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Holiday Trends Report Reveals Popular Holiday Gifts for 2020

DrawNames.com Report Confirms the staycation trend and that Men Like Bonsai Trees

Staycations have been a popular theme for the past several years as Americans looked to save money, however, thanks to Covid-19 they became necessary, for obvious reasons. And as people were working from home and “vacationing” at home, they began to create unique experiences for themselves to enjoy...at home. This Trends Report from DrawNames.com reveals that the most popular gifts of the year for Americans revolve around self-care, exercise and simply keeping busy.

This year everything cooking and self-care from fuzzy slippers to working equipment have all seen a jump in sales, and the holidays reflect that people are ready to stay in for another several months.

Secret Santa organizer DrawNames.com researched the most popular gifts asked for the holidays among Americans and found that Home & Kitchen gifts were most popular among both men and women.

In this category, women are most often looking for coffee cup warmers, portable blenders and novelty mugs. While men in the same category asked for kitchen knife sets, whiskey decanter and glasses sets and cutting boards are the most popular gifts.



Popular Home & Kitchen gifts for women and men

In second place for women are Clothing and Jewelry - fuzzy socks, fuzzy slippers and necklaces - while men are more into Sports & Outdoors (survival gear kits) and building a home workout regime with resistance band sets and wheel roller kits.



Popular Clothing and Jewelry gifts for women and Popular Sports & Outdoors gifts for men

When just looking at absolute numbers regardless of categories, gift cards are most popular for both men and women, men really like bonsai trees, and women would like throw blankets as a gift.



Popular gifts without regard to category for all genders.

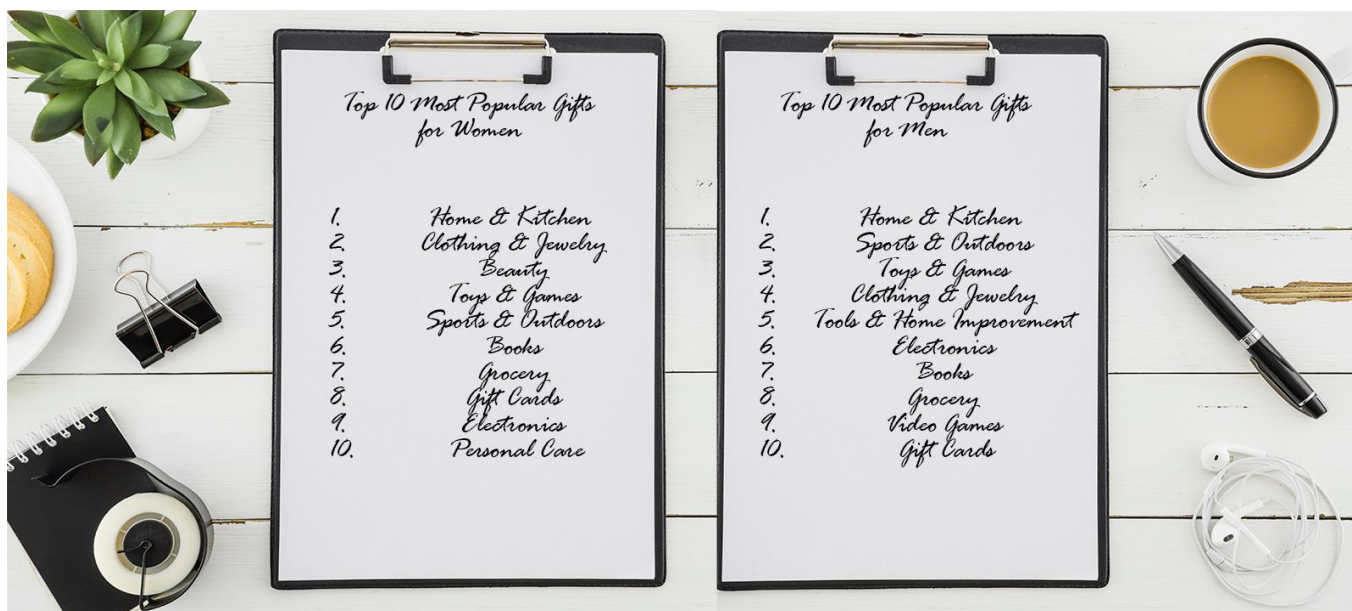
The top 10 list of most popular gifts for men and women in 2020:

Women:

1. Home and Kitchen
2. Clothing and Jewelry
3. Beauty
4. Toys and Games
5. Sports and Outdoors
6. Books
7. Grocery
8. Gift Cards
9. Electronics
10. Personal Care

Men:

1. Home and Kitchen
2. Sports and Outdoors
3. Toys and Games
4. Clothing and Jewelry
5. Tools and Home Improvement
6. Electronics
7. Books
8. Grocery
9. Video Games
10. Gift Cards



An earlier survey conducted by DrawNames.com found that:

- 65% of Americans altered their traditional plans because of Covid-19.
- Of these people, 22% will not fly to see family, 19% won't drive to see family and 30% of people plan to get together with a 'safe pod'
- 19% said they would be making new family traditions at home
- 11% will be alone, video chatting with friends and/or family
- 15% of respondents who are celebrating the holidays this year will visit family non-locally.
- 8% said they will not celebrate the holidays this year, and of this 8%, 72% will skip the holidays because of Covid-19.

It's clear that Americans are preparing for several more months at home and they plan to be comfortable and productive, with stories to tell later about how they spent their time working, living and "vacationing" from home.

About DrawNames

For more than 10 years, DrawNames has helped millions of people – companies, friends and families – organize their free online gift exchanges. The service allows groups to create a gift exchange for any occasion, drawing names without the hassle of a hat. The 100% touchless virtual gift exchange includes an Auto Name Generator or choice to hold a Live Name Drawing event, ability to create an online wish list, an gift finder or the ability to exchange wish lists or find the perfect gift through anonymous questions. In 2020, the company introduced the option to send gifts via mail directly to recipients and hold virtual "Unwrap Live" events. Millions of people rely on DrawNames to simplify their Secret Santa gift exchange whether it be for Christmas, Hannukah, Eid al-Fitr (Secret Eid), marking the end of Ramadan, or Valentine's Day. www.DrawNames.com