

New Survey Reveals 29% of Brits Turn to

Social Media for Father's Day Gift Ideas

With Father's Day just around the corner, it's time to start thinking about that perfect gift. Create Gift Love, a personalised handmade gifting company, asked over 1000 people what they were planning to get their dads. More than two thirds said they struggled to think of gift ideas and 29% said they use social media for Father's Day gift ideas.

Emily Carr (39), co-founder of Create Gift Love with husband Tony Carr (39), in Ringwood Hampshire commented: 'Our survey results revealed two thirds of us struggle to find [Father's Day gift ideas](#). 88% said they go online for gift inspiration and 29% find gift ideas on social media. With less than 2% heading to the high street for inspiration, our survey results reveal just how much our shopping habits have changed.'

[Ed Hill, Senior VP EMEA at Bazaarvoice](#) said: 'Platforms like TikTok have ushered in a new era in the way consumers consume content and this is only set to continue to grow, with our research finding a third of consumers now shop from social video content. This, coupled with new capabilities like Instagram's live shopping feature means consumers can receive a fulfilled shopping experience from the palm of their hand.'

Carr adds: 'Most of us have our mobiles within reach and this has changed how we shop. A lot of people don't even use Google anymore but use social media as a search engine instead. Our survey is a potent reminder to any consumer-facing product-led brands to make sure their social media channels are on point.'

'If you are someone that struggles with gift ideas for Father's Day, social media is a great place to find inspiration, via brand accounts or discovering unique items

through stories, the algorithms will help you find your perfect Father's Day gift.'