

# 2024 Gift card market figures



2024

# The booming gift card market



2/3 of gift card sales come from B2B

1/3 of gift card sales come from B2C

## Top 3 European countries in terms of the volume of issued gift cards

- 1 United-Kingdom
- 2 Germany
- 3 France

## European Market

€ 88 billions in transaction value

+6,4 % growth

## French Market

€ 87 average global value of a gift card

€ 8,2 billions in transaction value

+4,7% growth

+23% increase in e-gift card adoption by 2025, 2.5x more than physical gift cards

# Buybox insights

## Strategic analysis of the global gift card market: trends, challenges, and opportunities

### 1. Sustained growth driven by digitalization and B2B

The global gift card market continues to expand at a steady pace, with an estimated valuation of \$534.4 billion in 2023 and a projected \$607 billion by 2032, reflecting an average annual growth rate of 7.7%. This expansion is primarily driven by two key factors:

Accelerated digitalization, which optimizes the distribution and use of gift cards through mobile wallets and omnichannel solutions.

The rise of the B2B segment, which now accounts for nearly two-thirds of all transactions and could reach 70% to 80% of the market in the coming years. Top-performing brands generate 5% to 7% of their total revenue through gift card programs, reinforcing their critical role in acquisition and customer retention strategies.

### 2. Distinct regional market dynamics

While the United States remains the dominant market, Europe is accelerating adoption, and Asia is emerging as a key growth driver, fueled by a deeply ingrained gift-giving culture and advanced mobile integration. The United Arab Emirates (UAE), for example, boasts an annual growth rate of 9.3%, supported by strong digitalization and increasing B2B demand.

### 3. Digitalization: a catalyst for market transformation

The share of digital gift cards has reached 40% in the U.S. and 52% in the U.K., driven by growing demand for instant and omnichannel solutions. France and Germany are following a similar trajectory, with increasing integration into mobile wallets.

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## 4. B2B: the primary market growth engine

B2B transactions now account for 66% of the total market volume and are expected to grow further, reaching 70% to 80% in the coming years. Gift cards have become essential tools for employee motivation, talent retention, and customer loyalty. The key drivers of this growth include:

HR departments and employee committees (CSEs), which handle 68% of B2B transactions.

Loyalty and incentive programs, which incorporate gift cards to enhance rewards catalogs and strengthen customer engagement.

In an increasingly competitive landscape, brands must differentiate themselves through a high-performance API, seamless integration, and a robust omnichannel offering to maximize conversion and adoption rates.

2024

# The French people (B2C) and gift cards

## Gift Card



Average amount

€ 100

Quantity per household per year

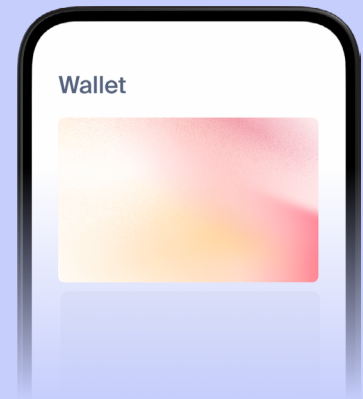
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### Informations

- Among the top 3 favorite gifts of the French
- 62% of French people have bought a gift card
- 59% of French people want a gift card

## Wallet Mobile

30% the number of e-gift cards registered on mobile wallets



## Gift card at Christmas

39% of gift card purchases are made at Christmas

49% between December 18 and 23th

## Share of gift card purchases

55% physical gift cards

45% e-gift cards

## Top 3 gift card amounts purchased

50€

100€

150€

Fraud attempts can represent up to 12% of the total

52% of European consumers are aware of the fraud risks associated with gift cards

2024

# The French people (B2C) and gift cards

## Omnichannel

53-54% of consumers want gift cards to be usable across all sales channels

## Gift card purchases

40% on e-commerce

60% in physical stores

## Gift cards spends

30% on e-commerce

70% in physical stores

## Synergy

Similarly, 53% of gift cards purchased online are spent in-store

On average, 22% of gift cards purchased in-store are spent online

2024


# The French people (B2C) and gift cards

By sector			
Business Sector	Average face value	Part of additional payments	Average additional payments
Food, Restauration & Beverages	72€	36%	18€
Cosmetics & Fragrances	58€	15%	23€
Fashion & Accessories	80€	35%	49€
Home & Decoration	125€	74%	110€
Cultural & Electronical	76€	33%	38€
Mass retail	81€	N/A	N/A
Games, Toys & Childcare	98€	N/A	N/A
Sport	147€	49%	98€
Tourism & Travel	212€	30%	97€
Luxury	254€	41%	341€


# Gift card revenues

 Total revenues

The gift card represents 5 to 7% of the turnover

 Cash advance

Use of the card 50 days later depends on the sector

 Revenue through expired gift cards \*

Average amount of an expired gift card

€ 63

Unused gift cards

11 %


 Revenue through additional payments \*\*

Average amount of additional payments

€ 74

Paiements complémentaires sur les cartes cadeaux dépensées

41 %

 Specific behaviors of gift card holders

- Spend in the top product category
- Encourage impulse buying

\* A top-up payment is the difference between the amount in the shopping cart and the amount on the gift card

\*\* Expired gift cards include gift cards with all or part of the amount remaining at the time of expiry



# Buybox insights

## B2C: a strategic tool for consumer loyalty and engagement

### 1. Stable face value with increasing impact on average basket size

The average gift card value in B2C remains at €100 in 2024, confirming its strong presence in consumer purchasing habits. Additional spend per transaction has now reached €74 (+30% vs. 2023), demonstrating the ability of gift cards to drive incremental revenue and encourage higher-end purchases.

### 2. Optimizing redemption rates

Despite strong performance, the market still faces the challenge of unused gift cards. 11% of purchased cards remain unredeemed, a stable rate, but the average unused value has risen from €46 in 2023 to €63 in 2024.

The most impacted sectors include:

- Home & decor
- Sports
- Toys & games
- Culture & electronics

To maximize redemption, brands should implement proactive strategies such as:

- Automated reminders
- Integration into mobile wallets
- Targeted incentive offers

### 3. Increasing interconnection between digital and physical retail

Currently, 70% of gift cards are redeemed in-store, while 30% are spent online. The cross-channel connection is a key driver:

- 53% of online-purchased gift cards are used in physical stores
- 22% of store-purchased gift cards are redeemed online

# Buybox insights

## 4. Strong seasonality and the rise of micro-moments

Seasonality remains a defining factor, with 39% of sales occurring during the Christmas season, peaking at 49% in the last week of December. However, usage is expanding, with consumers making an average of five purchases per year, driven by emerging micro-moments (birthdays, congratulations, and small celebrations).

## 5. Rising fraud risks

With increasing digitalization, fraud risks are on the rise. In 2024, attacks targeting gift card platforms are multiplying. Brands must strengthen their security measures through:

- Biometric authentication
- Blockchain technology
- Real-time transaction monitoring

## 6. An underutilized marketing lever with strategic opportunities

Despite its potential, gift card integration in marketing strategies remains underexploited.

- 26% of consumers are attracted to promotions on gift cards
- 10% redeem their loyalty points for gift cards

Gift cards represent:

- A powerful tool for retention and budget optimization as a form of “branded currency”
- A driver for repeat purchases and community engagement
- A cross-functional and integrated approach is essential to maximize the impact of gift cards in marketing strategies.

# Professionals and gift cards

## B2B order

Average number of recipients

+ 140

Average amount

€ 87

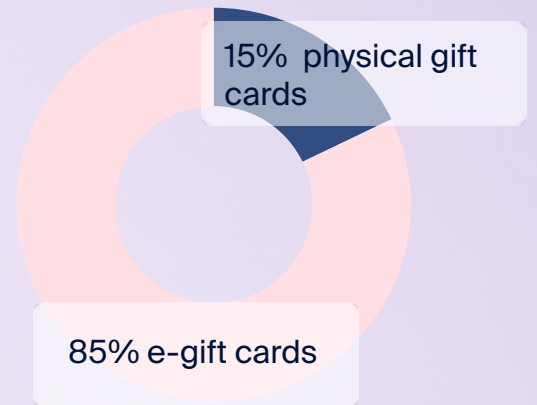
Average discount

5 %

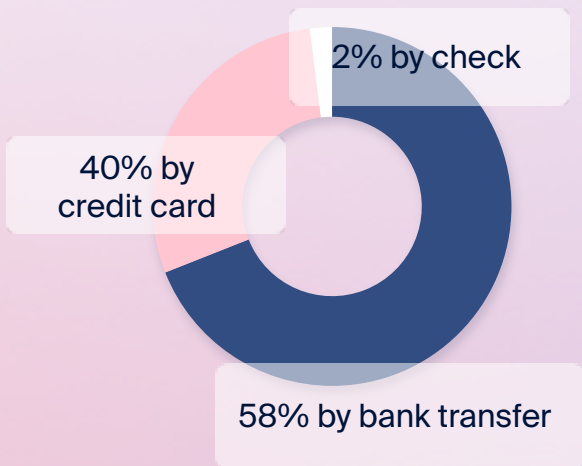
Hello,

Congratulations

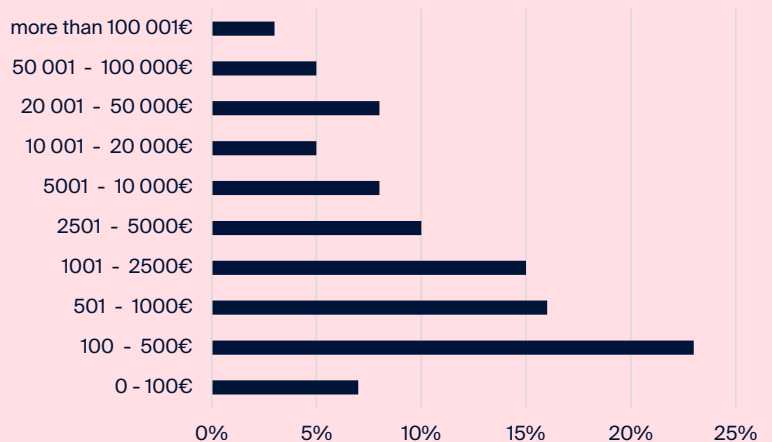
## Share of gift card purchases



## Payment methods



## Distribution of B2B order amounts



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# Professionals and gift cards

By sector					
Business Sector	Average face value	Average order value	Average number of gift cards per order	Average discount	Share of orders with discounts
Mass retail	80€	12 200€	145	5%	33%
Food, Restauration & Beverages	47€	4200€	75	10%	28%
Luxury	360€	2400€	7	N/A	N/A
Cosmetics & Fragrances	69€	4500€	129	10%	32%

# Buybox insights

## B2B: accelerating volumes and diversifying use cases

### 1. Sustained growth in volumes and face values

The average order value reaches €11,500 in 2024, driven by an increase in the number of gift cards per order (140 vs. 127 in 2023) and a rise in the average face value (€87 vs. €78 in 2023).

### 2. Expanding user base and applications

Beyond HR departments and employee committees (CSEs), new segments are driving market growth:

- Local authorities and non-profits, using gift cards for social assistance programs and volunteer rewards.
- Marketing agencies, integrating gift cards into loyalty campaigns.
- Industrial sectors (construction, chemicals, metallurgy), favoring gift cards for internal recognition programs.
- SMBs and micro-businesses, which predominantly adopt e-gift cards (68% of orders).

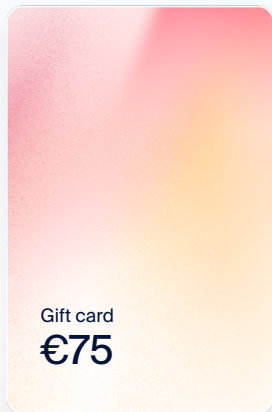
### 3. Brand awareness and offer diversity: key success factors

Companies prioritize brands that offer:

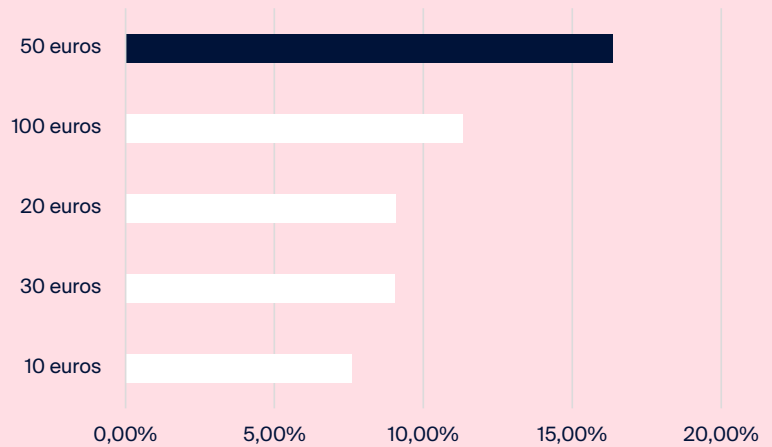
- Strong brand recognition, ensuring a high perceived value.
- A diverse product range, maximizing appeal for end recipients.

# Gift card reselling via partners

## Average value of a gift card on the network



## The face value of the most widely distributed gift cards



## Top 3 discount granted

16% of discount

9% of discount

7% of discount

## Average discount

10%

and up to 27%



**80% of gift cards are used within the month following purchase**  
**€67 average additional payments**  
**53% part of additional payments**

# Gift card reselling via partners

## Breakdown of sales by type distributors - on average

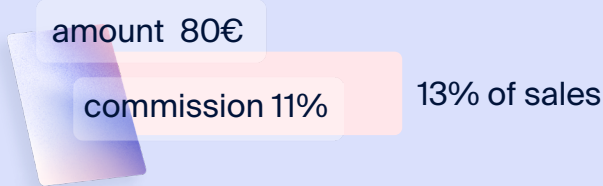
### Employee Incentive - Company funded

The gift card is a reward offered by the company to its employees, funded by the company, and accessible only to those who are affiliated with it.



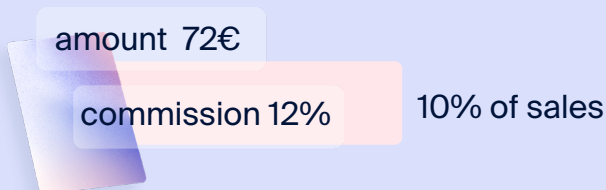
### Loyalty Program - Non-Company funded

The gift card is a reward in a loyalty program, where members must partially or fully purchase the card, accessible only to them.



### Employee Incentive - Non-Company funded (benefit)

The gift card is a reward for employees of a company, who must partially or fully purchase the card, accessible only to those within the company offering the reward.



### Multiple

The gift card can be used in various types of programs.



# Gift card reselling via partners

## Breakdown of sales by type distributors - on average

### Loyalty Program - Company funded

The gift card is a reward in a loyalty program, exchanged for points, miles, or a similar currency, accessible only to program members.



### Multi-Branded Gift Card conversion

The gift card allows exchanging a multi-brand card for a partner's gift card, partially or fully through a platform.



### E-tail ou Marketplace

The gift card is available on an open platform, allowing customers to purchase freely in exchange for payment, without the need for an identifier or restrictive information.



### Cash to Web ou Pin and Receipt

The gift card is purchased in a physical store, with the code printed on a receipt.





2024

# Gift card reselling via partners

By sector				
Business Sector	Average face value	Average discount	Part of additional payments	Average additional payments
Foods, Restauration & Beverages	60€	12%	49%	19€
Cosmetics & Fragrances	61€	15%	84%	12€
Fashion & Accessories	73€	10%	52%	49€
Home & Decoration	105€	17%	60%	170€
Cultural & Electronics	42€	6%	38%	25€
Mass retail	73€	6%	N/A	N/A
Games, Toys & Childcare	58€	14%	N/A	N/A
Sport	78€	12%	68%	63€
Tourism & Travel	225€	8%	N/A	N/A
Luxury	109€	8%	40%	500€

# Buybox insights

## Distribution: a key driver for market expansion

### 1. A strategic channel for B2B growth

In 2024, third-party distribution accounts for the majority of B2B transactions, with a stable average face value of €75. However, this model requires strict margin management, as commission rates vary by sector:

- Home & decor: 17%
- Cosmetics: 15%
- Tourism & luxury: 6-8%

### 2. Accelerated adoption in HR and loyalty programs

68% of B2B sales flow through HR and employee benefits platforms.

19% of transactions come from loyalty programs.

### 3. A revenue accelerator through additional payments

Faster redemption compared to B2C: 80% of cards are redeemed within a month, a significantly shorter timeframe than in B2C, leading to faster revenue generation for brands.

Higher and more frequent additional payments: 1 in 2 gift cards generates an additional spend of €7 on average, a higher amount than observed in B2C.

This combination of rapid spending and significant additional payments boosts average basket size and creates a strategic revenue lever.

### 4. Differentiation as a strategic imperative

In a highly competitive market, differentiation relies on:

- A robust and seamless API
- An optimized commission structure
- Proactive marketing engagement

Brands that successfully combine flexible usage, an optimized user experience, and agile distribution will maximize growth and strengthen their positioning in an expanding market.