PRESS RELEASE

# The gender gap under the tree: Gift-givers budget more for boys than for girls this Christmas

*For immediate release.*

**More budget for the kids, a smaller Christmas budget for their partner, and no idea what to get their sister: the Gift Report 2026 from AI gift finder beeshopping.de shows how Germany is hunting for presents this year.**

**Munich, Germany, 11 November 2026.** €75 for boys, €65 for girls: when it comes to Christmas presents, gift-givers in Germany treat boys and girls differently. That is one finding of the Gift Report 2026 from beeshopping.de. The free AI gift finder from Bavaria analysed 6,256 anonymised gift searches from the past three and a half months.

What makes the data special: it does not show what people say in surveys, but what they actually type and click when they need a present. Who they are shopping for, how much they want to spend, and which of the 67,722 AI suggestions win them over in the end.

## More is budgeted for boys across all occasions

The difference is not a Christmas effect. Across all occasions, gift-givers also plan more for boys than for girls: €59 versus €53 for children, and €65 versus €55 for teenagers. The wishes offer a possible explanation. For boys, gift-givers mostly name gaming, football and LEGO; for girls, crafts, painting and horses.

## Christmas belongs to the kids, birthdays to her

Nearly one in two Christmas searches is for a child or teenager. For children, gift-givers budget 30% more at Christmas than for a birthday: €71 instead of €54. For wives and girlfriends it is the other way round. €82 for her birthday, €64 at Christmas: the Christmas budget for her is smaller. The birthday figure is the highest of all recipients. For husbands and boyfriends it stays at €71.

## The wish-list paradox: they ask for tech, they click on experiences

When people state interests for a Christmas gift, they most often name tech. Yet they click on something else: suggestions for experiences such as experience boxes, workshops or escape rooms are clicked about twice as often per impression as tech ideas (5.8 versus 3.0 clicks per 100 ideas shown). The most clicked idea over the whole period is an “experience box for two”.

## Generation “Surprise me”

In 53% of searches in Germany, “Surprise me” is chosen instead of or alongside specific interests; in 32% it is the only input. In the US the share is 33%. Who leaves Germany most stuck for gift ideas: sisters top the list (64%), followed by colleagues (62%) and wives or girlfriends (61%).

## Dad grills, Mum gardens

Where interests are given, the cliché lives on. For fathers, gift-givers most often choose DIY and barbecue; for mothers, gardening and wellness. On one point, however, the parents are level: gift-givers budget practically the same for mothers and fathers, at €54 and €55.

## In brief

- Shelf-warmers: the AI suggested a notebook and pen 190 times, and it was not clicked once. The Amazon gift card also flopped (shown 378 times, clicked once).
- The in-law problem: in-laws were typed in by hand 130 times, most often daughter-in-law, sister-in-law and brother-in-law.
- Sofa shopping: 41% of Christmas searches start after 6 pm, most often between 7 and 10 pm.
- Early birds: by mid-September, one in eight searches was already about Christmas.
- Bottom of the list: gift-givers budget an average of €34 for colleagues, less than for anyone else.

## Quote

> *"Giving is very personal, and yet many people do not know what to give. Our data shows that it is often not about the next gadget, but about time together and shared experiences. The more we know about the recipient, their interests and the occasion, the more fitting and personal the gift ideas become. That is exactly where the potential of AI lies: getting from just a few details to good, personal gift ideas quickly. AI is a tool that inspires and makes the search easier. That leaves more time for what really matters: making others happy and creating special moments."*
>
> **Paul Miedl, founder of beeshopping.de**

### How beeshopping.de works

The gift finder is free and requires no registration. Four questions are enough:

1. Who is it for? For example wife, father, child or colleague.
2. What is the occasion? Birthday, Christmas, anniversary or an occasion of your own.
3. What are their interests? Select them, type your own or choose "Surprise me".
4. What is the budget?

From these answers, an AI creates eight personal gift ideas with a short explanation in around 13 seconds. Each idea links to matching products. The service is financed through Amazon affiliate links at no extra cost to users.

## Context

The German Retail Federation (HDE) expects average gift spending of €262 per person for Christmas 2026. According to NIQ, 29% of Germans already use AI tools such as ChatGPT for gift inspiration, rising to 48% among 18- to 29-year-olds (survey of November 2025). In the US, 39% of shoppers name generative AI as their primary tool for at least one holiday shopping task (Deloitte, October 2026).

## Key figures at a glance

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|---|---|
| Gift searches analysed (24 July to 11 November 2026) | **6,256** |
| Christmas budget for boys / for girls | **€75 / €65** |
| Budget for children: birthday / Christmas | **€54 / €71** |
| Budget for wife or girlfriend: birthday / Christmas | **€82 / €64** |
| Share of Christmas searches for children and teenagers | **47%** |
| Clicks per 100 ideas: experiences / tech | **5.8 / 3.0** |
| Searches choosing "Surprise me": Germany / USA | **53% / 33%** |
| Time to a finished list of ideas (median) | **41 seconds** |

### Methodology: a snapshot, not a survey

Anonymised analysis of 6,256 completed gift searches on beeshopping.de from 24 July to 11 November 2026 (Germany 5,618, USA 547). Internal test traffic was removed; only aggregated data without personal reference was analysed. Budget = amount per gift chosen in the finder. The top level, “€100 and more”, counts as €100. Not actual spending. A click shows interest, not a purchase. Only clicks within a gift search are counted, not clicks on topic and occasion pages. Users arrived mainly via search ads, so the results are not representative of the population. Unless stated otherwise, figures refer to Germany. Christmas sample sizes: boys 141, girls 107, children 151, wife/girlfriend 38, husband/boyfriend 53; because of the small sample, the figure for wives and girlfriends should be read as a tendency. The comparison of Christmas and birthday budgets mixes summer and autumn data; in autumn alone, the increase for children is 19%. The differences between boys and girls at Christmas are statistically significant ($p < 0.01$); for children across all occasions, $p = 0.01$. Also significant ($p < 0.01$) are the differences for children and for wives and girlfriends between Christmas and birthdays, and between experiences and tech.

### External sources

German Retail Federation (HDE), Christmas forecast, 3 November 2026, https://einzelhandel.de/presse/aktuellemeldungen/15420-hde-geht-fuer-november-und-dezember-von-2-umsatzplus-aus-prognose-weihnachtsgeschaeft-im-einzelhandel-trotzt-der-krise

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Deloitte, “2026 Deloitte Holiday Retail Survey”, 15 October 2026, https://www.deloitte.com/us/en/insights/industry/retail-distribution/holiday-retail-sales-consumer-survey.html

### Images and press contact

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