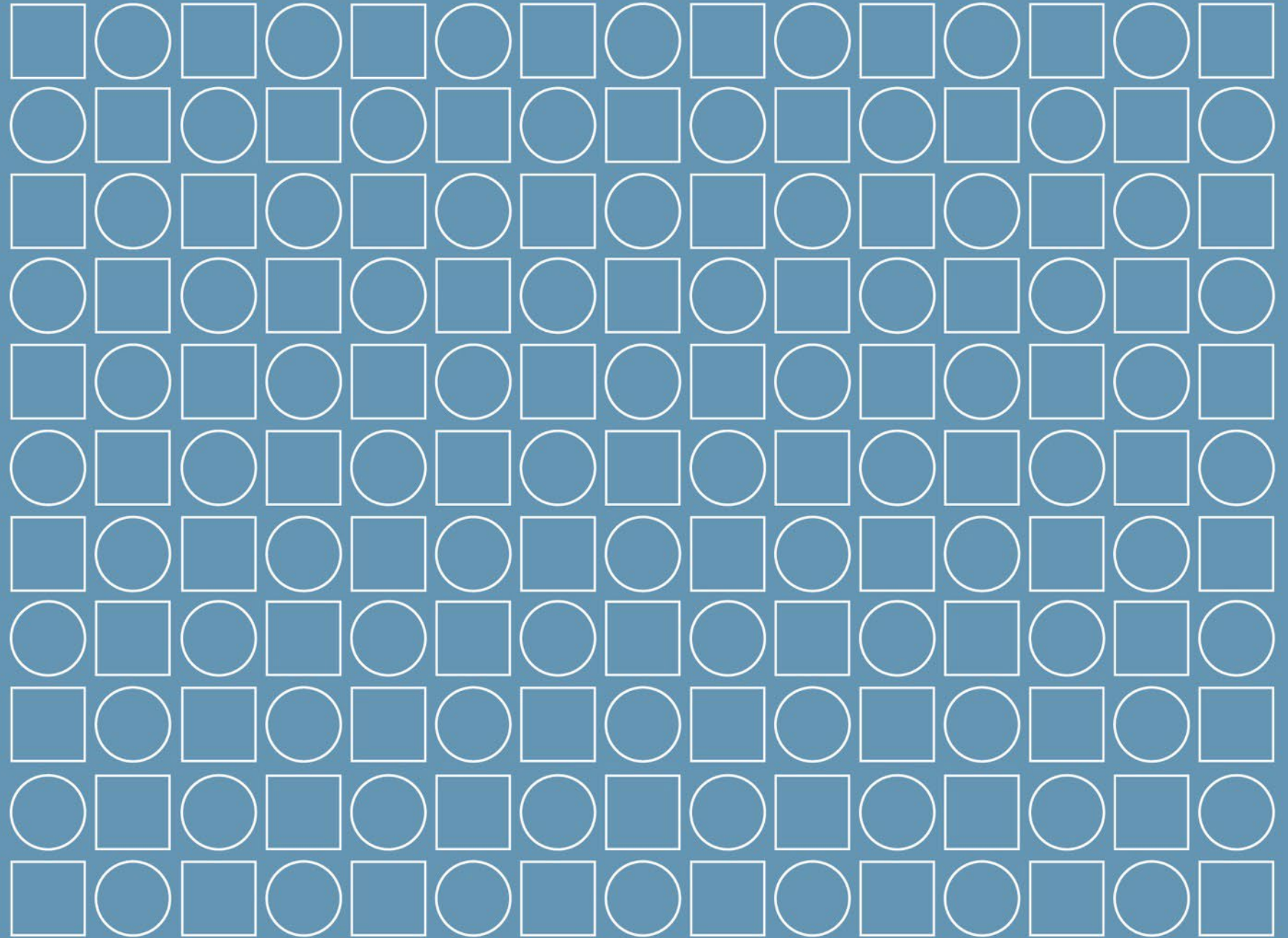


GCVA & PR  
Agency One

Press & Media  
Coverage

November 2023



# The Retail Bulletin – Christmas gifting release (cost of living research)



**Title:** The Retail Bulletin

**Date:** 07.11.23

**Link:** <https://www.theretailbulletin.com/food-and-drink/consumers-turn-to-gift-cards-as-budgets-cut-ahead-of-another-cost-of-living-christmas-07-11-2023/>

**MUU:** 15,000

**DA:** 50



With the countdown to Christmas underway, new research from the Gift Card and Voucher Association (GCVA) reveals that shoppers plan to rein in gifting budgets amidst...

## Consumers turn to gift cards as budgets cut ahead of another cost of living Christmas

7 November, 2023 | by [Natalie Fresen](#)

With the countdown to Christmas underway, new research from the [Gift Card and Voucher Association \(GCVA\)](#) reveals that shoppers plan to rein in gifting budgets amidst the ongoing strain on household finances.

Nearly half (44%) of UK adults are reducing budgets for gift buying as part of plans to scale back spending. Just under half of UK households reported being worse off than this time last year, with 12% experiencing a 'significant' worsening of their personal finances.

With food prices, energy bills and mortgage increases taking their toll, the nationally representative survey of more than 1,000 UK adults found that over two thirds (69%) of households have amended their spending habits ahead of the festive season.

## Fashion Network – Christmas gifting release (cost of living research)



**Title:** Fashion Network

**Date:** 16.11.23

**Link:** <https://www.fashionnetwork.com/news/Fashion-still-top-of-gift-lists-but-some-consumers-rein-in-spending-this-season,1577527.html>

**MUU:** 20,000

### Fashion still top of gift lists, but some consumers rein in spending this season



Meanwhile, although the above figures show overall spending on Christmas not changing radically, new research from the Gift Card and Voucher Association (GCVA) shows a different picture. It reveals that shoppers plan to rein in gifting budgets specifically amid the ongoing strain on household finances.

It said 44% of UK adults are reducing budgets for gift buying with just under half of UK households worse off than this time last year and 12% experiencing a 'significant' worsening of their personal finances.

To keep Christmas spending in check, some consumers are making the switch from physical gifts to gift cards. Some 14% of adults intend to increase the amount they spend on gift cards to control present buying budgets and avoid any wasted spending on unwanted gifts.





**Title:** Derby Telegraph

**Date:** 24.11.23

**Page:** 6

**Circulation:** 18,903

# Celebration as big stores stock mum's gift cards

**SAINSBURY'S AND ARGOS WILL STOCK THE  
GIFT CARDS OFFERING EXPERIENCES FOR  
YOUNG CHILDREN INSTEAD OF TOYS**

**By JOSEPH RICHARDS**

[joseph.richards@reachplc.com](mailto:joseph.richards@reachplc.com)

A MUM who owns a South Derbyshire-based gift card company is celebrating a national rollout in Sainsbury's and Argos.

Little Starts, based in Melbourne, is the UK's leading multi-brand gift card for baby, toddler and preschool classes, and provides the opportunity to give the gift of experiences instead of toys that are destined for landfill.

Local mother-of-two and former solicitor, Katie Lavis, set up the business after having her first child as she wanted to find a way to gift the classes that had benefited her and her children when they were little.

It allows parents and children to choose from thousands of classes delivered by trusted providers across the UK, such as Baby Sensory and Water Babies, and will now be available across an estimated 600 Sainsbury's supermarkets and Argos stores nationwide.

Katie said: "These new listings mark

a very exciting time as we continue to grow and expand across the UK. We're proud to be a local Derbyshire success story, working to transform gift-giving for parents and families.

"When I created Little Starts, I wanted to build a brand that would make life easier when it came to giving thoughtful, memorable gifts.

"Our gift cards not only provide fun experiences that support child development and the well-being of grown-ups, but they are an environmentally friendly alternative to plastic toys or clothes that are often destined for landfill after a year or two."

The expansion marks the latest in the companies' successes, having won big earlier this year at The Gift Card and Voucher Association Hall of Fame Awards 2023.

Little Starts won the Best B2C Product or Service award, as voted for by retail giants John Lewis and M&S.

Katie also took home the Rising Star of the Year, marking a proud moment

for the entrepreneur.

The cards will be available on the gift card fixture in Sainsbury's and Argos stores, as well as being featured in Sainsbury's festive aisle to drive gifting sales across the Christmas period.

The cards provide an alternative to plastic toys or clothes, and being sustainably produced and fully recyclable, they are the perfect gifting option for savvy shoppers who care about the environment.

Little Starts Gift Cards are available in Sainsbury's supermarkets now and will be in Argos from December 4, starting at £10.

For more information, visit the Little Starts Website.

# Burton Mail

**Title:** Burton Mail

**Date:** 24.11.23

**Page:** 10

**Circulation:** 7,806

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