

# HOW TO WIN 2021 EMPLOYEE HOLIDAY GIFTING

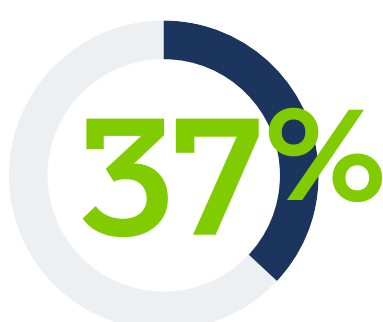
We asked people what they **WANT**, **DON'T WANT** and **EXPECT** from their employers this holiday season.

Read on to discover how you can **GIFT SMART** in 2021.

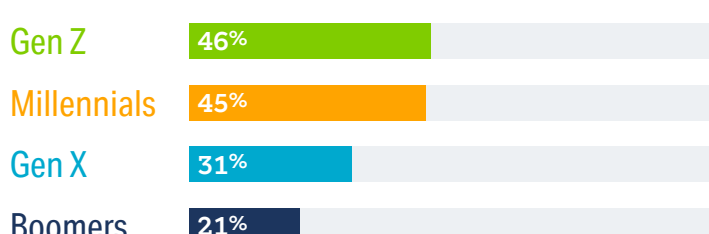


## EXPECTATIONS

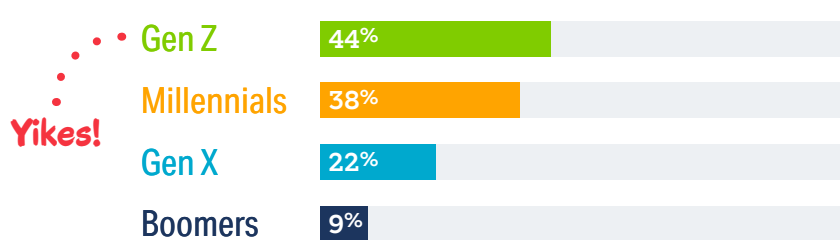
**Fewer than 4 in 10** employees believe they're getting a gift at all this year.



Gen Z and Millennials are more likely to **expect a holiday gift** from their employer.



Younger employees may even consider **leaving the company** if they don't get a gift!



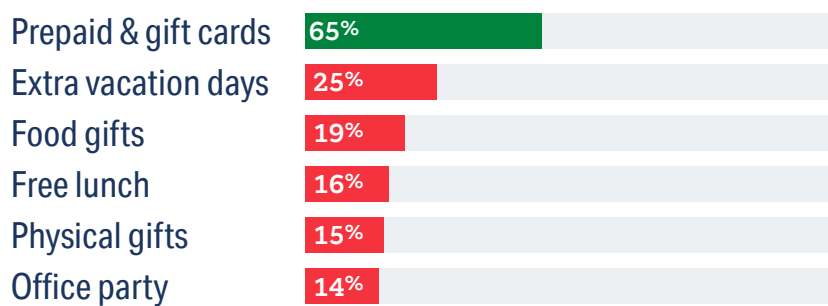
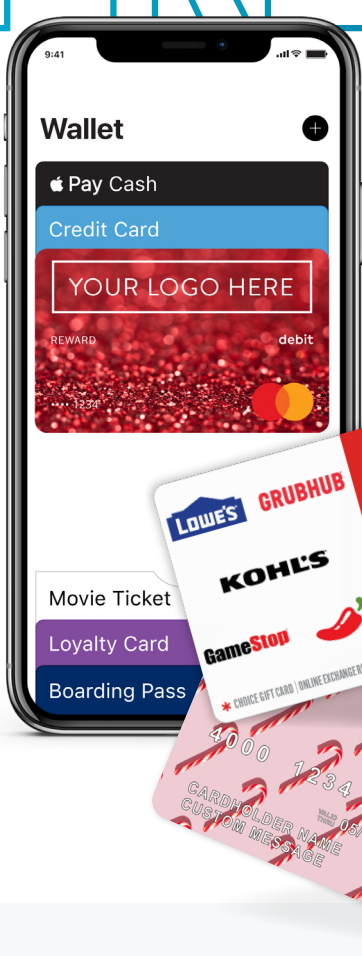
What's **the worst holiday gift** you ever got at work?



Almost **half of employees** think their employers are **bad gifters**.

## PREFERENCES

**PREPAID & GIFT CARDS** are preferred nearly **3 to 1** vs. all other gifts



**Psst...** almost no one wants an office party.

## EMPLOYEES' FAVORITE GIFT CARDS



**1**

Mastercard® or Visa® prepaid cards



**2**

Amazon gift cards



**3**

Restaurant gift cards



**4**

Mass merchant gift cards



**5**

Food or beverage gift cards

**YAY!**



## GET THE WHOLE STORY

To learn more about holiday gifting trends, download the new Blackhawk Network ebook filled with US research and insights, "5 Ways to Prepare for Holiday 2021," at [BlackhawkNetwork.com/USHolidayresearch](https://BlackhawkNetwork.com/USHolidayresearch).

Or reach out to a Blackhawk Network expert at **866.829.0707**.



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