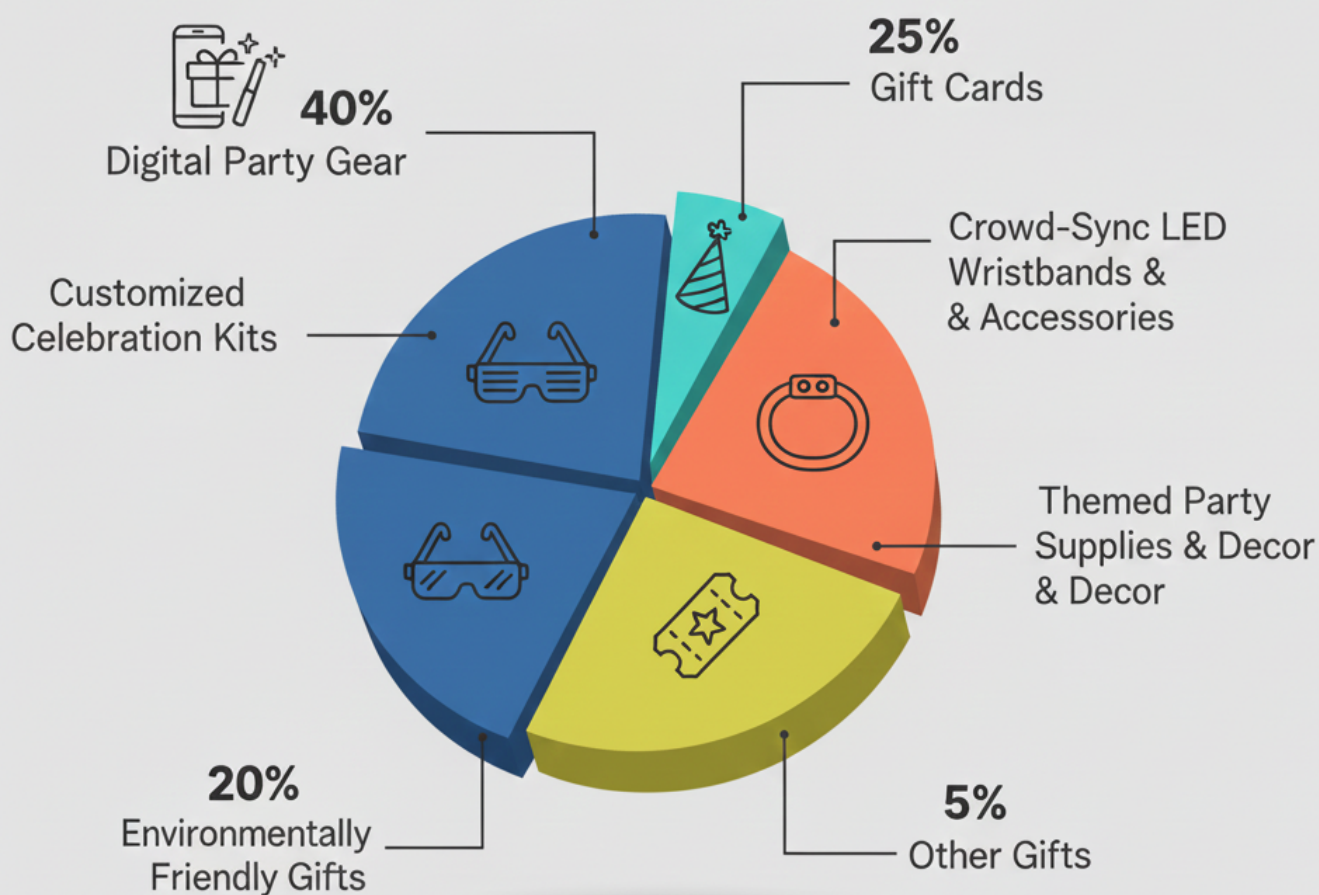


Not That High Conducts Survey on College & Young Adult Gifting Behavior in India

NotThatHigh shares new internal insights on how Indian college students and young adults prefer to choose and exchange gifts during key occasions.

Gifting Preferences of Indian College & Young Adults

Source: NotThatHigh Internal Survey (2023)



Indore, Madhya Pradesh Dec 11, 2025 ([Issuewire.com](https://www.issuewire.com)) - **NTH Iconic Party Solutions Pvt. Ltd.**, the company behind the youth-centric lifestyle brand [Not That High](#), has released new internal insights highlighting emerging gifting preferences among college students and young adults in India. The study is based on an analysis of customer interaction patterns, purchase behavior on the platform, and recurring user feedback collected over the past year.

According to the company, young adults increasingly view gifting as a way to express personality, strengthen friendships and celebrate shared milestones. The insights suggest a growing interest in items that are visually distinctive, easy to personalize, and suitable for casual occasions such as birthdays, college events, and small group gatherings.

The internal review further indicates that young consumers often prioritize convenience, affordability and trend-led aesthetics when choosing gifts. Many users also demonstrate a preference for compact, experience-enhancing products that complement modern youth culture and everyday campus life.

“Gifting has become an important social ritual for young adults today,” said [Raj Khandelwal](#), **Founder of Not That High**. The insights reflect how students and early professionals value items that help them express individuality while keeping celebrations authentic and memorable. These patterns help us understand what today’s youth actually enjoy sharing with friends and peers.”

Founded in 2022, NotThatHigh is recognized for creating youth-focused celebration essentials and expressive lifestyle accessories. The brand continues to explore consumer behavior to better understand emerging cultural trends within India’s expanding young demographic. The company aims to use these insights to refine future offerings and enhance user-driven product experiences.

About NotThatHigh

Not That High, operated by NTH Iconic Party Solutions Pvt. Ltd., is a youth-lifestyle brand that celebrates authenticity, grounded humor and the spirit of modern gatherings. Established in 2022, the brand focuses on creating expressive, culture-inspired accessories that resonate with college students and young adults across India. NotThatHigh aims to make everyday celebrations more memorable through thoughtfully designed products that reflect today’s youth culture.

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Source : NTH Iconic Party Solutions Pvt. Ltd

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