# Tesco disrupts wedding gift traditions with essential household registry amid rising costs



Tesco's introduction of a wedding gift registry service marks a significant shift in how couples are celebrating their unions, prioritising practicality over traditional, sentimental gifts. The supermarket chain's launch includes an unusual offering: a £63 package dubbed the 'Tesco Really Useful Stuff', which features essential household items such as luxury toilet tissue, toothpaste, refuse sacks, kitchen towels, antibacterial hand wash, and shower products. This initiative caters to the real-life needs of modern couples who are poised to embark on their married life together.

According to Tesco, the decision to introduce this service stems from extensive research indicating a growing preference for practical gifts among newlyweds. While items like toilet rolls may seem uninspiring, they reflect a desire for utility amid rising living costs and the financial pressures associated with weddings. A spokeswoman for Tesco highlighted that “our research has shown that it is the little things that matter most to couples,” showcasing how everyday items can foster connection, whether it is sharing a cup of tea or tackling household chores together.

The trend towards practicality aligns with broader societal shifts. A recent survey indicated that 88% of engaged or recently married individuals believe the need for practical wedding gifts has increased, with nearly half attributing this change to economic pressures. Notably, 63% of respondents acknowledged the stress associated with the financial implications of weddings, with many expressing a preference for gifts that can alleviate their ongoing costs. A significant majority—over 90%—indicated that having everyday essentials could significantly reduce their monthly outlay.

Interestingly, while Tesco is championing practical gifts, another survey by Tinggly suggests a contrasting desire among couples for experiential gifts, such as classes or memorable adventures, which 82% of participants favour over material possessions. This divergence highlights the complex landscape of modern gifting, where some couples still find value in shared experiences rather than physical items.

The economic context cannot be overlooked; KPMG's research reveals that a third of UK consumers plan to cut back on gift spending in 2023, with many choosing practical items such as homeware or clothing. This sentiment resonates throughout the wedding gifting narrative, reflecting a shift as more couples move in together prior to marriage, with 87% already owning the household items typically found on traditional registries.

In addition to personal preferences, the financial burden of weddings weighs heavily on guests as well. Experian found that attending a wedding could cost an individual nearly 20% of their monthly salary, prompting some to decline invitations altogether. This reality contributes to a greater awareness of the financial dynamics surrounding wedding celebrations, leading many couples to appreciate the value of practical gifts that can aid in their post-wedding financial recovery.

While Tesco’s new registry offers a practical approach, it is also a response to the evolving landscape of wedding gifting. Couples are finding themselves in a position where traditional notions of romance are balanced against the harsh realities of modern living. A significant portion of those recently married are opting for financial support towards long-term assets, such as property, highlighting a prioritisation of stability over extravagance.

The juxtaposition of Tesco’s practical offerings with the desire for experiences and financial contributions illustrates a nuanced market where personal circumstances and shared values increasingly shape gifting choices. Ultimately, whether couples are leaning towards essentials for their new home or experiences that foster connection, one thing is clear: the landscape of wedding gifting is being reshaped by the realities of contemporary life, reflecting a shift in priorities for a new generation of newlyweds.

### Reference Map

1. Tesco's wedding gift registry and practical offerings.
2. Preference for experiential gifts vs. material items.
3. Economic pressures influencing gift spending.
4. Financial burden of attending weddings.
5. Trends in couples preferring monetary gifts for home purchases.
6. Costs associated with attending weddings.
7. Trends in average spending on unique and personalized gifts.

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

## Bibliography

1. <https://www.independent.co.uk/news/uk/home-news/tesco-wedding-gift-package-really-useful-stuff-b2753867.html> - Please view link - unable to able to access data
2. <https://www.prnewswire.com/news-releases/new-tinggly-survey-reveals-couples-would-rather-receive-experiences-than-physical-gifts-in-their-wedding-registries-302181479.html> - A survey by Tinggly, a provider of experiential gifts, found that 82% of respondents believe experiences like classes, adventures, or hotel getaways are more memorable than traditional wedding gifts. This trend highlights a growing preference for shared experiences over material items among couples.
3. <https://kpmg.com/uk/en/media/press-releases/2023/01/cost-of-living-crisis-shapes.html> - KPMG's research indicates that a third of UK consumers plan to spend less on gifts in 2023, with nearly half opting for practical items like homeware or clothing. This shift is attributed to the cost-of-living crisis, influencing purchasing decisions.
4. <https://www.experianplc.com/newsroom/press-releases/2024/attending-a-wedding-now-costs-guests-nearly-20--of-their-monthly> - Experian's study reveals that attending a wedding in 2024 costs guests an average of £451, equating to 19% of the average UK monthly salary. This financial burden has led to 19% of guests declining invitations due to costs.
5. <https://www.prnewswire.com/news-releases/realtorcom-survey-the-hot-wedding-gift-this-season-money-to-buy-a-house-301865182.html> - A survey by Realtor.com and Censuswide found that 85% of recent wedding registry creators would prefer receiving money toward a down payment on a home instead of physical gifts. Despite this preference, many still feel obligated to register for traditional gifts.
6. <https://press.aboutamazon.com/uk/2022/7/amazon-handmade-reveals-that-wedding-guests-will-spend-700-to-attend-the-wedding-of-a-loved-one-this-year> - Amazon Handmade's research shows that wedding guests in the UK estimate spending over £700 to attend a loved one's wedding in 2022. Two-thirds of attendees are concerned about the financial impact of attending weddings.
7. <https://www.county.wedding/wedding-news/26718/the-wedding-gifts-couples-in-2024-really-want> - Research indicates that in 2024, the average spend on wedding gifts is rising, with guests spending between £100-£150. This trend reflects a desire for unique and personalized gifts that create lasting memories for couples.