

Why Gift Boxes Are the New Gift Wrap

We all love to send and receive gifts, and as crucial as the gifted item itself is, its presentation creates excitement and anticipation. Seeing a beautifully presented box gives the receiver the feeling of opening something extraordinary.

In the first half of the financial year of 2020, 60% of Royal Mail's revenue came from parcels alone rather than letters. This change is also due to our communication evolving via email usage in our everyday lives and online shopping frequency across all sectors. In general, couriers were overwhelmed by the unpredictable surge in demand and the supply of certain products in 2020.

Recent world events have led to gift-giving becoming a booming phenomenon. Google noted an 80% global increase from 2019-2020 of the search term "online gift" as we all tried to feel more connected while we were physically apart. The recent years were an especially astonishing time for small businesses using platforms such as Etsy. People were looking for more personalised and handmade presents for their loved ones and supporting small businesses. Due to this, companies started understanding that changes to the packaging were making a big difference to their customers. As a result, there was an increase in demand for gift boxes in the UK and worldwide.

Recent years have seen a boom in all different kinds of gift-giving. From subscription boxes for everything from beauty products, homeware, flowers and artisan food to employee gift boxes so that companies could show their appreciation of staff efforts while they were working from home. Mystery boxes also increased in popularity while people were trying to expand their horizons regarding books, film, and literature by noting their interests and letting experts pick their recommendations. All of these new kinds of products have in common that they are generally presented in stylish gift boxes, and there are many reasons why.

Benefits of using gift boxes

Gift boxes are not only practical for keeping products safe and in the right place in the post when filled with tissue or shredded paper, but they are also great to reuse or keep for storage. Packaging with multiple uses is a plus point for many consumers now that we are all trying to live with our eco-footprint in mind. Many people are trying to reduce the number of new items they are buying, as we can see by the rise in "thrifting" for fashion and home items. As [gift boxes in the UK](#) come in all shapes and sizes, they can be perfect for storing anything from your jewellery to craft materials and much more. The shredded paper fillings can always be reused for future gifting, pet bedding, or in most cases, are easily recyclable as long as they are paper-based.

If you are looking to reuse a gift box, there are plenty of creative ways to upcycle them. The classic approach of a glossy ribbon will always be a timeless aesthetic, or you can let your

artistic side out and paint/draw on them, too, adding a level of personalisation that anyone will appreciate.

Businesses of all sizes realise how much impact their packaging has on their general brand awareness. Packaging is a way of making the product and its opening a memorable experience. There has been a resurgence of more traditional adornments such as wax seals which not only look great on anything from envelopes to boxes but can also reinforce a brand logo or overall company awareness. Creating the packaging also makes for very satisfying content for social media, with over 1.5 billion views for #packaging on TikTok alone.

Packaging videos offer an insight into a business and show transparency as to the processes in place. When customers are buying from an independent company, they are generally looking at a higher price point than, for example, a fast-fashion company. One of the elements people love about buying from small to medium businesses is getting a more personal touch to their orders. That personal touch ranges from the customer service to the actual product itself. Customers know a wax seal is likely stamped by someone putting time and care into their purchase instead of being packed on an assembly line in a giant warehouse.

So what's not to love about a gift box? They're unique, good for the environment, easy to use and practical. Next time you're arranging a gift for a friend or family member, consider what your gift box could potentially become.

Resources:

- [Postage Boxes - Government of New South Wales](#)
- [Earring Box - Neocities](#)
- [Soap Boxes - Tribe](#)
- [Cardboard Postal Tubes - University of South Florida](#)
- [Cardboard Tubes With Lids - Wefunder](#)