



WIN THE HOLIDAY SEASON

2026 HOLIDAY GIFTING REPORT

Lessons from hundreds of global holiday gifting programs—and how to avoid the November scramble.

OUR BRANDS



THE Q4 REALITY

The holiday rush comes early

The gap between "it's too early" and "we're behind" is shorter than most teams think.

Annual Orders

39%

Of annual orders take place in October, November, and December

December VS August

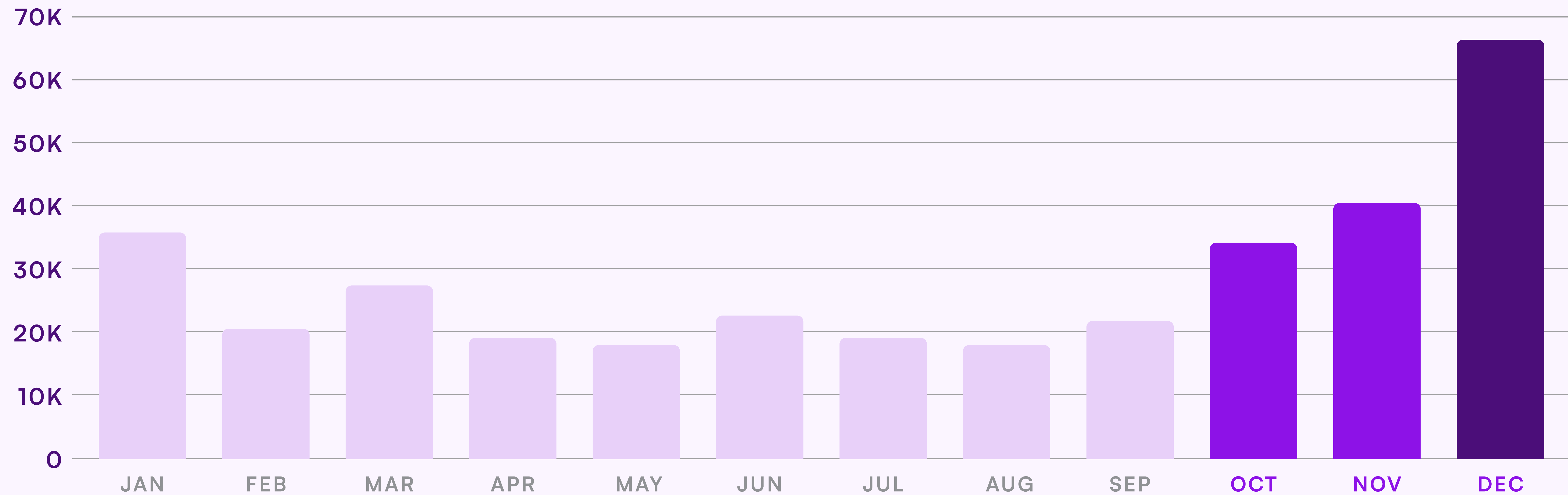
3.7×

More gifting in December than August

THE NOVEMBER SCRAMBLE

The month where the rush gets real

The pressure may start in November, but the demand peaks in **December**.



IT PAYS TO START EARLY

December alone: 64,841 orders—more than October and November combined.
Companies that get a head start have more choice, more flexibility, and a smoother path to launch.

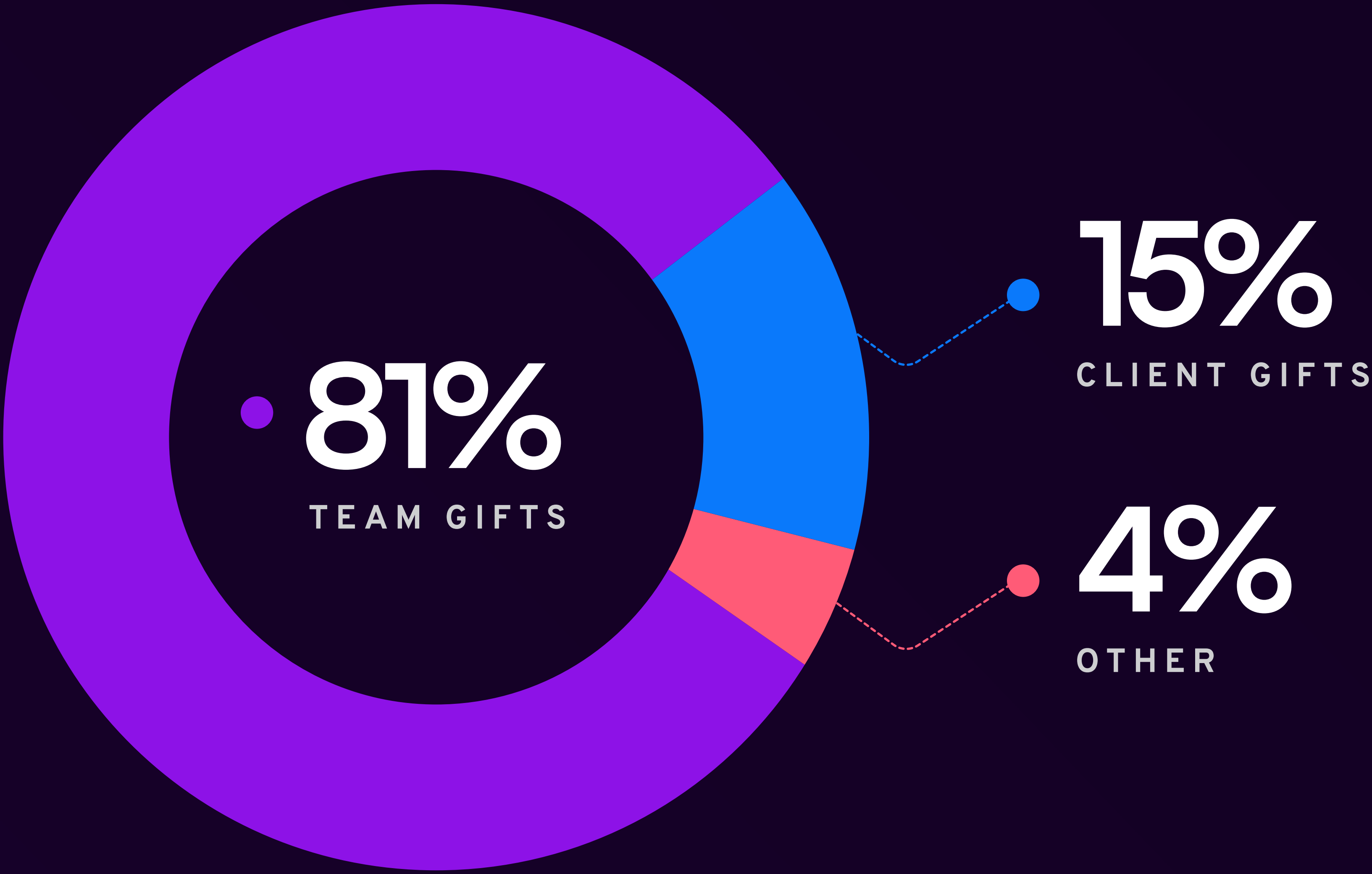
Rewind the Season

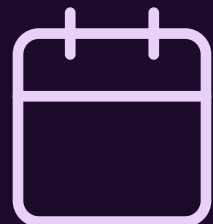
A year of gifting, celebrating, and team moments.



How companies spread cheer last season

Holiday gifting extends beyond employees, but team gifts remain the most popular way companies celebrate the season.





Dec. 17
Busiest day of the season



100+
Countries reached



9,493
Recipients in the largest single order



3+
Holiday programs per Fortune 500 company

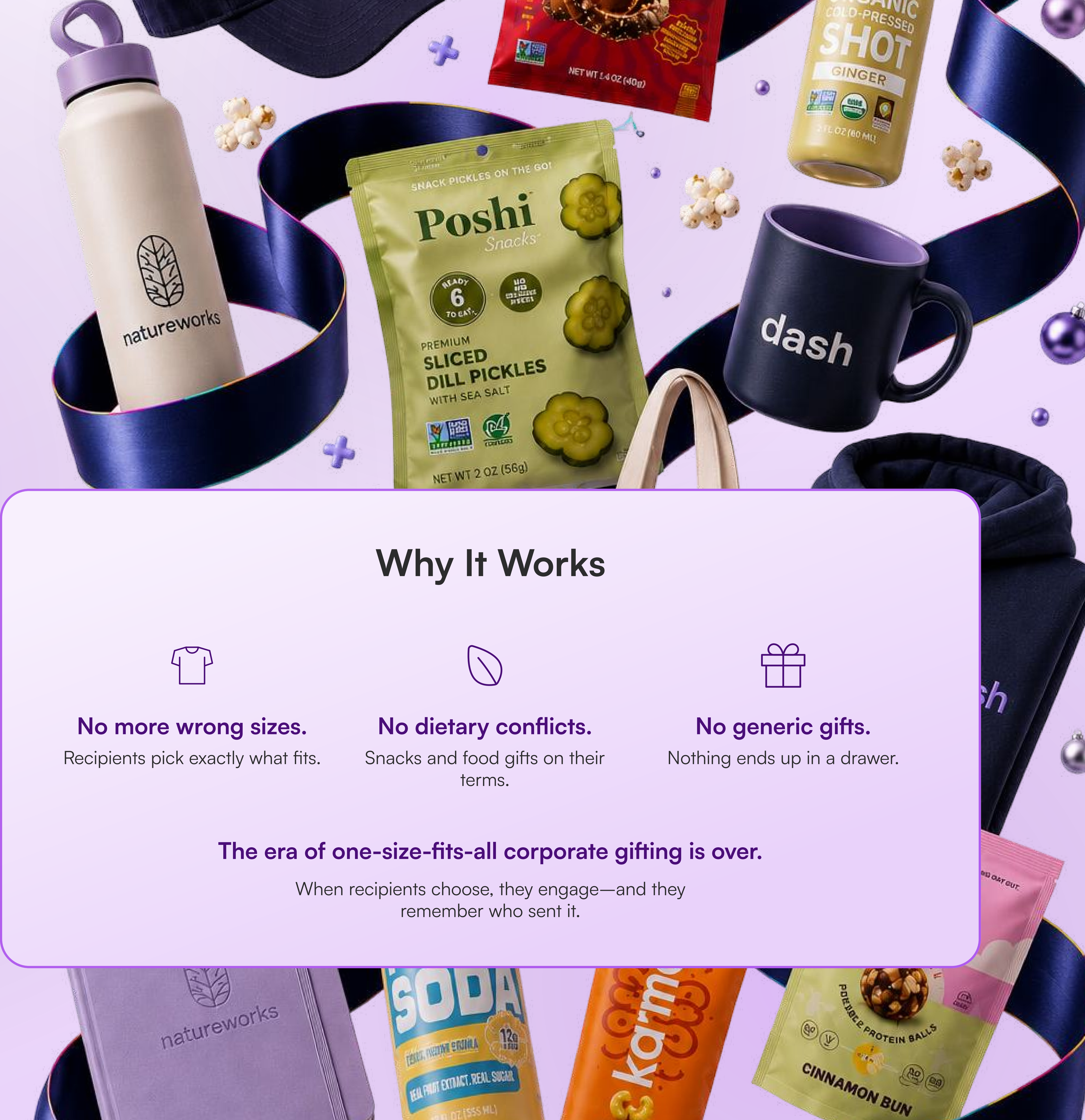
THE GIFT OF CHOICE

The best gift is the one they actually want

97%

Of holiday gifters let recipients choose their own gift.

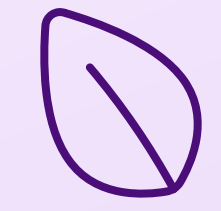
Only 2.6% have the sender pre-select the gift.



Why It Works



No more wrong sizes.
Recipients pick exactly what fits.



No dietary conflicts.
Snacks and food gifts on their terms.



No generic gifts.
Nothing ends up in a drawer.

The era of one-size-fits-all corporate gifting is over.

When recipients choose, they engage—and they remember who sent it.

YOU'RE IN GOOD COMPANY

Trusted by teams at companies you already know

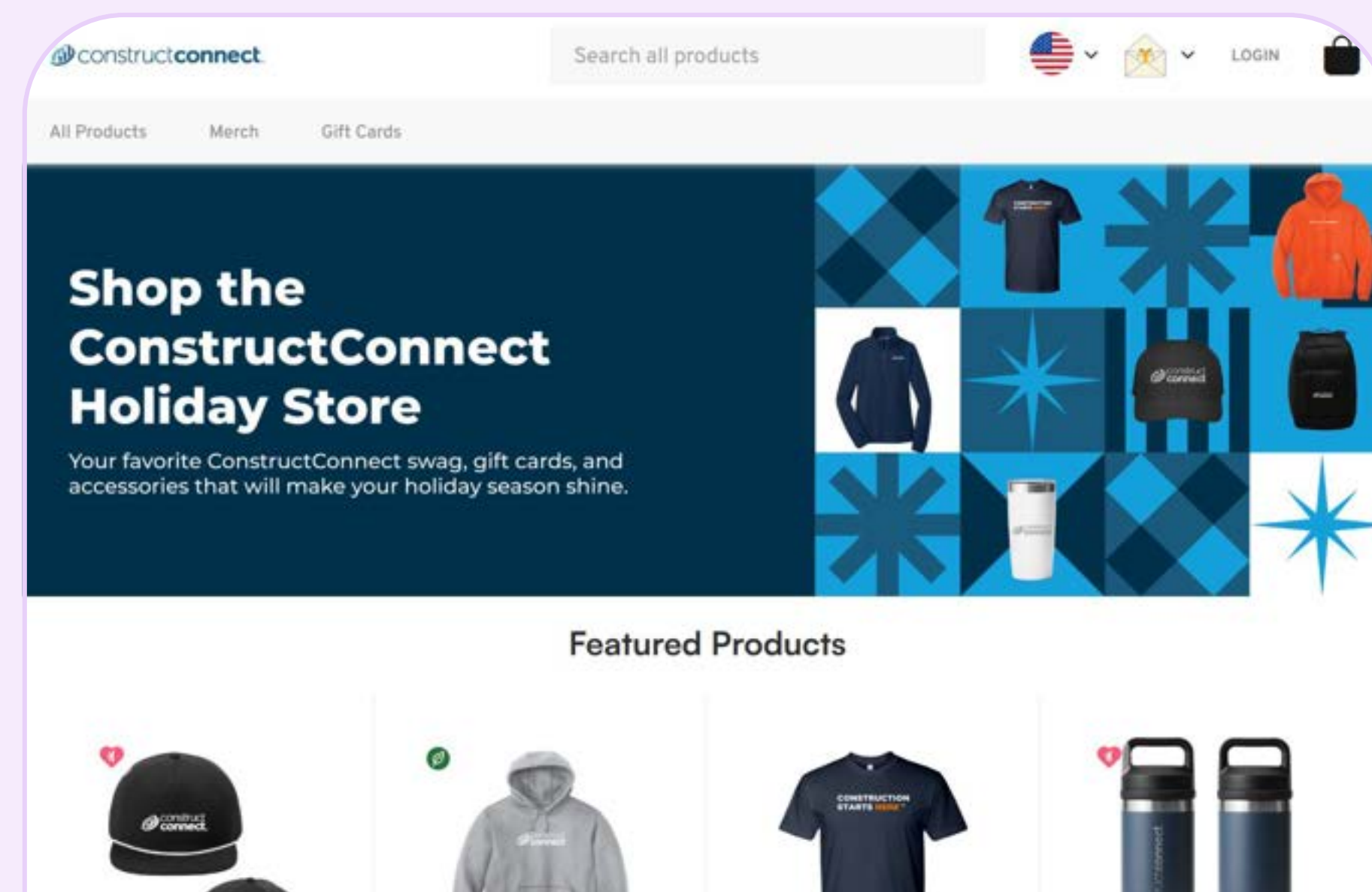
From one-off gifts to company-wide holiday programs, teams across industries used Stadium to celebrate at every scale.



PHARMA 	TECHNOLOGY 	CONSULTING 
SAAS 	MOBILE TECH 	INSURANCE 
SUPPLY CHAIN 	CREDIT UNION 	GRC SOFTWARE 
HEALTH TECH 	ANALYTICS 	+ hundreds more across every industry

CASE STUDIES

How real companies ran their holiday gifting with Stadium



SOFTWARE



ConstructConnect sent healthy holiday snack boxes to 850 employees.

APPROACH: Shops

“Holiday gifting completely changed for us. Letting employees choose what they actually want made it something people genuinely look forward to.”

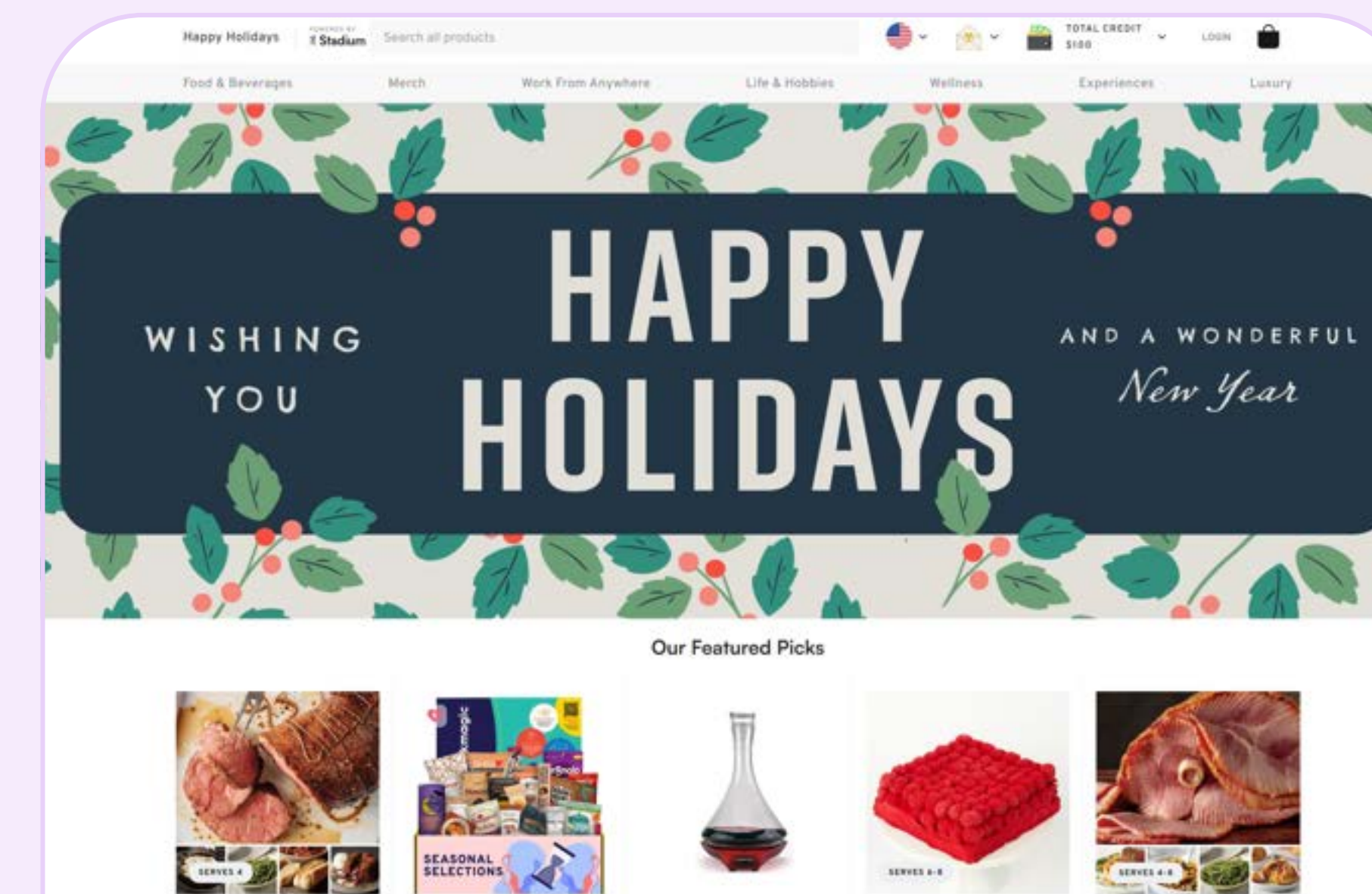


AT HOME TECHNOLOGY



Multiple departments ran independent holiday gift programs totaling 280+ recipients. Stadium made it easy for each team to run their own program.

APPROACH: Snack boxes

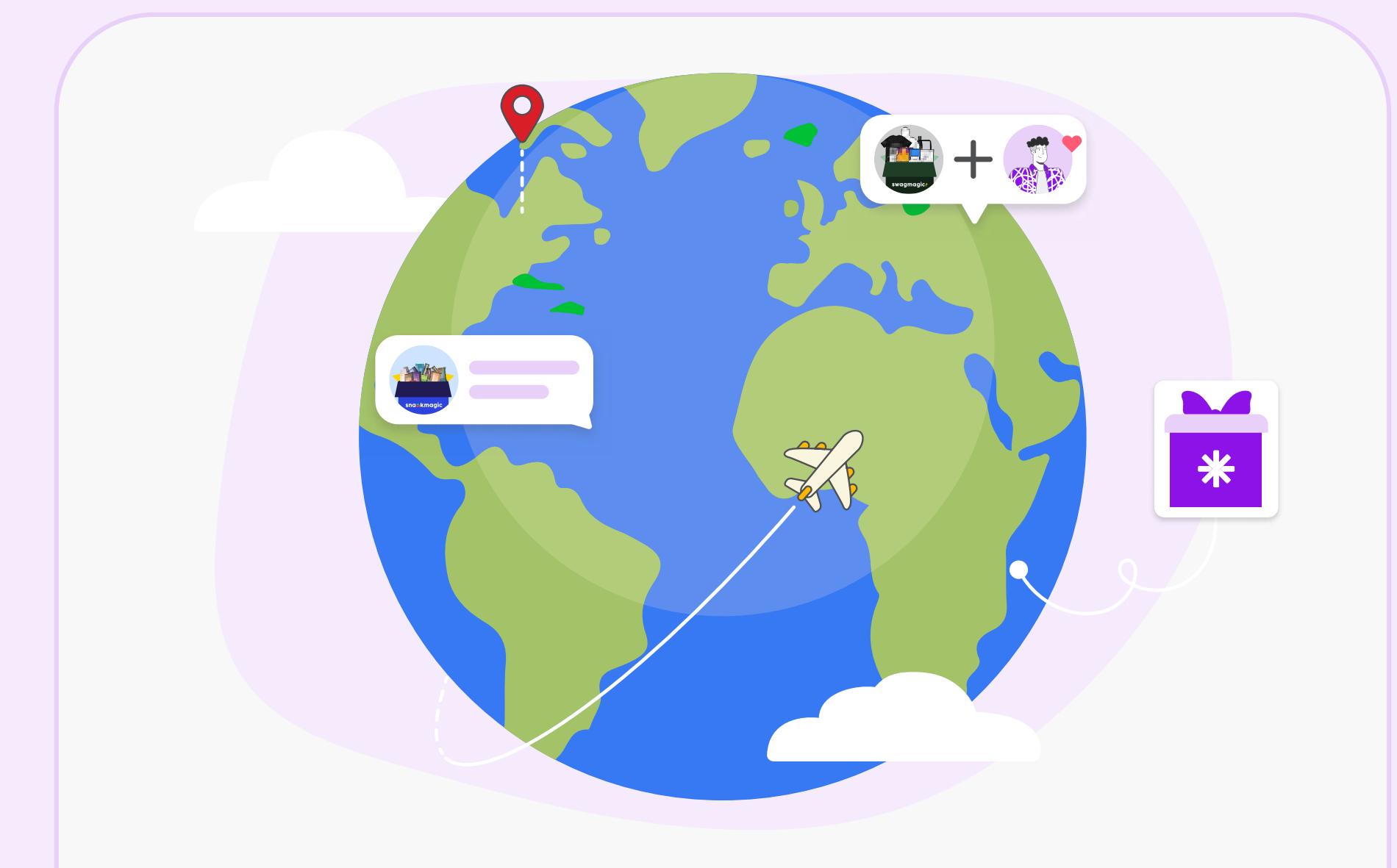


SOFTWARE



By launching a custom holiday shop for 116 recipients, Cape Analytics made gifting more personal, flexible, and engaging.

APPROACH: Shops



OIL & GAS



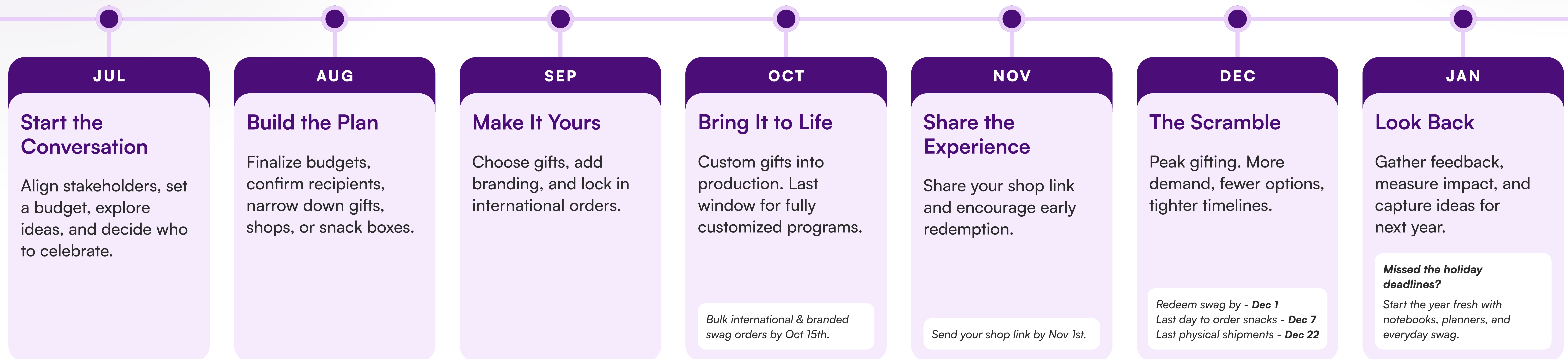
BP delivered a seamless end-of-year gifting experience across 21 countries with one global program.

APPROACH: Global program

THE PLANNING TIMELINE

The companies that win at holiday gifting start planning early

Use them as a guide for planning and outreach.



Early Planners

JUL - OCT

More choice, more customization, more delivery flexibility. November programs hit **25.2%** engagement—the season's highest.

Late Planners

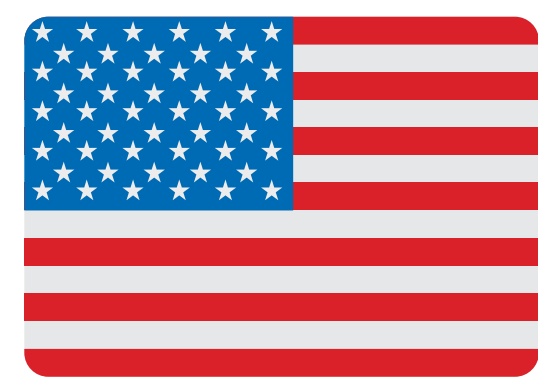
NOV - DEC

There's still time. Send a shop link or snack box. Rush fees may apply. December volume surges to **2.3×** October.

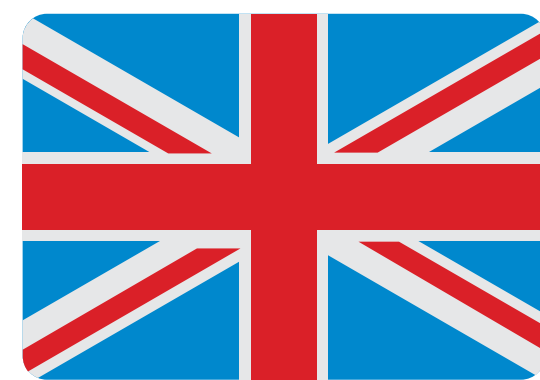
Don't miss the November window

Programs launched in November see the highest per-recipient engagement of the season—before December crowds out attention. **+131%** order growth from October to December.

🌐 TOP 5 COUNTRIES



United States



United Kingdom



Canada



India



Philippines

📁 TOP 5 CATEGORIES



Apparel



Drinkware



Tech & Electronics



Writing & Office



Bags & Travel

🏠 TOP 5 NAMED BRANDS

owala®

Owala



Hydrapeak



Urban Peak

GILDAN®

Gildan



Carhartt

GIFTS THAT MADE THE NICE LIST

Top Gifts of 2025



Cadbury Obsession



Chocolate Party Sharing Pack



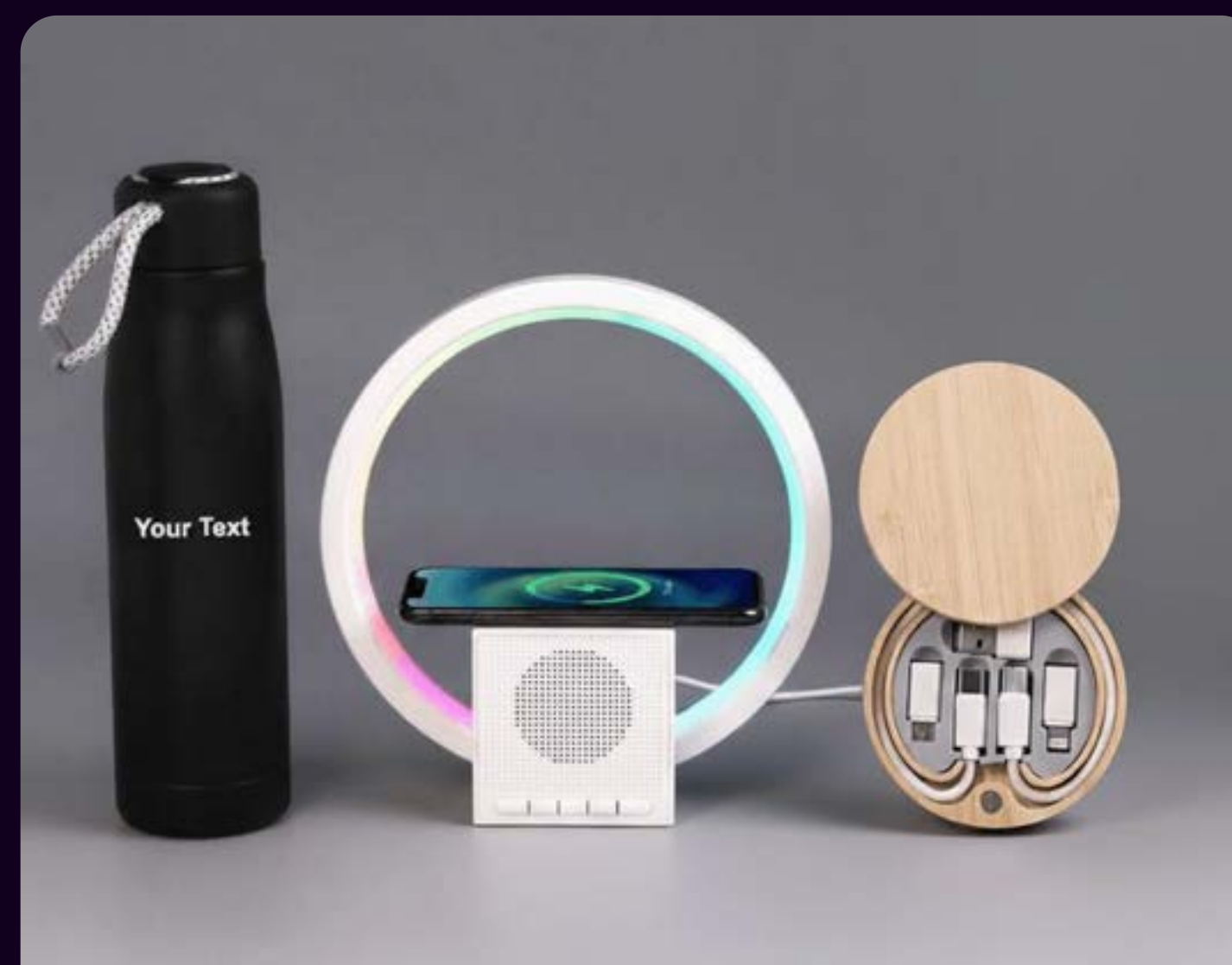
Luxury in Cans!



Kinder Deluxe Box



Rituals Gift Set



Digital Dream Hamper



Belgian Chocolates Côte d'Or



Variety Snack Selection



The Gourmet Retreat



Stay Fit Hamper

INSIGHTS FROM THANK YOU MESSAGES

Straight from the heart

Across thousands of thank yous, one theme stood out: people appreciated being remembered.

"Thank you"

4,950 "Thank you" messages sent

"thinking"

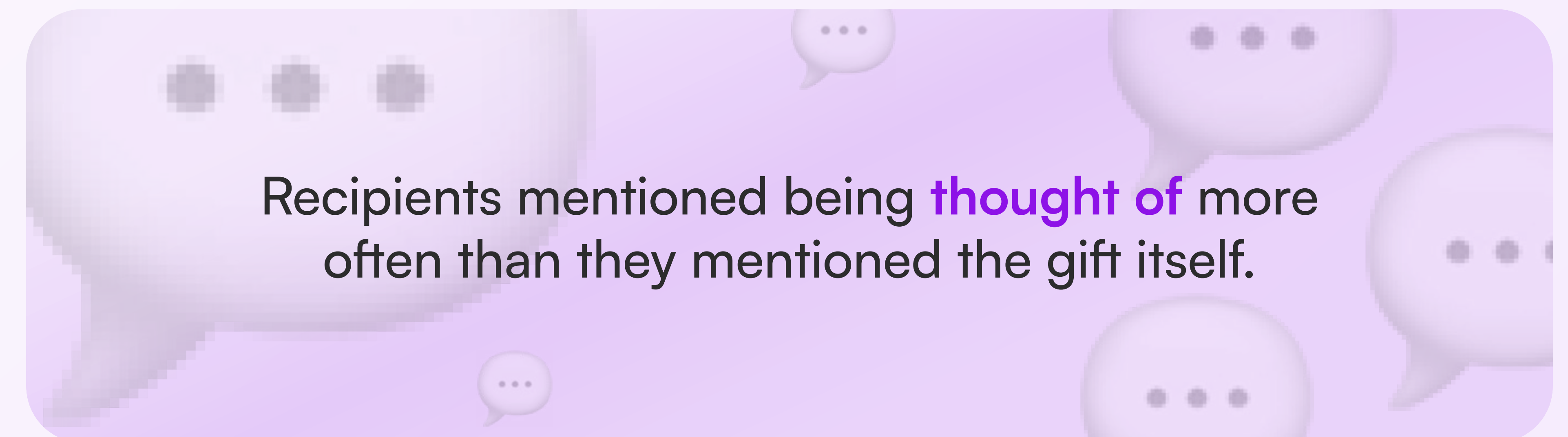
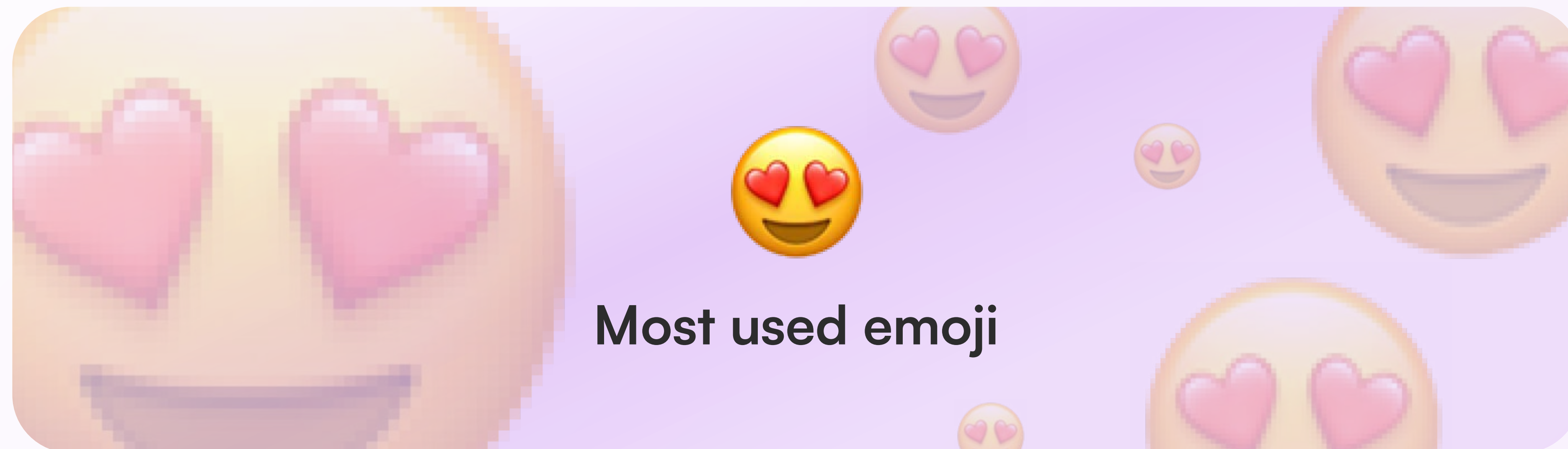
1,714 mentions of "thinking"

"awesome"

600 mentions of "awesome"

"team"

214 mentions of "team"



THE BIGGEST TAKEAWAY?

Feeling remembered mattered more than what was inside the box.

BEHIND THE HOLIDAY RUSH

What last holiday season revealed

Behind every holiday gift is a process. Here's what last season revealed about getting it right.

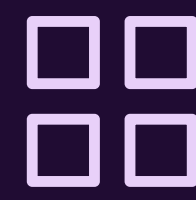


Time Runs Short

Custom orders need 5—8 weeks, and international shipping adds even more time. The earlier teams started, the more options they had.

With Stadium:

Flexible options like shops and snack boxes can be set up in minutes, even on shorter timelines.

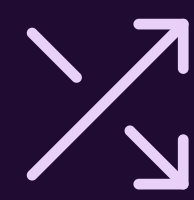


Choice Beats Guesswork

Letting recipients choose removed the guesswork around brands, dietary needs, sizes, and personal preferences.

With Stadium:

Give recipients access to 25,000+ catalog options instead of trying to find one gift for everyone.



Complexity Adds Up

The biggest challenges weren't the gifts—they were collecting addresses, managing approvals, and coordinating delivery.

With Stadium:

Manage swag, gifting, fulfillment, and logistics from one platform instead of juggling vendors.



Global Requires Planning

The more countries involved, the harder it became to create a consistent experience for every recipient.

With Stadium:

Local fulfillment in 170+ countries reduces customs delays while region-specific catalogs keep gifts locally relevant.



Costs Add Up

The gift is only part of the budget. Shipping, customization, fulfillment, and rush fees can quickly add up.

With Stadium:

Set a budget with shops, points, or snack boxes so recipients choose while keeping costs predictable.



Reminders Matter

Between holiday PTO, year-end deadlines, and travel, even thoughtful gift invitations could slip through the cracks.

With Stadium:

Automated reminder emails keep redemption on track, with reminders ahead of key deadlines.

THE RIGHT GIFT FOR EVERY AUDIENCE

Every Connection Counts



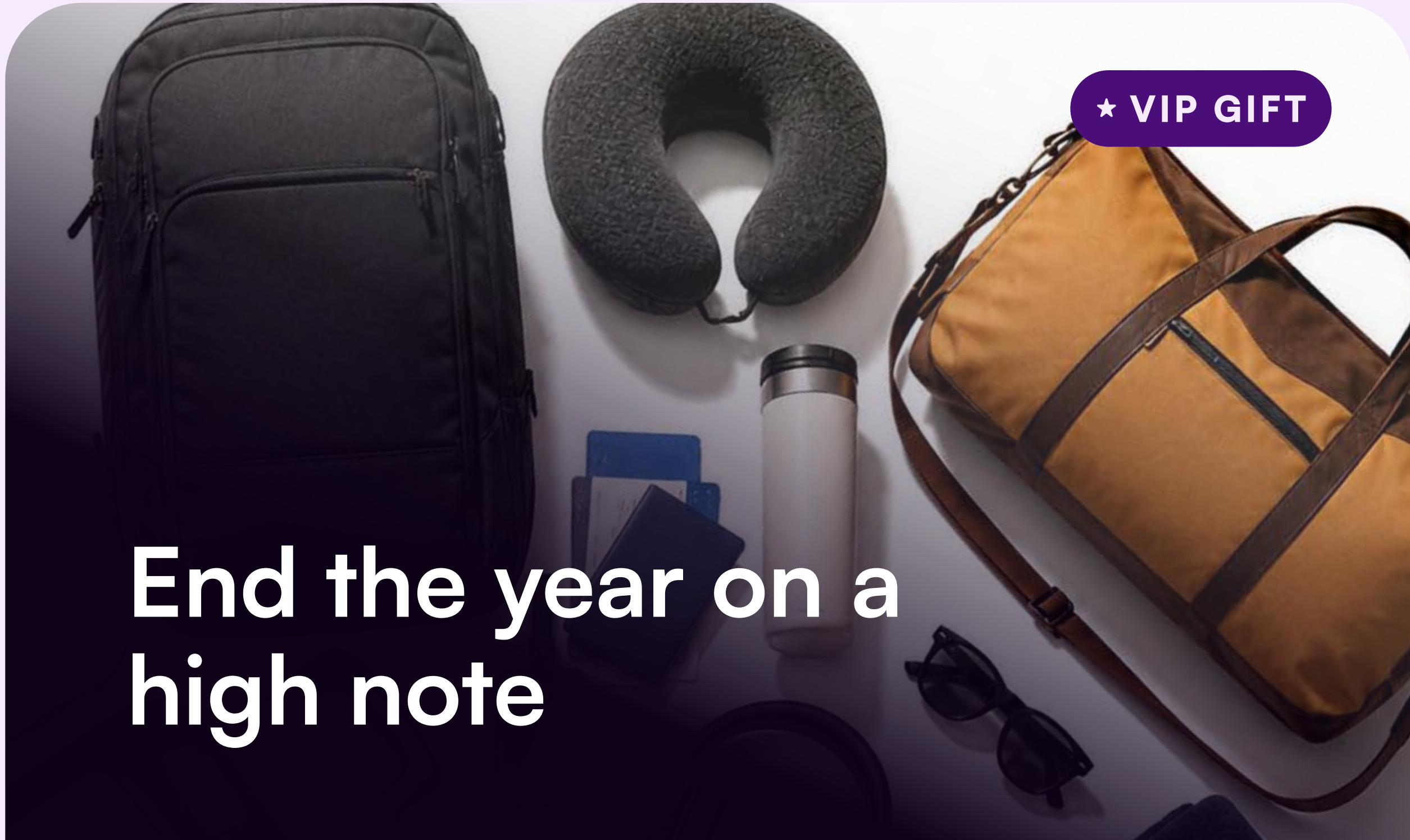
Celebrate the people behind the work

WHAT WORKS

- Recipient-choice stores
- Branded swag
- Snack boxes

TYPICAL RANGE

\$50 — \$150
per person



End the year on a high note

WHAT WORKS

- Premium branded kits
- Co-branded swag
- Personalized notes

TYPICAL RANGE

\$100 — \$300
per person



Show appreciation beyond your team

WHAT WORKS

- Recipient-choice shop
- Priceless shops
- Curated snack boxes

TYPICAL RANGE

\$30 — \$100
per person



STADIUM TIP

Want to emphasize the gift, but not the price?
Create a priceless shop and let recipients choose from a set number of items, keeping the focus on appreciation.

The holiday gift budget breakdown



AVERAGE BUDGET

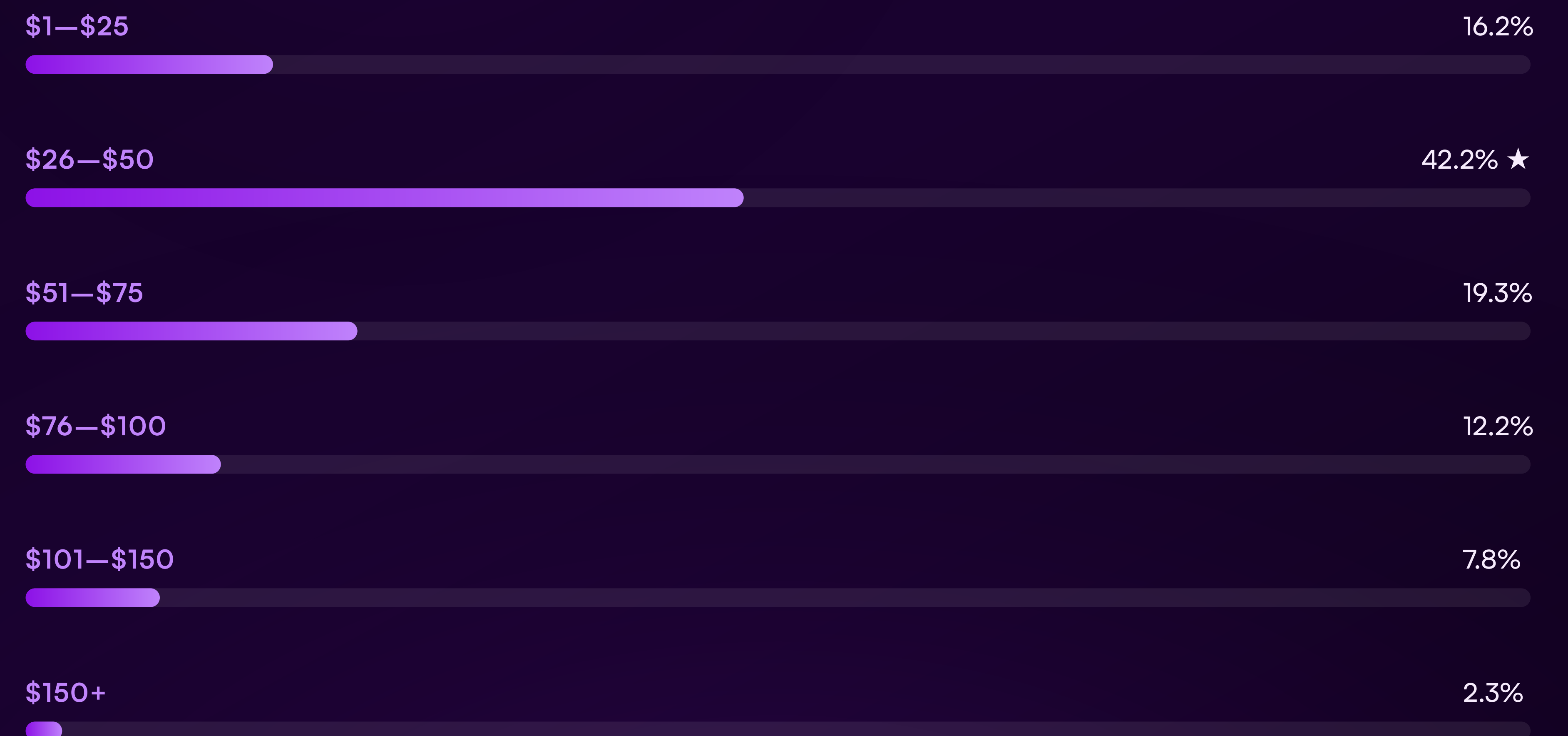
\$65.65

Average gift budget per recipient

SWEET SPOT

42%

of orders fall in the \$26—\$50 sweet spot



Nearly 8 in 10 holiday gifts come in under \$75.
The right gift at the right price beats an expensive one that misses.

Leave holiday logistics behind

From recipient choice and reminders to fulfillment and global delivery, Stadium helps teams run holiday gifting programs with less work and fewer headaches.

BOOK A DEMO

SEND A SNACK BOX



OUR BRANDS

 Swagmagic  Snackmagic