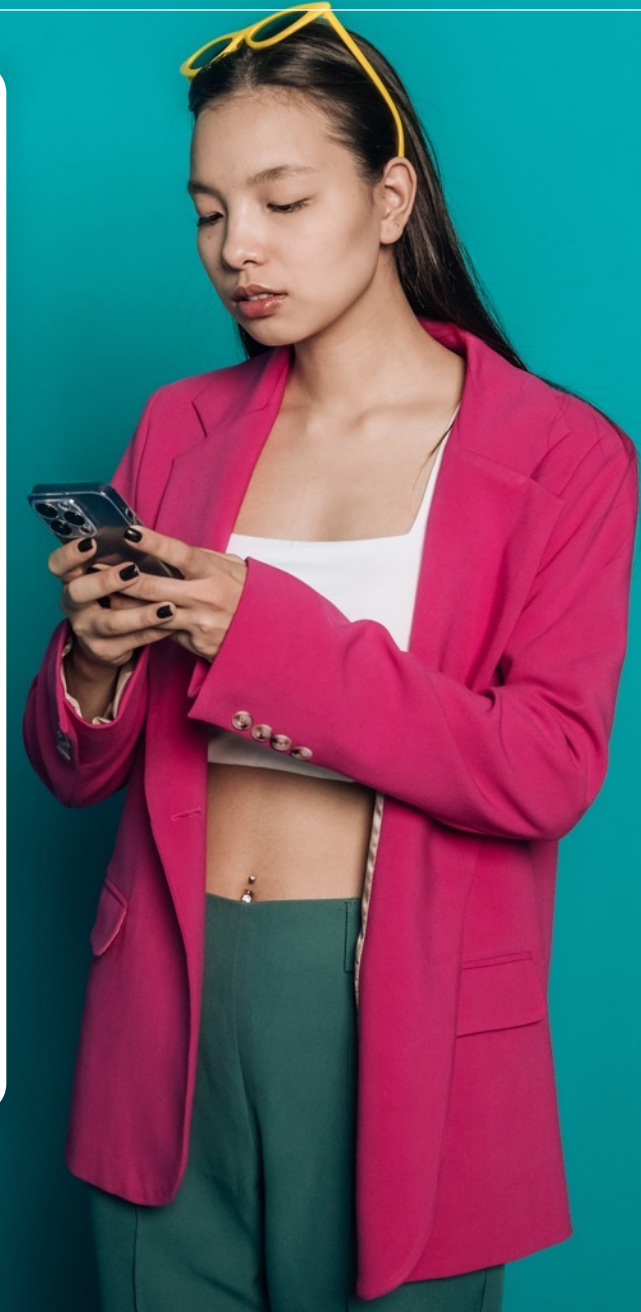
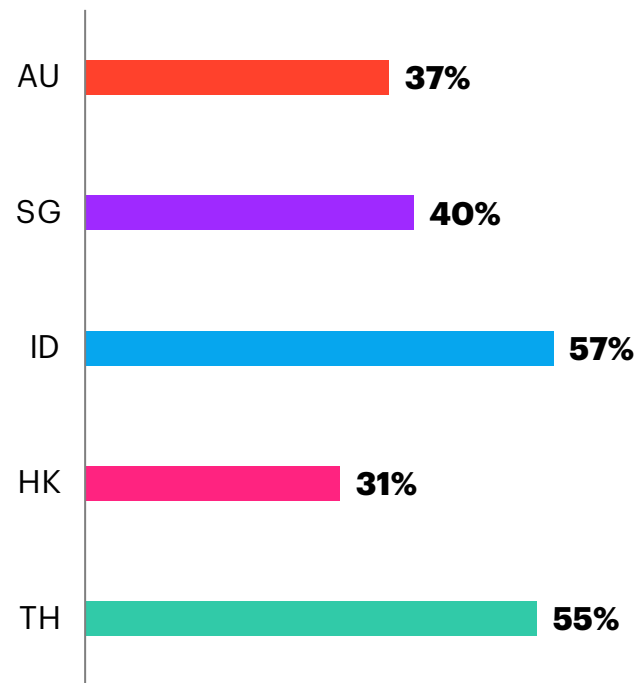
Singapore mirrors this trend with friends taking the lead, while parents and spouses/significant others also feature prominently, and even work colleagues and newborns receive attention. Hong Kong follows a similar pattern with spouses/significant others, parents, and friends at the forefront, while work colleagues and newborns are noteworthy recipients.

In Thailand, parents are the primary gift recipients. This could be due to the country's strong cultural emphasis on family and respect for elders. It is also worth noting that work colleagues and newborns are notable recipients of gifts in Thailand. The importance of friends and family as gift recipients also reflects the strong social ties that are common in APAC countries.

Retail habits of consumers who shop for gifts

The data provides insights into the retail habits of gift shoppers, particularly their preference for online shopping across APAC markets. Notably, in Indonesia and Thailand, the inclination to shop online stands out, with 57% and 55% of consumers, respectively, showing a clear preference for online purchases when shopping for gifts. Singapore and Australia follow closely, with 40% and 37% of respondents favoring online shopping. On the other hand, Hong Kong displays a somewhat lower preference for online shopping at 31%. There is a growing trend of consumers in these regions favoring the convenience and accessibility of online retail when it comes to gift shopping.

More likely to prefer to buy things online rather than in stores




Purchase journey


Branded e-mails and offers via social media stand out as significant factors, with various countries showing unique preferences. In Australia, Singapore, and Thailand, branded e-mails are the most important factor, while social media offers are also important in all three countries. This suggests that people in these countries are more likely to be influenced by marketing messages that are delivered directly to them via email or social media.

Direct mail is a significant factor in Singapore, but not in other APAC countries. Singaporeans are more likely to be influenced by marketing messages that are delivered in a physical format. Overall, the data suggests that people in APAC countries are increasingly being influenced by digital marketing messages, but that traditional marketing channels, such as TV commercials and direct mail, still play a role in some countries.

Which communication channels are more likely to lead to a purchase?


Australia


Branded e-mails
 **25%**


Offers via social media
 **22%**

A brand's TV commercial
 **15%**


Singapore


Offers via social media
 **25%**


Branded e-mails
 **16%**

Direct mail
 **12%**


Indonesia


Offers via social media
 **50%**


Branded e-mails
 **27%**

A brand's commercial on mobile devices
 **20%**

Hong Kong

Offers via social media
 **39%**


Branded e-mails
 **27%**

Online newsletters
 **21%**

Thailand

Offers via social media
 **49%**

Branded e-mails
 **29%**

A brand's commercial on mobile devices
 **26%**

Conclusion

In exploring the diverse aspects of gift-giving habits and retail behaviors in the Asia-Pacific region, it becomes evident that while there are common themes, there are also unique regional nuances. Gift-giving is universally cherished, with personal sentiments and thoughtfulness often outweighing the price tag of the gift. However, the choice of gift categories, recipients, and factors influencing gift purchases can vary significantly from one country to another, underscoring the importance of tailoring gift selections to local customs and individual preferences.

Furthermore, the preference for online shopping is on the rise, with consumers increasingly favoring the convenience and accessibility of digital retail platforms. This trend is particularly pronounced in Indonesia and Thailand, where a substantial portion of consumers prefers online gift shopping.

In conclusion, this data highlights the dynamic and evolving landscape of gift-giving and retail habits in the APAC region, underlining the need for businesses to adapt to the preferences and behaviors of consumers in each unique market. This knowledge can empower businesses and individuals to make more informed decisions when it comes to gift-giving and retail strategies in this diverse and vibrant part of the world.



Methodology

Data as of December 24, 2023. This data has been extracted from YouGov Profiles, our syndicated audience profiling tools with 2+ millions datapoints. Get to know your audience by building a portrait of your consumers' entire world with unrivaled granularity.

For more information, visit business.yougov.com

YouGov is an international research data and analytics group. We have been building an ever-growing source of connected consumer data for the past twenty years, creating the richest and most complete understanding of your customers' complex lives. We call it living data. Understand what 20 million+ registered panel members in over 55 markets are thinking, on over a million - and growing - data points. Re-contact and dig deeper to plan, activate and track marketing activity with certainty, at speed, every time.



18-24

Lives in Singapore

Wants more green options

Single

Low income

Reads magazines

55-64

35-44

Thank you

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