# Tesco launches practical wedding gift registry amid rising living costs



Tesco has made a significant entry into the wedding market with the launch of a new gift registry service that emphasises practical over sentimental offerings. This initiative aligns with a noticeable shift in consumer behaviour among newlyweds, who are increasingly prioritising utilitarian gifts to aid in establishing their homes. One standout offering is the 'Tesco Really Useful Stuff' package, priced at £63, which includes everyday essentials such as luxury toilet tissue, toothpaste, refuse sacks, and various toiletries.

This shift in gifting preferences was highlighted in a survey conducted by Tesco, which revealed that 88% of engaged or recently married couples viewed practical gifts as more crucial than ever, with rising living costs being a significant factor. Nearly 40% of respondents expressed that they would prefer tangible items over extravagant choices, as many couples are already cohabiting and own the majority of traditional household goods. According to Tesco's spokeswoman, “Our research has shown that it is the little things that matter most to couples."

Further supporting this inclination toward practicality, national surveys show changes in gift-giving behaviour. For instance, a recent survey in the United States indicated that 42% of gift-givers prefer to choose from the wedding registry, reflecting a global trend towards practicality and thoughtful gifting. Additionally, a study outlined that 60% of wedding guests consider travel expenses to attend the celebration more significant than the actual gift amount.

The growing preference for practical gifts is further evidenced by the financial pressures associated with weddings. A striking 63% of couples surveyed by Tesco reported that the costs surrounding their weddings had induced considerable stress, with many taking over a year to financially recover. This sentiment resonates widely; 82% of those who felt financial strain desired their wedding gifts to alleviate these costs, indicating a broader cultural shift towards viewing such gifts as avenues for ongoing support rather than mere tokens of affection.

Interestingly, while luxury items traditionally dominated wedding registries, consumer studies have indicated that a significant proportion of wedding gifts often remain unused or are even resold following the wedding. A 2013 survey revealed that a staggering 82% of newlyweds sold their gifts online, showcasing a disconnect between traditional giving and the practical realities faced by modern couples.

In response to these trends, Tesco's new registry bundles are designed to cater to couples' real-life needs. The six curated packages, available through wedding registry site Prezola, include options like the £39 ‘I Love Brew’ gift, which features a six-month supply of tea and biscuits, and the £72 ‘Dine-In Dates’ package comprising ready meals and wine. Such offerings are tailored to support couples navigating the fundamental challenges of their first year of marriage, reinforcing the retailer's commitment to meeting current consumer expectations.

In summary, Tesco's new wedding gift registry is not merely about providing gifts; it reflects an evolving understanding of what modern couples truly value. By focusing on practical essentials, Tesco joins a growing movement that recognises the everyday realities of newlyweds as they embark on their shared lives, providing a service that resonates with the changing dynamics of love and partnership in today's society.

### Reference Map

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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.independent.co.uk/news/uk/home-news/tesco-wedding-gift-package-really-useful-stuff-b2753867.html> - Tesco has introduced a wedding gift registry service focusing on practical items rather than traditional sentimental gifts. One of the offerings is the £63 'Tesco Really Useful Stuff' package, which includes a five-pack of 12 rolls of own-brand luxury soft toilet tissue, toothpaste, refuse sacks, kitchen towel, antibacterial hand wash, and shower products. This initiative responds to the growing preference among couples for practical gifts to help set up their homes. The service is available on wedding registry site Prezola.
3. <https://www.giftideasunwrapped.com/wedding-gift-spending-statistics/> - A 2021 survey by The Knot found that the average amount spent on a wedding gift was $160, indicating a rise from previous years. Additionally, 58% of people said they would spend more on a wedding gift if it was for a couple they were close to, while 43% said they'd spend less if they weren't that close. The survey also revealed that 42% of people chose to buy their gift from the wedding registry, while 29% preferred to give cash or a check in a wedding card. ([giftideasunwrapped.com](https://www.giftideasunwrapped.com/wedding-gift-spending-statistics/?utm_source=openai))
4. <https://www.shaneco.com/theloupe/articles-and-news/the-ultimate-wedding-gift-survey/> - A 2023 survey revealed that 3 in every 10 wedding gifts are not from the registry. When choosing a wedding gift, 40% of guests consider the price point, while 38% choose based on practicality. The survey also found that 10% of single respondents never give wedding gifts, compared to only 1% of married respondents. Additionally, 60% of wedding guests would rather spend more on travel to the wedding than on the actual gift for the couple. ([shaneco.com](https://www.shaneco.com/theloupe/articles-and-news/the-ultimate-wedding-gift-survey/?utm_source=openai))
5. <https://www.globaldata.com/store/report/all-year-gifting-in-the-uk-2018/> - A 2018 report by GlobalData highlighted that Tesco is the most purchased-from retailer for wedding gifts in the UK. However, Marks & Spencer was ranked higher by consumers for the overall gifting experience. The report also noted a decline in the wedding gifting market due to fewer consumers deciding to marry. ([globaldata.com](https://www.globaldata.com/store/report/all-year-gifting-in-the-uk-2018/?utm_source=openai))
6. <https://www.washingtonian.com/2013/08/22/wedding-survey-reveals-82-percent-of-newlyweds-sell-their-gifts-online/> - A 2013 survey revealed that 82% of newlyweds end up selling their wedding gifts online. The survey also found that more than one in ten wedding guests said they were often embarrassed by their gifts, and one in five expected that their selected gifts would be left unused, returned, or sold. ([washingtonian.com](https://www.washingtonian.com/2013/08/22/wedding-survey-reveals-82-percent-of-newlyweds-sell-their-gifts-online/?utm_source=openai))
7. <https://www.rockmywedding.co.uk/wedding-gift-ideas> - A 2024 article by Rock My Wedding provided a list of wedding gift ideas, including the OKA Artichoke on Stand, which serves as a statement piece for any home, adding a touch of sophistication and style to the newlywed couple's home. ([rockmywedding.co.uk](https://www.rockmywedding.co.uk/wedding-gift-ideas?utm_source=openai))