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# Gen Z Leads Shift To 'Just Because' Gifting

By Sue Marks  
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**According to a new survey, gifting in the UK is moving beyond traditional occasions, with more people giving gifts without waiting for a special moment. Around one in five people (19%) now make "just because" gift purchases, reflecting a shift towards more informal, everyday gifting.**

Alongside this, new data from the [Gift Card & Voucher Association \(GCVA\)](#) shows that "just to say" gifting is **growing rapidly** and now accounts for **3.5% of all gift spending in the UK**, a sign that **spontaneous gifting is becoming part of everyday behaviour.**

While **birthdays (66%) and Christmas (45%) remain the most common reasons for gifting**, the data suggests that gifting is becoming less concentrated around a small number of key dates and more spread across everyday moments.



This shift is being driven in part by younger consumers. **Gen Z are significantly more likely to give gifts across a wider range of occasions than older groups**, including informal moments such as “just to say” or personal milestones, reflecting more socially and event-driven behaviours.

At the same time, **gift cards are becoming more embedded in everyday life**. Some 16% of UK consumers now purchase gift cards for themselves (often to access discounts or for safer online shopping), matching the proportion who buy them as gifts.

The shift is also being supported by **continued growth in digital gifting**. Online gift card sales increased by 66% year on year in the second half of 2025, while digital formats now account for 52% of the market. More flexible products are playing a role too. **Multi-choice gift cards grew by 60% in the consumer market**,

Together, these trends point to a **broader change in how gifting is used**, shifting from something planned around major occasions to part of everyday interaction.



**Hannah Shimko, managing director of GCVA**, comments: “We’re seeing gifting become less tied to the traditional calendar. Birthdays and Christmas are still important, but there is **clear growth in smaller, more everyday moments, and younger consumers are leading that change**. They’re more likely to give gifts across a wider range of occasions, including informal moments between friends. At the same time, digital growth and more flexible options are making gifting easier, which is helping to support these more spontaneous behaviours.”

**Top: Gifting is becoming less traditional and more spontaneous says a new survey.**