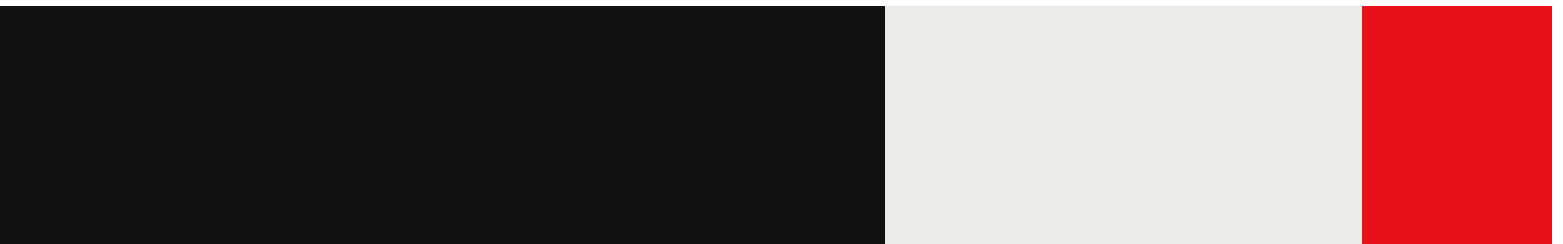


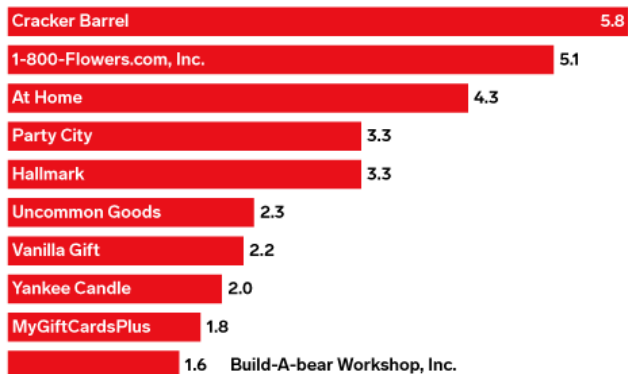
The top 10 sites for gift shopping

Article



Top 10 US Flowers, Gifts, and Greetings Retail Sites/Apps, Ranked by Unique Visitors, Nov 2024

millions



Note: desktop 2+ and total mobile 18+

Source: Comscore Media Metrix Multi-Platform, "Retail - Flowers/Gifts/Greetings, Total Digital Population, Nov 2024, U.S.," Jan 8, 2025

288849

EM | EMARKETER

Key stat: Cracker Barrel led all US flowers, gifts, and greetings [retailers](#) with 5.8 million unique visitors in November 2024, according to Comscore.

Beyond the chart:

- Rising stars like Uncommon Goods (2.3M) and Vanilla Gift (2.2M) point to growing demand for unique and versatile gifting options.
- Store closures were up 69% in 2024, per Coresight data cited by CBS News, making consumers even more inclined to shop for gifts online.

Use this chart: Retail strategists can use this data to benchmark traffic against top competitors and identify areas for growth, optimize [digital marketing campaigns](#) to capture [holiday](#) shoppers earlier in the season, and leverage insights into rising players like Uncommon Goods to partner with or adopt similar product offerings.

Related EMARKETER reports:

- [Retail Trends to Watch in 2025](#) (EMARKETER subscription required)
- [The 2024 Healthcare Consumer](#) (EMARKETER subscription required)

Note: Data was provided to EMARKETER by Comscore.