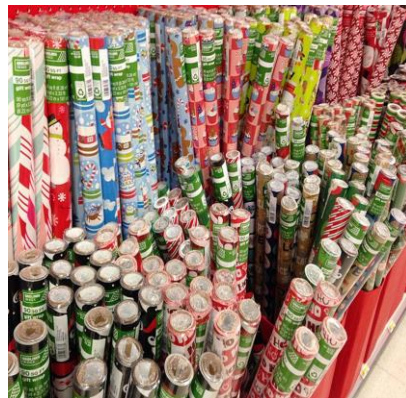


GIFTWARE INDUSTRY GUIDE

Updated July 2020



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, party goods and luxury items. **There are other guides covering jewellery and toys.** Crafts are also covered in **Arts & Crafts** guide. It will be useful for anyone wishing to further their knowledge of this wide sector.

Start-Up Information



accessible via
electronic
databases

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.

Available online at www.askaboutbusiness.org with a Manchester library card (also available to library card holders from Blackpool, Bolton, Lancashire, Oldham, Salford, Stockport, Tameside, & Trafford libraries)

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
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

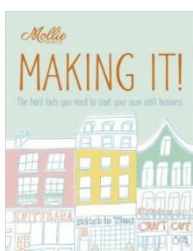
This is a collection of books with practical information aimed at those starting and running a business. Located in the Centre.



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.



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.

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 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.



- **Cobra Sector Guides: Crafts & Creative Industries (SECo19)**



- **Ceramic Household & Ornamental Articles Manufacturing in the UK (C23.410)**
 - **Online Greetings Card Retailers in the UK (UK0.017)**
 - **Promotional Product Distribution (M73.110)**
- (Some of the UK reports above will also have equivalents for the US, Canada, Ireland and some other countries)*



- **Christmas Gift Buying 2019**
- **Christmas Shopping Habits 2018**
- **Gifting in Beauty & Personal Care 2018**
- **Gifts & Greetings Cards 2013**
- **Greetings Cards & Personal Stationery Retailing 2017**
- **Homewares 2015**
- **Shopping for the Home at Christmas 2019**



- **Home & Garden in the United Kingdom**
 - **Home & Garden Specialist Retailers 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 this 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 online:

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

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 Independent Retailers Association

Association of small retailers including gifts, cards and homewares shops. www.bira.co.uk

British Toy & Hobby Association

Main industry body for toys and games. Includes details of members etc. www.btha.co.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.ceramicartlondon.com

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

Craft Scotland

Similar organisation to the Crafts Council (below): www.craftscotland.org

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, information services and research documents. www.craftscouncil.org.uk

Exclusively Housewares

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

www.exclusivelyshows.co.uk

Gift Focus

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

www.giftfocus.com

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. 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

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. www.greetingcardassociation.org.uk

Greetings Today

Online version of magazine. Includes industry and 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

The Heritage Crafts Association

Membership organisation for people engaged in tradition crafts. www.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. www.homeandgift.co.uk

ICHF Events

Organises trade shows around the UK including creative crafts, textiles, cake making, sewing and 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 and Dublin. www.theknittingandstitchingshow.com

The Makers

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

Progressive Gifts and Home

Online version of the magazine. www.progressivegifts.co.uk

Progressive Greetings

Online version of the magazine for the greetings cards industry. www.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. www.progressivegreetingslive.com

Progressive Party

Online magazine for party goods industry (see journals section). www.progressiveparty.co.uk

The Retas Awards

Annual awards for the greetings cards retail industry. Includes archive of previous winners. www.theretasawards.co.uk

Rural Crafts Association

Promotes the traditional work of rural craftspeople. www.ruralcraftsassociation.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: https://issuu.com/maxpublishing/docs/trade_source_book_2016

UK Craft Fairs

Site with details of craft fairs, a craft directory, courses and blogs. www.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. www.ukgcva.co.uk

UK Handmade

Online magazine and maker's directory showcasing handmade products. www.ukhandmade.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

IPM Bitesize (formerly Promotional Marketing)

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

www.promomarketing.info

PROMOTA

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

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, however some recently acquired items may since have been added to the collection.



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Business & IP Centre Manchester,

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

0161 234 1991

businessinfo@manchester.gov.uk

www.manchester.gov.uk/bipc