

Awards Shop in Suwanee, GA Discusses Projected Growth in the Personalized Gift Market

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Suwanee, Ga. ? Specialty Engraving & Trophies is an awards shop in Suwanee, GA that not only provides engraved awards, but also specializes in personalized gifts. They recently noticed a study done by Technavio that explores the personalized gift industry and predicts near-future changes. They concluded that the personalized gift market will grow to at least USD 1.59 billion by the year 2024. Specialty Engraving & Trophies is eager for this growth and to continue providing their customers with the perfect personalized gifts.

Technavio gives details of their projections for each plausible scenario, including optimistic, probable, and pessimistic. Overall, their data concludes that the personalized gift market will grow by three percent or more by the end of the year 2021.

The pandemic is a large contributor to the projected market growth. After experiencing so much stress brought on by the pandemic, people and businesses are looking for ways to express their care and gratitude

for others. Therefore, the market will become saturated with gifts, and thus, personalized gifts will stand out as a top choice for many consumers. Another contributor to the market growth is the increase in the popularity of 3D printed custom products.

The personalized gift market growth will mostly come from non-photo items. This is due to the increasing popularity of items such as personalized songs, personalized podcasts, personalized coolers, and, of course, 3D printing. These niche areas open many new doors in the personalized gift industry, making growth unstoppable.

Specialty Engraving & Trophies, Inc. has been serving its Atlanta community for over 60 years. They offer a myriad of different products, such as custom trophies, corporate awards, name badges, engraved plaques, business promotional products, and personalized gifts. Their top priority is to give their customers the best experience possible, which includes providing the highest quality products at the best prices. For more information regarding products, pricing, or other inquires, give them a call at (770) 448-3386, or visit them online at www.specialtyengraving.com/.

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Specialty Engraving & Trophies, Inc.

Specialty Engraving & Trophies, Inc. is a full service awards dealer, providing Custom Awards, Monthly Recognition Programs, Name Badges, Plaques, Trophies, Customized Apparel and Advertising Specialty Products.

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