

GIFTWARE INDUSTRY GUIDE

Updated 24 Jan 2011



Giftware, for this guide, includes promotional goods & merchandise, greetings cards, ceramics, glassware, tableware, small leather goods, crafts, party goods and luxury goods. *See also the following guides: Jewellery, Toys and Games*

Directories

Art & Craft Sourcebook (MS Publications, annual) [(B) DIR 745.5 Business]

Classified directory of craft suppliers. Includes regional directory.

Department Store Yearbook (Onecom, annual) [(B) DIR 381.14102541 Business]

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

Glass International Directory (dmg Business Media, annual) [(B) DIR 666.10294 Business]

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

Interior Design Yearbook (Onecom, annual) [(B) DIR 729.014797103 Business]

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

The Museum Services Directory (Museums Association, annual) [(B) DIR 069.0284 Business]

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

Needle and Hobby Craft Buyers' Guide (Needle & Hobby Crafts, annual) [(B) DIR 796.4 Business]

Classified guide to suppliers.

Party Buyer's Guide (Plaza Publishing, annual) [(B) DIR 793.2 Business]
Guide to suppliers of party products and services.

Shopaholics Guide to Buying Online (Wiley, 2007) [(B) 381.142 Business]
Consumer guide to buying online. Useful for identifying internet stores, especially gifts and speciality items

Showtime Worldwide (Max Publishing, annual) [(B) DIR 338.4768 Business]
Annual guide to trade fairs in the giftware, greetings and housewares industries.

The Textile Directory (Word4word, annual) [(B) DIR 746 Business]
Includes large sections of craft-related textiles including embroidery, dressmaking, beads etc. Also craft centres, courses and holidays.

Trade Source Book (Max Publishing Ltd., annual) [(B) DIR 676.2823 Business]
Directory and guide for the UK greetings card industry.

World Glassware Industry Directory (Artech, annual) [(B) DIR 338.4766619 Business]
International directory includes domestic glassware as well and industrial, scientific and packaging. Includes illustrated company profiles.

Promotional Goods and Merchandise

The Big Black Book for Buyers of Incentives & Gifts (DJ Publishing, annual) [(B) DIR 658.2 Business]
Extensive listings of promotional goods & services and an A-Z listing of company details.

BPMA Directory (British Promotional Merchandise Association, annual) [(B) DIR 338.765913 Business]
Directory of members listed under their products

Exhibition Handbook (Mash Media, annual) [(B) DIR 659.152 Business]
Covers suppliers to the exhibition industry & includes section of promotional goods for exhibitions.

Incentive Business Directory (Haymarket, annual) [(B) DIR 658.82029 Business]
Listing of different promotional items with companies producing them.

Incentive Today Buyers' Guide (Trade Exhibitions Ltd., annual) [(B) DIR 338.76165852 Business]
Listings of promotional gifts and companies producing them.

Industry World Directory (Hill Media Ltd., annual) [(B) DIR 338.761739025 Business]
International directory for the trophy, awards and personalisation industry including engraving, corporate awards, medals, plaques, silverware, printing etc.

Promotions and Incentives Buyer's Guide (Haymarket, annual) [(B) DIR 658.2 Business]
Listing of different promotional items and services with companies contact details.

Promotions and Incentives Price Guide (Haymarket, annual) [(B) DIR 658.8202941 Business]
Lists companies providing promotional goods under their products and within price ranges so that promoters can select according to their marketing budget.

Marketing Handbook (Hollis Publishing, annual) [(B) DIR 658.8 Business]
General directory of marketing services with large section on sales promotion covering producers of promotional products and services.

Marketing Manager's Yearbook (AP Information, annual) [(B) DIR 658.8 Business]
General directory for people involved in marketing with small section on promotional goods and services.

Market Research & Statistics

Ceramics Manufacturers: Business Ratio Report (Key Note, 2010) [(B) MKT 338.43666 Business]
Financial details of the largest companies in the glassware industry with rankings and analysis.

Corporate & Promotional Giftware (Key Note, 2008) [(B) 338.47659130941 Business also available through electronic resources in reading room]
Covers corporate giftware, entertainment, hospitality, voucher and incentives. Includes market background, economic background, SWOT analysis, major players and forecasts.

Crafts: UK Market Synopsis (SYN065) (Cobweb Information, 2009) [available via the Cobra database]
Overview of crafts market including trends, consumer profile and regulations. Covers ceramics, pottery, furniture, glass, jewellery, paper crafts, textiles and toys.

Gift List Services (Mintel Retail Intelligence, 2007) [(B) MKT 338.47680941 Business]
Survey of wedding (and other) gift services operated by department stores and other large retailers.

Gift Shopping Habits (Mintel Special, 2009) [(B) MKT 381.1 Business]
Includes research on consumer behaviour in gift buying with emphasis on retailing, including birthdays and other gifting occasions, issues affecting the future, detailed consumer demographics,

Giftware (Key Note, 2010) [(B) MKT 338.4767 Business – also available electronically]
Report covers jewellery, toys, ceramics, glassware and small leather goods and includes definition, factors affecting the market, key players, forecasts and SWOT analysis.

The Glass Industry: Business Ratio Report (Key Note, 2009) [(B) MKT 338.436661094105 Business]
Financial details of the largest companies in the glassware industry with rankings and analysis.

Glassware (Key Note, 2009) [(B) MKT 338.477482094105 Business – also available electronically]
Report includes decorative glassware, kitchen and drinking glasses and commemorative glassware. Includes definition, factors affecting the market, key players, forecasts and SWOT analysis.

Greeting Card Industry: Business Ratio Report (Key Note, 2010) [(B) MKT 338.43741684094105 Business]
Financial details of the largest companies in the glassware industry with rankings and analysis.

Greetings Cards (Key Note, 2010) [(B) MKT 338.767416840941 Business]
Covers all types of cards including birthday, Christmas and specialist markets. Industry trends, competitor analysis, industry structure, company profiles etc. Covers the UK but with small global section.

Greeting Cards and Stationery (Mintel Retail Intelligence, 2005) [(B) MKT 381.456762823 Business]
Covers retail sales, industry structure, retailer profiles, the consumer and forecasts.

Housewares – United Kingdom (Euromonitor International, 2009) [Available electronically in the Centre on the Global Market Information Database]
Trends, competitive landscape, prospects and market data including brand shares for the houseware market. The UK report is one among many country reports on this sector on the database.

Small Business Help

COBRA: Complete Reference Advisor

(Fact sheets for small businesses in PDF – available online via electronic resources)

Information sheets may be of use:

- Card Shop (BOP144)
 - Gift Shop (BOP392)
 - Greetings Card Maker (BOP565)
 - Arts and Crafts Gallery (BOP115)
 - Candle Making (MBP140)
 - Cookware Retailer (MPB062)
 - Craft Supplies Retailer (BOP449)
 - Decorative Glassware Maker (BOP195)
 - Luggage and Travel Accessories Retailer (BOP180)
 - Party Supplies Shop (MBP348)
 - Personalised Gift Retailer (MBP379)
 - Pottery and Ceramics Maker (BOP063)
 - Promotional Merchandise Retailer (MBP300)
- (Several other titles may be of interest in this diverse market).

Trade Magazines & Newsletters

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.

Craft Business (Aceville Publications, monthly) [(B) AK 52 –E(1) Business]

Monthly newspaper for the crafts, art, needlecraft, fabrics and haberdashery industries. Includes new product details, manufacturer profiles etc.

Crafts (Crafts Council, bi-monthly) [P.423/209 Humanities]

Profiles of contemporary craftspeople, guide to galleries and shows in the UK, details of suppliers to the crafts industry.

Gift focus magazine (Kline Davis, bi-monthly) [(P) 381.4567 –E(1) Business]

News for the giftware industry including company and new product information, interior design, jewellery etc.

Gifts and Housewares (Media One Communications, monthly) [(P) 381.456830941-E(1) Business]

New products, company profiles, exhibition news covering housewares and gifts.

Gifts Today (Lema Publishing Ltd, monthly) [ZK.9.b.10592 Humanities]

Magazine for the giftware trade. Includes retail news, heritage retailing (museums etc), jewellery, licensing news, new products & ranges, company profiles.

Giftware Review (Detailextra, Monthly) [(P) 745.094105 – E(1) Business]

Details of new products for giftware retailers, eg jewellery, greetings cards, ceramics, novelty goods, toiletries, Christmas goods etc.

Luxury Briefing (Atlantic Publishing, monthly) [(B) AL 90 –E(64) Business]

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)]

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)]

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

Progressive Greetings (Max Publishing, monthly) [ZK.9.b.18941 (Humanities)]

Magazine for the UK greetings cards industry.

Progressive Party (Max Publishing Ltd., bi-monthly) [ZK.9.b.23535 (Humanities)]

Covers the party goods market, including weddings, costumes, decorations etc.

Sales Promotion (Greenhill Publishing, monthly) [(P) AQ92 –E(7)]

News about the sales promotion industry, including gifts etc. Includes agency roster.

Tableware International (Williams Press Ltd., quarterly) [(P) MV 072 –E(4) Science 3]

magazine for the tabletop, gifts and homewares. Includes glassware, ceramics, cooking equipment. Contains company profiles, new products, country profiles and exhibition reports.

World Leather (World Trades Publishing, monthly) [(B) EK 20 –E(17) (Science 2)]

Leading international magazine covering the leather industry. Covers both the raw leather and leather goods sectors.

Internet Sources

British Ceramics 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.

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 and information on recycling.

www.britglass.org.uk

British Jewellery Giftware and Finishing Federation

Oldest trade body for the jewellery trade but also has members who make or deal in giftware in general. Includes export and import information.

www.bjgf.org.uk

British Travelgoods and Accessories Association

Newly relaunched 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

Ceramics 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

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

Giftware Association

Trade body for the UK gift and home industry. Site includes an online product finder, fact sheets on various topics and details of seminars and exhibitions as well as market research summaries.

www.ga-uk.org

Giftware Index

Directory listings site with over 1800 wholesalers of giftware items. Search by product or company. Includes a clearance board where sellers can list ends of lines.

www.giftwareindex.com

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.

www.greetingcardassociation.org.uk

Harrogate Christmas and Gift Fair

Trade fair held annual 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

Home and Gift

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

www.homeandgift.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

Progressive Greetings Live

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

www.progressivegreetingslive.com

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

Employee Benefits Exhibition

Exhibition & conference covering the employee motivation and benefits sector. Includes list of exhibitors.

www.employeebenefits-confex.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

International Licensing Industry Merchandisers' Association

Organisation for companies marketing licensed products. Includes member lists.

www.licensing.org

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/

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

Note: 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 Business Information Catalogue.



Images by [pmtorrone](#), [warmfuzzy](#), [sirwiseowl](#) under a [Creative Commons license](#)