beeshopping

Christmas Edition · as of 11 Nov 2026

Gifting in the age of AI

Gift Report 2026: How Germany shops for gifts with AI

More budget for boys than for girls, more for children at Christmas than for birthdays, and experiences get the most clicks: what 6,256 gift searches on the AI gift finder beeshopping.de reveal.

6,256 gift searches analysed, 24 July to 11 November 2026

67,722 gift ideas suggested by the AI

4,200 clicks on gift suggestions

41 sec from first tap to a finished list of ideas (median)

CHRISTMAS IS ALL ABOUT THE KIDS

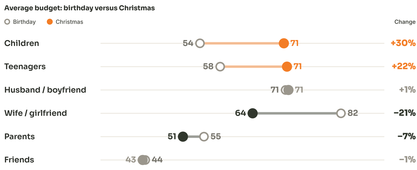
Nearly every second Christmas search is for a child or teenager, and the budget rises by 30 per cent

For birthdays, people most often search for a female friend; at Christmas, for children. Gift-givers plan an average of **€71** for them, compared with **€54** for a birthday. For wives and girlfriends it is the other way round: **€82** for her birthday, **€64** at Christmas.

Who are people searching for?



Average budget: birthday versus Christmas



Germany, average in euros. Budget = amount per gift chosen in the finder. The top level, "€100 and more", counts as €100. Not actual spending. Christmas: children n = 151, teenagers n = 97, husband/boyfriend n = 53, wife/girlfriend n = 38. Differences for children, teenagers and wife/girlfriend are statistically significant (p < 0.01); the other groups are not. The effect for children shows in both summer and autumn data; in autumn alone it is +19%.

GENDER GAP UNDER THE TREE

€10 more is budgeted for boys than for girls at Christmas



Children and teenagers combined. Christmas: boys n = 141, girls n = 107 (p < 0.01). All occasions: children only, n = 387 and 398.

WHO IS WORTH HOW MUCH?

Across all occasions she leads, colleagues come last



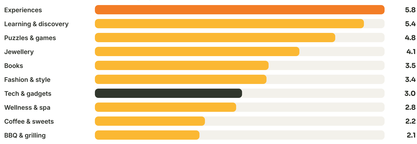
All occasions, Germany, n = 4,766 searches with a budget.

THEY ASK FOR TECH, THEY CLICK ON EXPERIENCES

Experience ideas are clicked twice as often as tech ideas

Every 100 experience ideas shown attract **5.8** clicks; for tech and gadgets it is **3.0**. The average across all 67,722 AI ideas is 3.3.

Clicks per 100 AI ideas shown, by category



The Christmas paradox

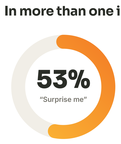
In Christmas searches, tech is the most selected interest. People still click on time together.

Selected as interest		Clicks per 100 ideas	
Tech & gadgets	12%	Tech & gadgets	2.9
Experiences	5%	Experiences	6.3

All countries and occasions; clicks matched via idea title. Christmas comparison: Germany only, 783 Christmas searches, small click base (41 and 27 clicks).

SURPRISE ME

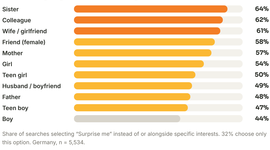
In more than one in two searches, the AI is free to suggest



53% Germany

33% USA

Who leaves gift-givers most stuck for gift ideas



Share of searches selecting "Surprise me" instead of or alongside specific interests. 32% choose only this option. Germany, n = 5,534.

THE CLICHÉ CHECK

Dad does DIY and BBQ, Mum gardens: top interests by recipient

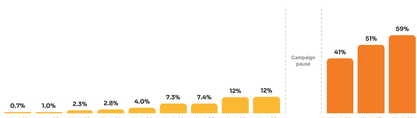
Dad		Mum		Boy		Girl	
DIY & workshop	27%	Garden & plants	25%	Gaming & tech	42%	Crafts	42%
BBQ & grilling	24%	Wellness & spa	19%	Football	35%	Painting & drawing	30%
Tech & gadgets	23%	Jewellery	17%	LEGO	23%	Horses & ponies	21%

Teen boy		Teen girl		Husband / boyfriend		Wife / girlfriend	
Gaming	32%	Beauty & care	36%	Tech & gadgets	27%	Experiences	30%
Tech & gadgets	30%	Fashion & style	30%	Sports & fitness	22%	Jewellery	20%
Music	19%	Jewellery	25%	Gaming	21%	Wellness & spa	18%

Share of searches per recipient in which the interest was selected (multiple choice, excluding "Surprise me"). The interests on offer differ by recipient. Germany.

THE CHRISTMAS COUNTDOWN

Share of searches for the occasion "Christmas", by calendar week

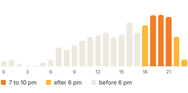


By mid-September, one in eight searches was already about Christmas

Germany. Weeks 40 to 43: ads paused, too few searches. From week 44 an additional Christmas ad campaign was running, so these values are not directly comparable with the summer. Week 46 up to 11 November only.

SOFA SHOPPING

41% of Christmas searches start after 6 pm



27% start between 7 and 10 pm

39% click on an idea (birthday: 32%)

Christmas searches by hour of day (24-hour clock), Germany (n = 783). Orange: 7 to 10 pm. Yellow: other hours after 6 pm.

GERMANY VS. USA

Two gifting mindsets

	Germany	USA
Chose "Surprise me"	53%	33%
Typed in their own hobbies	19%	31%
Average budget	€55	$64
Budget up to €25 / $25	30%	18%
Searches for teenagers	11%	27%
Searches with a click on an idea	33%	25%
Searches analysed	5,618	547

130× gift-givers typed in an in-law by hand: daughter-in-law, sister-in-law, brother-in-law

100+ searches were for a gift for the searcher themselves

1,050 different hobbies were typed in freely, from farming to the fire brigade

2× as often the first idea in the list is clicked as the last one

Methodology: Anonymised analysis of 6,256 completed gift searches on beeshopping.de, 24 July to 11 November 2026 (Germany 5,618, USA 547, other countries not reported). Internal test traffic was removed. Budget = amount per gift chosen in the finder. The top level, "€100 and more", counts as €100. Not actual spending. Users arrived mainly via search ads; results are not representative of the population. Some groups have small samples; read differences as tendencies. Free for editorial use with credit "beeshopping.de".

beeshopping.de