



'Tis the Season

GIFT EXCHANGE TREND REPORT

Thousands of companies used White Elephant Online to celebrate the holidays remotely last year. Here's what we learned based on all games played on our platform during the 2021 holiday season.



DURING
5,000+
GIFT EXCHANGES



WHAT DOES A TYPICAL WHITE ELEPHANT GIFT EXCHANGE LOOK LIKE FOR COMPANIES?

18

\$25

27 MINUTES

DECEMBER 16

A group of 18 participants spends on average \$25 per gift and plays for 27 minutes on the Thursday before Christmas week

MOST POPULAR GIFTS



MOST POPULAR RETAILERS

- 1 AMAZON
- 2 ETSY
- 3 TARGET
- 4 UNCOMMON GOODS
- 5 WALMART

MOST POPULAR GIFT THEMES

