

Trends Report



Hybrid Employees

Nearly 30% of employees perform a hybrid model of working between the home and office. Gifts that support seamless travel and that perform well in both environments are trending. Many hybrid workers rely on technology, especially while commuting. Gifts with company branding along with the employees' names keep teams feeling connected. Items like travel bags, specifically laptop bags and versatile hybrid backpack/duffel bags, not only ensure a comfortable commute but also safeguard and keep work-related equipment secure and dry.







Home Entertaining

The current trend in home entertainment gifts leans toward luxury. These gifts are carefully chosen to be exceptional and distinctive, making them perfect for displaying with pride when entertaining guests. Personalized gifts not only strengthen brand loyalty but also serve as promotional tools for local vendors. It's important to prioritize durability; for instance, a cast iron item has the potential to become a treasured heirloom.





Kits & Gift Sets

Gift sets and kits continue to hold a prominent place in the corporate gift landscape. A single item might not feel like it reaches a client's desired level of perceived value. However, two or more items in a kit together can increase the wow factor, especially when special packaging is involved. Some clients may want to avoid disposable packaging. Consider a functional kit container like a cooler bag with the elements packaged inside.









Wellness Goals

As the new year approaches, companies are backing initiatives aimed at health and wellbeing by providing products that promote hydration, maintain motivation, and track progress. Keeping a journal serves as a valuable method to monitor food intake, exercise regimens, and mental wellness. Packing a homemade lunch in a cooler bag promotes healthier eating practices in comparison to dining out daily. Music has the power to elevate your mood and boost motivation. Gifting a quality Bluetooth headset can assist employees in staying motivated during workouts and increasing their endurance.



Employee Gifting

The latest trends in employee gifts emphasize luxury and comfort. A high-quality gift reflects and strengthens the connection between employees and the organization. Also consider practical gifts that the employee can enjoy in their everyday lives.





New Hire Incentives

Don't forget the new guy! Incentivizing new hires with an onboarding kit makes employees feel like part of the team from day one. An employee's workspace can feel especially empty just starting out; consider functional branded desk items to help create a welcoming area. Branded travel items like backpacks and mugs can create a strong sense of unity and pride among new hires, serving as a constant reminder of their association with the company, and boosting morale.

