

GIFTWARE INDUSTRY GUIDE

Updated March 2017



This is a guide to some of the resources available within the Business & IP Centre relevant to the giftware industry.

Inside you will find sources of information such as market research (statistics, trends, developments), key companies, trade magazines, newsletters, and Internet sources.

For the purpose of this guide giftware includes promotional goods and merchandise, greetings cards, crafts, ceramics, glassware, tableware, homewares, small leather goods, crafts, party goods and luxury items. **There are other guides covering jewellery and toys.** It will be useful to anyone starting a business within the industry and also for those wanting to further their knowledge within this area.

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.

accessible via
electronic
databases

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

Business Opportunity Profiles (BOP)

Arts & Crafts Gallery	BOP115
Decorative Glassware Maker	BOP195
Craft Supplies Retailer	BOP449
Gift Shop	BOP392
Greeting Card Maker	BOP144
Greeting Card Shop	BOP565
Pottery & Ceramics Maker	BOP063

Mini Business Profiles (MBP)

Candle Maker	MBP140
Cookware Retailer	MBP062
New Age Shop	MBP298
Party Supplies Shop	MBP348
Personalised Gift Retailer	MBP379
Promotional Merchandise Retailer	MBP300

Several other Cobra fact sheets may be useful in researching this diverse sector.

Small Business Help Books

Books with practical information aimed at those starting and running a business.



Craft Show and Sell by Torie Jayne (Search Press, 2014)

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



The Handmade Marketplace by Kari Chapin (Storey Publishing, 2010)

How to sell your crafts locally, globally and online. Includes marketing etc. Published in the US but will have universal usage. City Library



Making It! by Mollie Makes [Lara Watson] (Collins & Brown, 2014)
Starting and running a craft business including costs, pricing & online marketplaces.
City Library



Online Marketing for Your Craft Business by Hilary Pullen (David & Charles, 2014)
[SBH (B) 745.50688 PUL]
Guide to promoting and selling handmade goods via social media. Include search engine optimisation, blogs and cross-channel content strategy.

On the web:



Opening a Giftshop – Crucial Factors to Consider for Success (Giftware Association) [free on the web]

Brief guide to opening a shop. Can be downloaded free here:

www.retailontheweb.co.uk/rte_files.php?id=2

SUPPORTING THE GIFT AND HOME INDUSTRY SINCE 1947

Market Research & 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.

Market research also covers market size & forecasts, consumer demographics & attitudes, the key players & products and will often include SWOT and PEST analysis showing areas of strength, weakness, opportunities etc.



- Ceramic Household & Ornamental Articles Manufacturing in the UK (UK0.017)
- Online Greetings Card Retailers in the UK (C23.410)



- Christmas Shopping Habits
- Gifts & Greetings Cards
- Greetings Cards
- Homewares



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

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

Other electronic resources:

Many articles about the advertising industry (from business journals and newspapers) are available from our electronic source **Newsbank**. Contact details and individual reports of companies in this industry are available from: **Creditsafe; Experian; D & B Hoovers**.

Other Market Research Reports



Measuring the Craft Economy (Crafts Council, 2014) Overview of value of the crafts industry to the economy. Free on the web:

www.craftscouncil.org.uk/content/files/Measuring_the_craft_economy.pdf

Trade Magazines and Newsletters

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. Some may need to be ordered via Explore The British Library (please ask for help).



Marketing Week (Centaur, weekly)

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

Directories

Contain lists of companies and industry contacts. Some have annual industry reviews, and specialist articles



The Museum Services Directory 2014 (Museums Association, annual) Includes a small section giving suppliers of merchandise for museum giftshops.

Internet Sources

Websites containing free sources of 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.

www.batf.uk.com/

British Ceramic Confederation

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

www.ceramfed.co.uk

British Craft Trade Fair

Annual trade fair held in Harrogate in April where independent craftspeople and designers show their work to potential trade buyers. Includes online catalogue and list of exhibitors.

www.bctf.co.uk

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.

www.britglass.org.uk

British Travelgoods and Accessories Association

Trade association covering luggage, handbags, leather goods etc. Site includes details of trade shows, searchable databases of manufacturers and retailers and market information.

www.btaa.org.uk

Ceramic Art London

Annual trade fair for artist produced ceramic goods. Useful exhibitor gallery section.

www.ceramics.org.uk

Contemporary Glass Society

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

www.cgs.org.uk

Craft Business

Online version of the magazine including news and features. You can register for the free digital edition. Also advertising for crafts suppliers.

www.craftbusiness.com

The Craft Shows

Series of trade shows for crafts and design including Crafts at Christmas. Includes exhibitor lists.

www.thecraftshows.co.uk

Crafts Council

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

www.craftscouncil.org.uk

Exclusively Housewares

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

www.exclusivelyhousewares.co.uk

Gift Focus

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

www.giftfocus.com

Gift Retailer

News website for UK gift and housewares retailers. Includes product profiles, blogs and event news.

www.giftretailer.co.uk

Gifts Today

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

www.gifts-today.co.uk

Giftware Association

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

www.ga-uk.org

Giftware Review

Online version of the magazine. Includes industry news links and you can sign up for a free newsletter. Includes the Garden Centre Buyer.

<http://www.giftwarereview.net>

Giving & Living

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

www.givingliving.co.uk

The Greats Gift Retailer Award

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

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

www.greetingcardassociation.org.uk

Greetings Today

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

www.greetingstoday.co.uk

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.

www.harrogatefair.com

The Henries Awards

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

www.thehenriesawards.co.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.

www.homeandgift.co.uk

ICHF Events

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

www.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.

www.housewares.org

International Licensing Industry Merchandiser's Association

Organisation for companies marketing licensed products. Includes member lists.

www.licensing.org

The Knitting & Stitching Show

Trade shows for mainly textile crafts but also card making, jewellery. Shows held in London, Harrogate, Edinburgh & Dublin.

www.theknittingandstitchingshow.com

Progressive Greetings

Online Version of the magazine.

www.progressivegreetings.co.uk

Progressive Greetings Live

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

www.progressivegreetingslive.com

Pulse

Annual trade exhibition for homewares, gifts and accessories. Site includes exhibitor list and blogs.

www.pulse-london.com

The Retas Awards

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

www.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.

www.springfair.com and www.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.

www.topdrawer.co.uk

Trade Source Book

Useful practical information for greetings card publishers (see Directories section). Click link on page:

www.progressivegreetings.co.uk/suppliers.php

The Trader – Giftware Wholesalers

Section of the Trader website with suppliers of giftware to the trade.

www.thetrader.co.uk/gift-wholesalers/

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.

www.ukgcva.co.uk

The Vintage Handmade Fair

Runs local fairs for handmade goods. Events list with exhibitors on website

www.vintageandhandmade.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.

www.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.

www.theipm.org.uk

PROMOTA

Trade association representing manufacturers, distributors and importers of promotional merchandise. Organisers the PROMOTA show. Includes product finder.

www.promota.co.uk

Promotional Marketing

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

www.promomarketing.info

Business & IP Centre Manchester,

Central Library, St. Peter's Square, M2 5PD

0161 234 1991

businessinfo@manchester.gov.uk

www.manchester.gov.uk/bipc

Pictures of publications are for illustration only and are not indicative of the current edition available.
Please note that every effort has been taken to ensure the accuracy of the information contained in this document.



Images by Lagunenfish, MarkBuckawicki, Mtaylor848 [all on Wikimedia Commons] under a [Creative Commons license](https://creativecommons.org/licenses/by-nc-nd/4.0/)