# Moonpig leads UK personalised gifting with tech innovation and eco commitment



In 2000, Moonpig emerged from a modest online card shop in London, driven by a bold vision to revolutionise the traditional gifting landscape. Founded by Nick Jenkins, the name itself—a playful nod to Jenkins’ moniker—reflects the company’s unconventional charm. Over two decades later, Moonpig stands at the forefront of the UK's personalised gifting market, artfully blending cutting-edge technology with the emotional aspects of marking special moments.

The heart of Moonpig’s allure lies in its highly customisable greeting cards. Customers can personalise cards with their own photos, heartfelt messages, and unique designs, transforming the once generic card-sending experience into something deeply personal. By 2025, sales in Moonpig’s core card segment had shot up, with the company capturing a substantial portion of the burgeoning market, now valued in the multi-million-pound range. This growth has redefined how Britons celebrate various occasions, ushering in a new era of personalisation in gifting.

However, Moonpig’s ambitions go beyond greeting cards alone. The company has diversified its offerings to include a broader range of gifts such as flowers, chocolates, and even alcohol, effectively positioning itself as a one-stop shop for all gifting needs. The strategic acquisition of Buyagift in 2022 further enhanced its portfolio, allowing Moonpig to cater to a wider audience while bolstering its market presence. By the close of 2023, Moonpig had claimed a commanding 70% share of the online card specialist market in the UK, underpinning its leadership in this vibrant sector.

Technological innovation serves as the backbone of Moonpig’s operations, driving unprecedented growth and customer engagement. The company's mobile application, downloaded millions of times, allows users to swiftly customise and send gifts, often with same-day delivery options. Machine learning algorithms analyse consumer behaviour to provide tailored gift recommendations, further enhancing the shopping experience. The pandemic era spurred a notable surge in online gifting, with Moonpig reporting a remarkable 44% year-on-year increase in revenue in 2021—customers turned to personalised cards to forge connections during enforced isolation.

This accelerated growth was highlighted by Moonpig's successful initial public offering on the London Stock Exchange in 2021, which valued the company at £1.2 billion. Despite experiencing volatility in its stock price initially, by 2025, it had stabilised, indicating Moonpig's resilience and sustained dominance in the ever-evolving gifting sector.

As the company expands its reach, it faces increasing scrutiny over environmental sustainability. Critics have pointed to concerns about packaging waste and greenhouse gas emissions related to fast delivery services. In response, Moonpig has initiated efforts to address these issues by introducing eco-friendly card alternatives and committing to become carbon-neutral by 2025. These initiatives underscore an acute awareness of consumer demand for more responsible gifting options, supporting Moonpig’s image as a mindful corporate citizen.

The competitive landscape of the UK’s personalised gifting market remains fierce, marked by rivals such as Funky Pigeon and Etsy. Despite this competition, Moonpig retains an edge, bolstered by remarkably high customer loyalty and an expansive product range. The company continues to innovate, employing data-driven strategies to anticipate customer needs and preferences. Features like birthday reminders and augmented reality cards enrich the customer experience, resulting in an impressive 80% of sales coming from repeat customers—a testament to Moonpig’s successful consumer engagement strategies.

Moonpig’s impact extends beyond commercial success; the company actively participates in charitable initiatives, collaborating with organisations like Macmillan Cancer Support to raise substantial funds for vital causes. In 2024 alone, card sales helped generate £500,000 in donations, enhancing Moonpig's reputation as a socially responsible brand.

Looking ahead, Moonpig's future appears bright, bolstered by ambitious plans for AI-driven personalisation and an expanded gift category range. With the UK gifting market projected to grow annually by 5%, Moonpig is well-positioned to lead this charge. Its intricate blend of innovation, customer focus, and adaptability ensure that it resonates deeply with consumers, securing its status as a favourite in the realm of personalised gifting.

### Reference Map

1. Paragraphs 1, 2, 3, 4, 5, 6, 8, 9
2. Paragraph 3
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6. Paragraph 6
7. Paragraph 8

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.abcmoney.co.uk/2025/05/moonpigs-meteoric-rise-in-uks-personalised-gifting-market/> - Please view link - unable to able to access data
2. <https://www.moonpig.group/about-us/our-markets/> - Moonpig, founded in 2000, has evolved from an online card shop to a leader in the UK's personalized gifting market. By 2023, the company held a 70% market share among online card specialists in the UK, with a total addressable gifting market across the UK, Netherlands, and Ireland valued at approximately £58 billion. This growth is attributed to Moonpig's expansion into gifts such as flowers, chocolates, and alcohol, and its acquisition of Buyagift in 2022, enhancing its portfolio and solidifying its position in the market.
3. <https://www.moonpig.group/about-us/market-trends/> - Moonpig's success is driven by technological innovation, including a widely downloaded app offering quick personalization and same-day delivery. The company employs machine learning to provide valuable gift recommendations, enhancing customer experience. The COVID-19 pandemic further accelerated online gifting, with Moonpig reporting a 44% year-on-year revenue increase in 2021 as consumers preferred sending personalized cards during lockdowns. This adaptability has reinforced Moonpig's reputation as a market leader in the UK's personalized gifting sector.
4. <https://www.moonpig.group/about-us/our-strategy> - In 2021, Moonpig's initial public offering on the London Stock Exchange valued the company at £1.2 billion. Despite post-IPO fluctuations, the share price stabilized by 2025, indicating the company's strong development in the UK's gifting sector. This stability reflects Moonpig's successful transition to a publicly listed entity and its continued dominance in the personalized gifting market.
5. <https://www.moonpig.group/about-us/market-trends/> - Moonpig has addressed environmental concerns by introducing eco-friendly card alternatives and engaging in plastic reduction initiatives. The company set a goal to become carbon-free by 2025, aiming to mitigate the environmental impact of its operations. These efforts demonstrate Moonpig's commitment to sustainability and its responsiveness to consumer demand for environmentally responsible gifting options.
6. <https://www.moonpig.group/about-us/market-trends/> - The UK personalized gifting market is highly competitive, with rivals like Funky Pigeon and Etsy. Despite this, Moonpig maintains a strong position due to customer loyalty and a broad product range. By leveraging customer personalization ideas and offering fast deliveries, Moonpig continues to attract and retain clients, effectively navigating the competitive landscape of the UK's gifting market.
7. <https://www.moonpig.group/about-us/market-trends/> - Moonpig's ability to anticipate customer needs has made it a leading brand in the industry. Offering features such as birthday and anniversary reminders, video messages, and augmented reality cards, the company maximizes technological innovation. This approach drives repeat sales, with 80% of the company's sales coming from returning customers, highlighting Moonpig's strong customer retention and engagement strategies.