



VISION **NXT**



*Super* micro trend report  
**Gifting:** New trends and ideas, winter 23/24



Image generated by AI

# A gift for anyone, but everyone

*Gifting season: What's hot and what's in?*

As we approach the end of the year, welcoming the new year with gifts for oneself or loved ones is a cherished tradition. Our team has meticulously curated a diverse collection of gifting trends and products that resonate with different age groups and encompass a wide array of popular gifting choices. We are especially grateful to have experienced the [Madras Art Weekend](#) and the "[By Hand From The Heart](#)" marketplace in Chennai, where we encountered a delightful array of handcrafted and homegrown brands.

This comprehensive report goes beyond mere fashion trends, delving into a myriad of domains including jewelry, gastronomy, and wellness. It is a testament to the evolving landscape of gifting, catering to the tastes and preferences of a wide audience. From **artisanal craftsmanship** to **hobbies** and even a **touch of adventure**, each story within this report is a reflection of the diverse interests and personalities that shape our gifting experiences.

In a world increasingly inclined towards **mindfulness and sustainability**, this report is a celebration of the shift towards **hyper-local, thoughtful options** that offer a **blend of tradition and innovation**. Whether one seeks to indulge in a luxurious treat or explore unique, handcrafted treasures, this report is a guide to finding the perfect gift that resonates on a personal level.



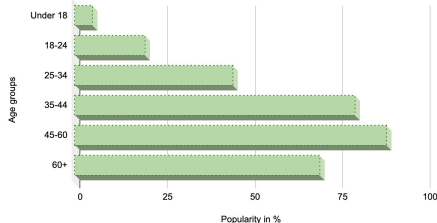
Brands / Products spotted by the team at By Hand from The Heart market place

## The Artisanal Admirers

Popular among the silver-hairs, this collection spans a wide array of products, from **handcrafted chocolates** to **locally sourced artisanal salts**. Each item is carefully selected to **enhance the living space** and **elevate everyday living**, offering a touch of sophistication and exclusivity.

In this niche market, brands can set themselves apart by focusing on **clean, minimalist packaging** that accentuates the inherent quality and allure of the products. By highlighting the rich and intriguing aspects of each item, they can capture the attention of this discerning audience, who seek both quality and a sense of indulgence in their purchases.

Popularity among different age groups



Cocktail Mixers  
from Bartisans

Artisanal Cheese @kase.cheese

Dry Gin @Himmaleh Spirits

@bombaysweetshop





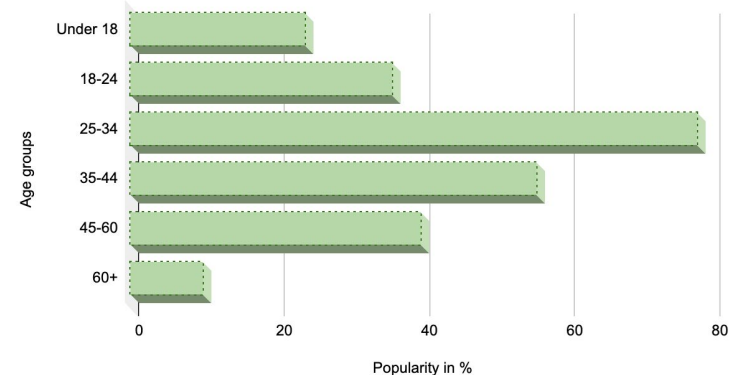
## The health & wellness obsessed

The wellness trend has firmly established itself, particularly among adults, and continues to gain momentum. This growing popularity has brought attention to the use of locally sourced and traditional ingredients, especially in skincare products.

These gifts are not just thoughtful but also serve as a gateway for individuals to explore the world of wellness. With mindful packaging taking center stage, brands are focusing on a holistic approach to their products and offering loyalty programs to enhance the overall experience. This shift towards wellness reflects a broader lifestyle change, where consumers seek products that not only benefit them but also align with their values and beliefs.



## Popularity among different age groups



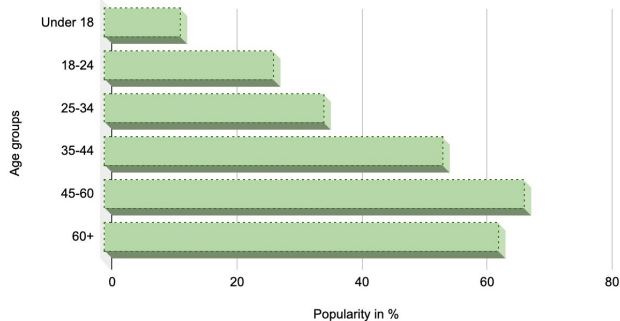


## For the old at heart clique

Nostalgia lingering through the emotions, the old at heart clique is a hit for those who **want a feeling of home away from home**. Especially popular among the **mature groups**, it makes up as a wonderful gifting idea for youngsters as an introduction to all things past.

For instance, *Paa(r)ti talks* from [@chittamgames](#) is a wonderful way for grandparents to acquaint children about the past games. Not only is it exciting, but it is also innovative to match the current generation's mindsets. Brands can focus on **bright and pop-y packaging** that doesn't shy away from the eyes of the viewers.

### Popularity among different age groups



Candle Care Kit by Seva India

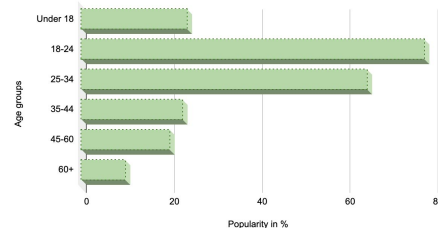


## The Handmade Tales

Embracing their quest for individuality, young adults have embraced the ethos of **"shopping small"** as a defining aspect of their identity. Small stores, especially those active on social media channels, have gained significant traction among this demographic due to their **diverse offerings and customizable options**, which resonate with the desire for **unique, personalized products**. This reflects a broader cultural shift where the act of purchasing is **not solely about gifting others** but also about **self-expression and self-care**.

This emphasis on self-gifting is a growing mindset among this generation, reflecting a desire for products that reflect their **personal style and values**. For brands aiming to connect with this audience, **showcasing the nuances of small businesses is key**. Transparency is **paramount**, as it **builds trust and authenticity**.

Popularity among different age groups



Studio Surya



Rasti India



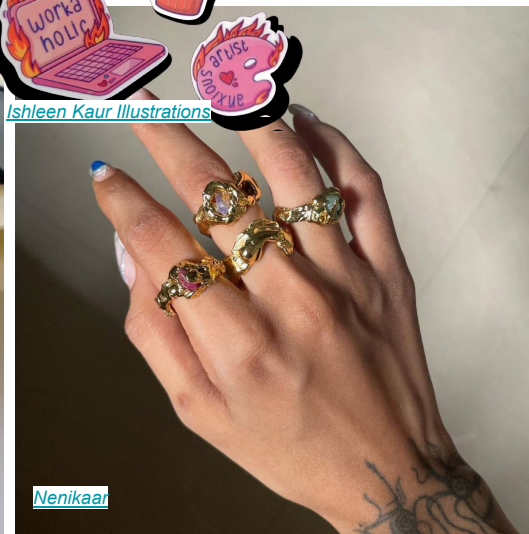
@the\_knotty\_story



@twelve.pottersstore



Bento cakes @la.slice



Nenikaar



@papergardenshop



Ishleen Kaur Illustrations



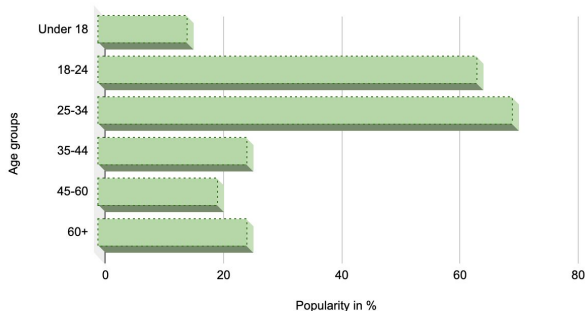


## The Hobby enthusiasts

Why settle for dynamic gifts, when one can completely indulge in various activities? The hobby enthusiasts is for all those who want to go an extra mile to experience things. In continuation to our report "**Made-in-Hand**", the "**doing**" is becoming an essential among the adults.

Various gifting kits like the **crochet kit**, **tattoo poke kits** are offered by various brands across. the packaging can be subtle, essentially involving the aspects of the hobby, making it intriguing, yet easy for the user.

Popularity among different age groups



[The Original Knit](#)



[Asli Thari](#)

Merry Christmas!

Pottery WORKSHOP

HAND BUILDING WORKSHOP WITH PAINTING AND FIRING

10AM TO 12PM  
1PM TO 3PM  
4PM TO 6PM  
6.30PM TO 8.30PM

1 PLUS 1

3500 PER PERSON  
23RD DECEMBER  
DN NAGAR, ANDHERI WEST  
THE TINY CLAY INN



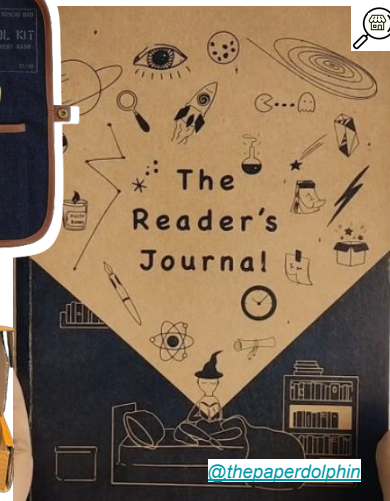
[@thetinyclayinn](#)



[@kitsters](#)



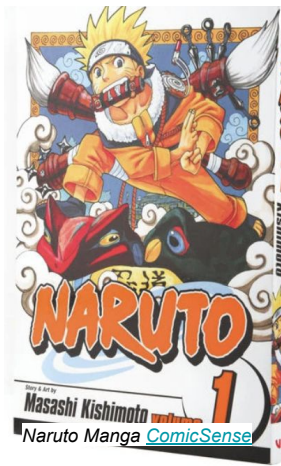
Handpoke Kits from [Paradise tender](#)



[@thepaperdolphin](#)



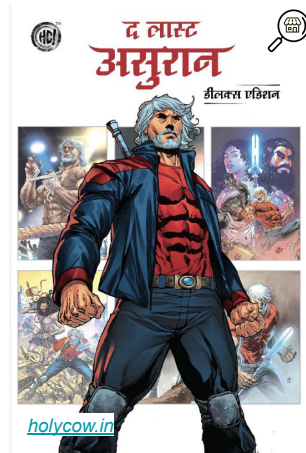




## The Pop-culturists

Last but not the least, the pop culture fanatics! Although this one is **ageless**, we see the popularity for the under 18 troupe. **Ghibli inspired calendars, manga, and Indian comics** are gaining momentum in India.

Brands catering to this audience can seize the moment with **strategic seasonal releases**, ensuring a **mix of classics** that maintain long-term interest alongside **fresh, innovative offerings**. This balance is crucial, especially for engaging Gen Alpha consumers, where quality is non-negotiable. In this dynamic space, **innovation takes center stage**, driving the creation of products that resonate with the evolving tastes and preferences of this vibrant audience.

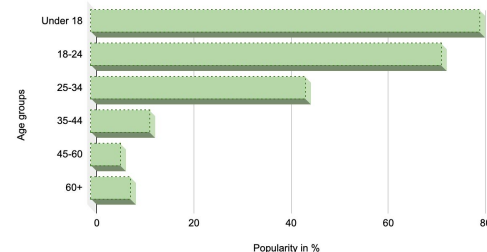


Ghibli calendar [@nukkadstudios](#)



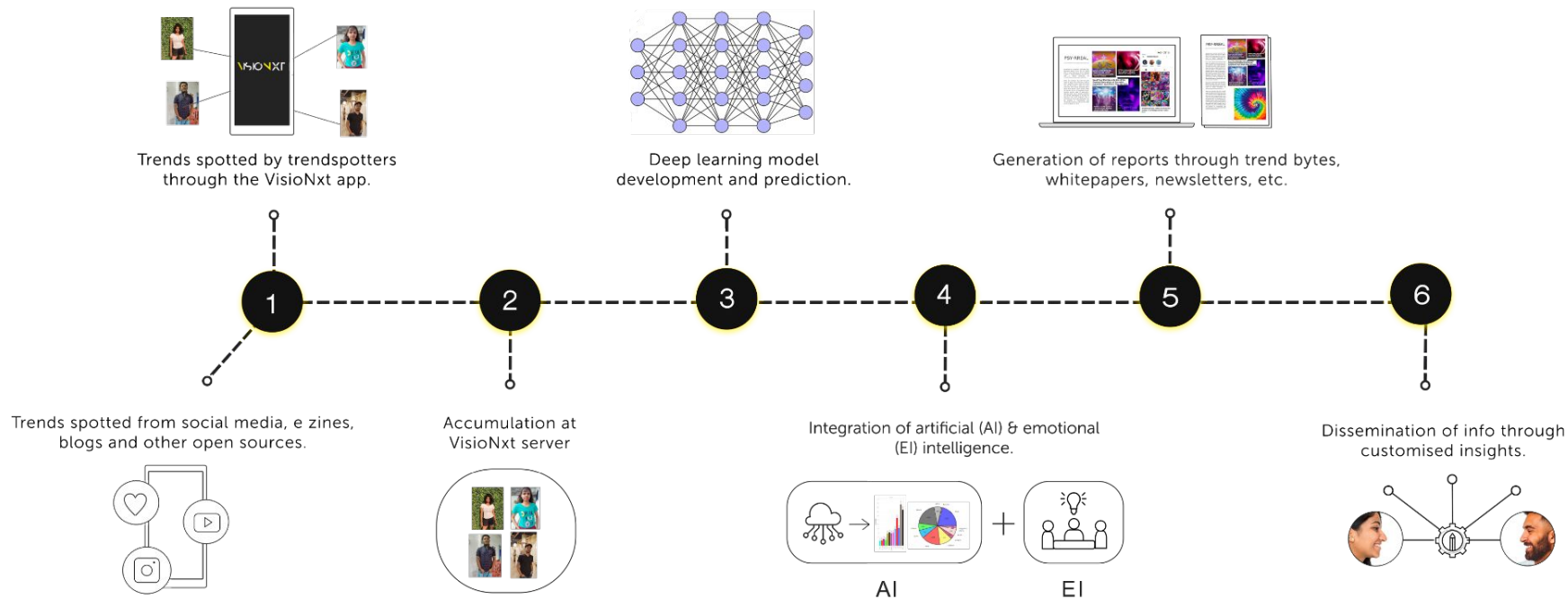
Chainsaw man desk mat [@planetsuperheroes](#)

Popularity among different age groups



# HOW WE WORK

*A brief look at our process*





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#### DISCLAIMER

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