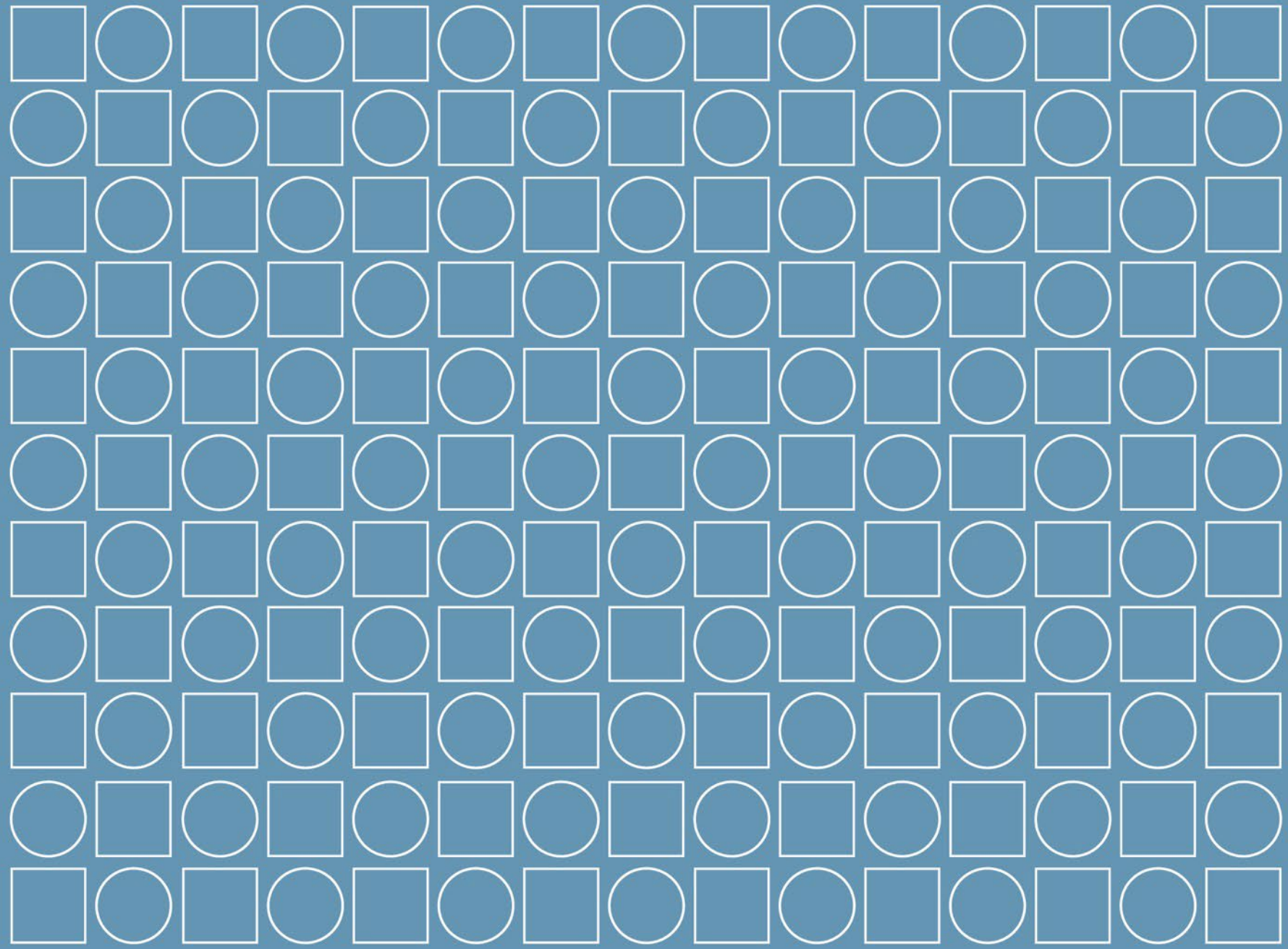


GCVA & PR
Agency One

Press & Media
Coverage

April -
May 2026



Title: Gift and Home

Date: 26.04.2026

Link: <https://www.giftsandhome.net/gen-z-leads-shift-to-just-because-gifting/>

MUU: 1,270



Gen Z Leads Shift To 'Just Because' Gifting

By Sue Marks
April 24, 2026



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.



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Expert commentary – retail scams



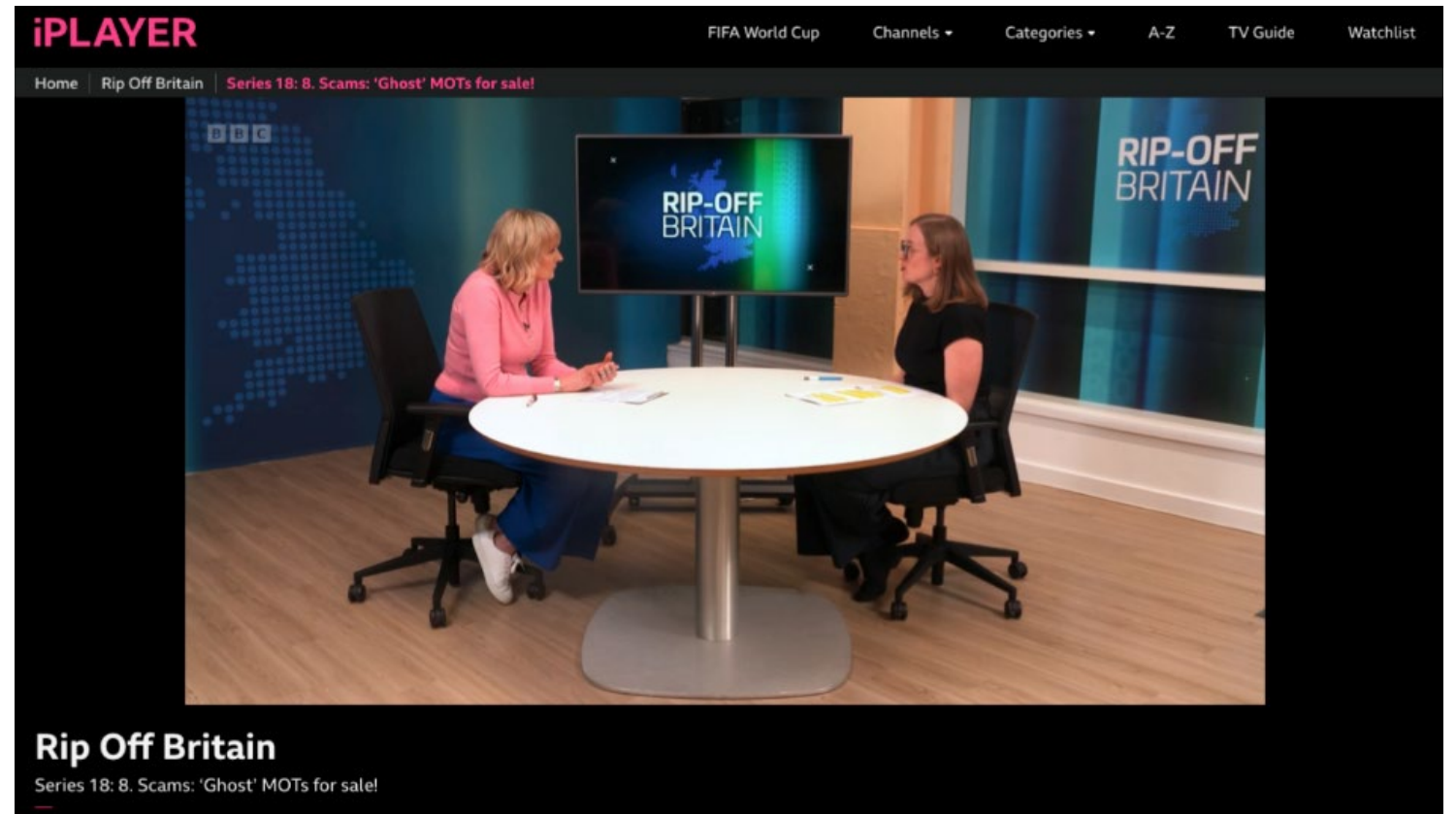
Title: BBC One - Rip Off Britain

Date: 06.05.2026

Link:

<https://www.bbc.co.uk/iplayer/episode/m002w0gx/rip-off-britain-series-18-8-scams-ghost-mots-for-sale>

MUU: 48,950,000



Title: HR Review

Date: 15.05.2026

Link: <https://hrreview.co.uk/hr-news/reward-news/reward-gaps-leave-part-time-and-public-sector-staff-at-disadvantage/387316>

MUU: 5,290



News — Reward News

REWARD NEWS | SPOTLIGHT

Reward gaps leave part-time and public sector staff 'at disadvantage'

By WILLIAM FURNEY - FRIDAY, MAY 15, 2026