

# home & gift

Buyers' Festival | Harrogate

**FOR IMMEDIATE RELEASE**

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## **82% increase in visitors with £1m+ buying budgets and record rebooking at Home & Gift Harrogate indicates a strong end to the year for the retail industry**

Home & Gift Harrogate, UK retail's favourite summer trade show, has concluded its 2024 edition on a resounding note of success. Held across 4 Halls of the Harrogate Convention Centre and 3 Design Points in the grounds of the DoubleTree By Hilton Harrogate Majestic Hotel, the event brought 1,000's industry professionals, exhibitors and buyers together from around the world for an immersive and inspiring festival experience. Benefiting from a new layout and larger footprint, the event saw the visitor Net Promoter Score (NPS) leaping to +43 from +20 in 2023, and Customer Satisfaction (CSAT) also rising to 4.01 from 3.89.

Over the show's 4 days, exhibitors profited from an audience of which 30% had never visited Home & Gift before, driving significantly increased footfall vs. 2023 across several visitor types including Garden Centres (+5%), Interior Designers (+48%), and Gallery/Museums (+60%); amongst the impressive attendee list were buyers from *Fron Goch Garden Centre*, *Accessorize*, *Alligator Pear*, *Atkinsons of Sheffield*, *Barkers Northallerton*, *Baxters*, *Bents Garden & Home*, *Blue Diamond Group*, *Bosworths Garden Centre*, *British Garden Centres*, *Card Factory*, *Chatsworth House*, *Creaseys*, *De Beers Garden Centre*, *Dunelm*, *Fenwick*, *Fortnum & Mason*, *Frasers*, *Garsons*, *Harveys of Halifax*, *Haskins Garden Centre*, *Historic Royal Palaces*, *Holloways*, *Hoopers Department Stores*, *Imperial War Museums*, *John Lewis*, *Klondyke Group*, *Lakeland*, *Lark London*, *Liverpool Football Club*, *Morley Stores*, *National Trust for Scotland*, *Paper Tiger*, *Pets at Home*, *Ransoms Garden Centre*, *Rossiters of Bath*, *Science Museum Group*, *Scotsdales Garden Centre*, *Spicers of Hythe*, *Stringers Department Store*, *The Edinburgh Woollen Mill*, *TJX Europe*, *Ulster Stores*, *Vinegar Hill*, *Wentworth Garden Centre*, and *World Duty Free* amongst thousands of others from across the country and beyond.

In addition to the quantity, the quality of visitors was evident too, with a massive 82% increase in buyers with £1m+ buying budgets, and VIP attendance rising 14% year on year. These robust numbers indicate a strong Q3 and 4 ahead for the retail industry, and increased positivity for customer spending ahead of 2025.

Over 550 exhibitors took part in Home & Gift 2024, with a 10% growth in stand numbers driven by more than 200 brands making their show debut. From emerging new talent right

through to established industry favourites, Home & Gift's exhibitor list offered a wide array of products including gifts, homewares, fashion accessories and more - providing an unparalleled platform for retailers to source their next best-sellers.

With buyers seeking products to help them stand out on the high street, they were treated to a wealth of new ideas and inspiration across all 7 of the event's halls and marquees, and consequently, visitor feedback was exceptionally positive; Sarah Laker of Stationery Supplies explained: *"It was a great event if you've never been then pop it into your diaries for next year. The new layout was great, it definitely had the festival vibe with a real buzz in the air and I'm really happy with the new suppliers I found. It was also great to meet up with industry friends, as the social side is just as important as the buying - many a deal or relationship is cemented over a beer in the bar!"*

Gemma McQue from National Trust for Scotland echoed this: *"Lovely and fabulous show. Great to see existing suppliers in lovely surroundings and also found lots of new suppliers with wonderful products."*

Hannah Bishop of Cornucopia Home & Gift vocalised the thoughts of many when she commented: *"Our all-time favourite trade show! From connecting with suppliers to discovering new inspirations and catching up with fellow retailers, this event never fails to amaze!"*

Exhibitors certainly felt the benefit of such enthusiasm, especially those making their debut; commenting on her first experience of exhibiting at Home & Gift, Julie Littler of The Littler Places Art was full of praise: *"SOCKS.BLOWN.OFF! Not only was the Home & Gift Buyers' Festival an incredible event with so much love and interest in my giftware but the sense of joy and community was beyond all expectation. I've never experienced so much genuine support from fellow exhibitors, industry professionals and buyers. What an amazing 4 days of retail community."*

Kim Billings from KimmB shared these sentiments: *"Finally home after a very busy time at Home & Gift... our first trade event and it's been a huge success! Can't wait to see KimmyB in new retailers up and down the country!!!!"*

New exhibitors weren't the only ones to report such success; long-standing exhibitor Jo Clarke of Toasted Crumpet enjoyed a busy show: *"Another brilliant week at Home & Gift - it just gets better and better every year."*

Meg Hawkins of Meg Hawkins concurred, having returned to the show after 6 years and finding 90% of the leads were new to them: *"We ventured back to Harrogate Home & Gift after a few years away and so glad we decided to give it a go... We've gained new customers, friends, and seen good faces we love to see at the shows... We've collaborated with new contacts and shared ideas with our licensing partners!! Everything we could have asked for with sugar on top!"*

James Mace of The Art File summarised the thoughts of many, declaring: *“A fantastic show for all involved!”*

The positivity felt by exhibitors across the show floor translated directly into bookings for the 2025 edition, with a record 69% of next year’s plan having already been accounted for by the show end, and 88 of the top 100 exhibitors having already confirmed, including the likes of *CHALK, Designworks Ink, Bomb Cosmetics, Enesco, Fancy Metal Goods, Flick Fashions, Forever England, Hot Tomato, Joe Davies, Langs, London Ornaments, Miss Shorthair, Peace of Mind, St. Eval, and The Art File.*

This year, Home & Gift held a range of networking events and special celebrations throughout the four days; on Sunday, attendees enjoyed the annual Sundowners event at the Alfresco Bistro, where The Giftware Association’s CEO Sarah Ward presented the ‘People’s Choice Award’ to *Fox Under The Moon* for the second consecutive year. Monday featured an enlightening talk by Louise Healy from The Better Trends Co., who delved into the three key season trends for Summer Sourcing and accessible trend forecasts. Visitors and Exhibitors alike were then treated to a spectacular show party at Revolución de Cuba, where the dance floor was alive with energy as they celebrated late into the night. Both Monday and Tuesday also played host to post-show Drinks on the Lawn - which this year was sponsored by 3PL Solutions and Global Fulfilment specialists Fidelity Fulfilment - where people were able to gather and enjoy a Pimms, G&T, or cold beer in the late afternoon sunshine as they networked and toasted the day’s business.

As the curtain fell on Home & Gift 2024, Event Director David Westbrooke was heartened by the success witnessed across the event. *“What a show! Exhibitors and retailers alike have looked to Home & Gift to help grow their business for more than 60 years, and 2024 was no exception; for them to have placed their trust in us, and to have such a visibly larger show, coupled with the huge increases in the spending power of our visitors perfectly illustrates the strength of feeling toward the event from the industry. The record-breaking rebook was the icing on the cake! Roll on 2025!”*

### **Save the Date for 2025!**

Mark your calendars! The Home and Gift Buyer’s Festival returns from 20-23 July 2025. Don’t miss out on the industry’s premier event.

*About Home and Gift Buyer’s Festival:*

The Home and Gift Buyer’s Festival is an annual trade show that brings together retailers, designers, and industry professionals to discover the latest trends, network, and source unique products. Organised by Clarion Events, it continues to be a must-attend event for the giftware and home accessories sector.

*Clarion Events:*

Clarion Events is a leading global events organiser, dedicated to creating exceptional experiences for businesses and professionals across various industries.

Press Contact:

Ren Noel

Marketing Manager, Clarion Events

E: [ren.noel@clarionevents.com](mailto:ren.noel@clarionevents.com)