As Singapore's Gifting Market Hits $3.8 Billion, Businesses Are Ditching Generic Branded Merch for Curated Gifting

The Gift Expert says Singapore corporate clients are shifting from mass-produced tote bags and tumblers to personalised, experience-led gifting

SINGAPORE, SINGAPORE, October 6, 2026 /EINPresswire.com/ -- Singapore's gifting market is valued at US$3.8 billion in 2026 and forecast to reach US$6.81 billion by 2035, according to industry market research, with corporate procurement departments expanding budgets for employee recognition and client retention programmes. But industry observers at this year's PPAI Expo, the promotional products industry's largest global trade show, flagged a problem underneath that growth: "staple saturation," where generic branded pens, tote bags and power banks have become so common that they generate little return for the brands giving them out.

The Gift Expert, a Singapore corporate gift supplier, says it's seeing that shift play out directly in client briefs. "Companies used to ask for a logo on a mug and call it done," said Representative of The Gift Expert. "Now they're asking for gifts that feel designed for their brand specifically, not sourced off a generic catalogue. That's a real shift in what clients expect, and it's happening across industries, not just tech and finance."

The company's personalised corporate gifts range spans engraved drinkware, embroidered apparel and custom packaging, with minimum order quantities starting from 50 pieces for most customised products. For larger campaigns, The Gift Expert's bulk corporate gifts service offers tiered volume discounts alongside standardised branding across a single production run, aimed at procurement teams managing employee recognition or client appreciation programmes at scale.

Beyond the product itself, The Gift Expert has also expanded into experiential corporate gifting services, including live engraving and calligraphy stations at corporate events, reflecting a broader industry move toward gifting as an interactive brand moment rather than a one-way handout. The company has worked with brands including TikTok, Google and Mama's Choice on corporate gifting campaigns in Singapore.

Frequently Asked Questions

Why are Singapore businesses moving away from generic branded merchandise?

Industry trend reports point to "staple saturation," where common branded items like pens, tote bags and power banks are so widely distributed that they no longer stand out or deliver a strong return for the brands giving them.

How big is the corporate gifting market in Singapore?

Singapore's gifting market is valued at US$3.8 billion in 2026 and is forecast to grow to US$6.81 billion by 2035.

What is the minimum order quantity for personalised corporate gifts in Singapore?

At The Gift Expert, minimum order quantities start from 50 pieces for most personalised products, with preferential bulk pricing available for orders of 200 pieces or more.

Can corporate gifts be customised with a company logo and individual names?

Yes. The Gift Expert offers custom logo printing, laser engraving and embroidery, alongside dual personalisation that adds individual recipient names alongside company branding.

What are live gifting activations and how do they work at corporate events?

Live activations, such as bottle engraving or calligraphy stations, let event guests receive personalised gifts in real time, turning a passive handout into an interactive brand experience.

About The Gift Expert

The Gift Expert is a Singapore corporate gifting specialist offering personalised and bulk corporate gifts, custom branding and live event activations. The company has partnered with brands including TikTok, Google and Mama's Choice to deliver corporate gifting programmes for client appreciation, employee recognition and events.

The Gift Expert Team
The Gift Expert
+ +65 8887 6318
enquiry@thegiftexpert.com
Visit us on social media:
LinkedIn
Instagram

This press release can be viewed online at: https://www.einpresswire.com/article/947651880

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something

we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.
© 1995-2026 Newsmatics Inc. All Right Reserved.