Projected percentage of greeting card sales for 2013

Valley

Nearly every category in your store has a peak and valley in sales.

Understanding where sales peak and valley in each of your categories will make you a better buyer. It will assist you in cutting back on excessive stock and allow you to match inventory to the shopping habits of your customers. Greeting cards are no exception to this rule. **Fair warning**: your greeting card distributor will not like this tip - there is a good chance that your card merchandiser won't either, and they will both argue against it. I respect that.

The chart above illustrates a projection of the percentage of monthly card sales an independent pharmacy with a full line of greeting cards can expect. The chart below explains the breakdown of sales. The obvious peak in greeting card sales is the month of December. December enjoys the sales of the number one greeting card event while being boosted with ongoing sales of traditional birthday, wedding, anniversary and sympathy cards. In 2013, the valleys will be the predictable summer months that enjoy only the slightest bump from wedding and anniversary sales. Because Valentine card sales peak the week before Valentine's Day the month of January suffers the largest valley.

This year during the valleys consider placing merchandise other than greeting cards in your card racks.   I understand that the greeting card company does not suggest you do this.   However, remember that an unproductive display of any kind, no matter who the owner is, doesn't do anyone any good. Below is a list of items that stores like yours have had success in selling in a greeting card rack. For sample photos, click here, or go to www.ncpanet.org/index.php/gabes-gallery/seasonal (login required).

Breakdown of Sales by Category
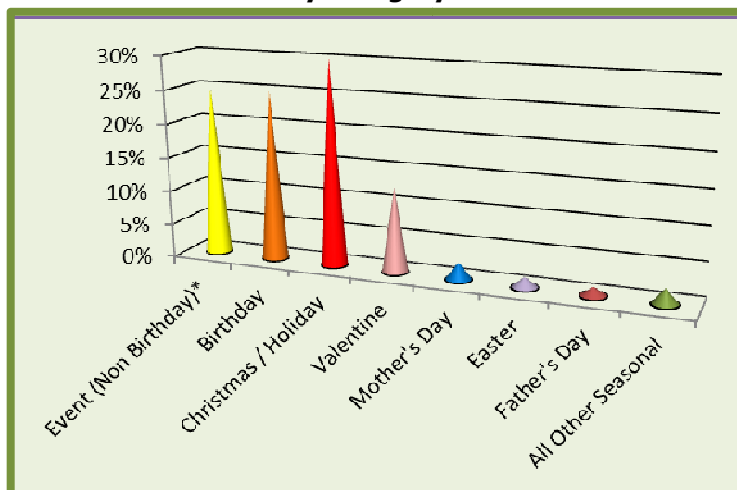
Optional Items to Add to a Card Rack

Calendars
Framed art
Books (children and inspirational)
Gift bags
Posters
Boxed candy
Gifts
Photo frames

Research information from www.Greeting card.com, a major greeting card distributor and sales from sample stores.