



# TAKING IT PERSONALLY

by TORI HOPPER

Personalized gifts are always a hit with consumers because customization makes a product feel like it's the only one in the world. In the 2019 Gift Book Consumer Survey, 53 percent of Millennials, 45 percent of Gen Xers and 44 percent of Baby Boomers all said that personalization is an important gift attribute to them. Whether it's a customer looking for something special for a friend, or a retailer wanting store-branded gifts, there are plenty of personalization options for everyone.

Personalized gifts can come in a variety of forms, from made-to-order options to gifts that can be easily monogrammed in store. Even regionally specific gifts offer a more personal touch. Whether for a new mom and baby or a Southern-proud shopper, personalized and custom gifts can be tailored to the tastes of each individual customer, making custom products a best-selling trend that's here to stay.