

Gift card market figures  
in 2024

# Fashion & Accessories



# Gift card service for consumers



## Gift Card

Average amount

€ 80

## Average additional payments\*

€35 of additional payment

49% of gift card holders make additional payment

## Share of purchase gift cards

49% of cards

51% of e-gift cards

## Top 3 gift card amounts sold

€100

€50

€150

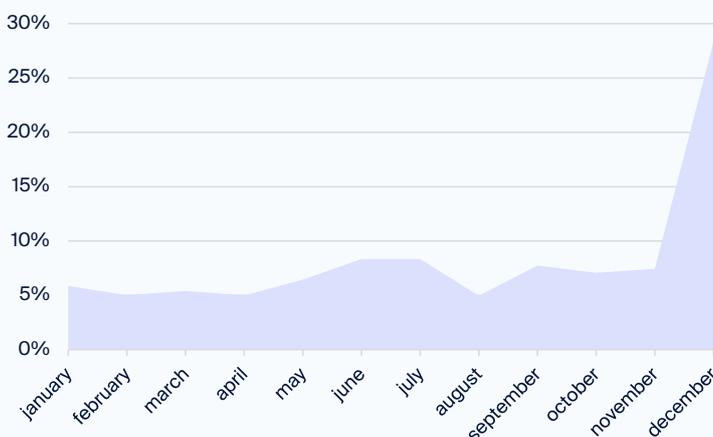
Gift cards amount goes from €5 to €600

## Expired gift cards\*\*

€28 average amount left on an expired gift card

19% of gift cards expired

## Evolution of gift card sales over the year, in volume



26% of sales in December

Top sales between December 20 and 24th

21% of June sales during Mother's Day

Gift cards offered as part of marketing campaigns have an average value of €117

\* 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.

# Reselling network/ distribution

## Average amount on the network



## Face value of the most distributed gift cards

€50

€100

€20

€30

€250

## Top 3 discounts

9% of discount

10% of discount

12% of discount

## Average discount

10%

€49 average additional payments  
52% part of additional payments

# Reselling network/ distribution

## Breakdown of sales by type distributors - on average

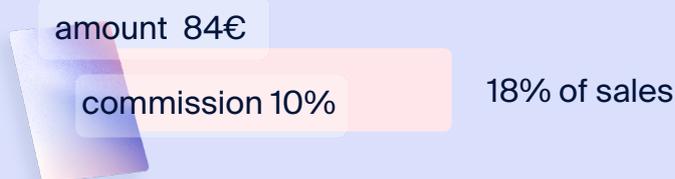
### Employee Incentive - Company funded

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.



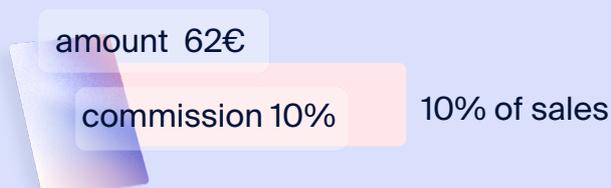
### Loyalty Program - Non-Company funded

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



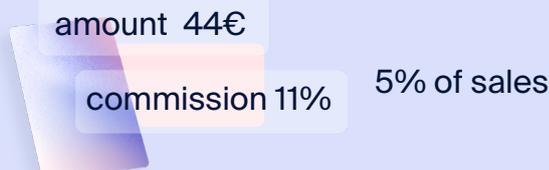
### Employee Incentive - Non-Company funded (benefit)

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.



### 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.



# Reselling network/ distribution

## Breakdown of sales by type distributors - on average

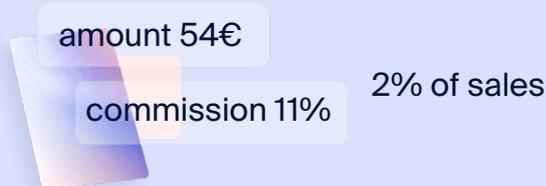
### Multiple

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



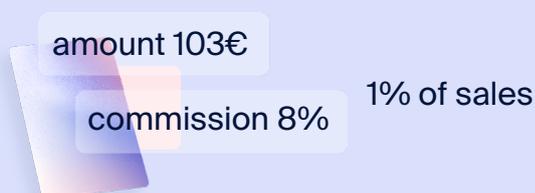
### Multi-Branded Gift Card conversion

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



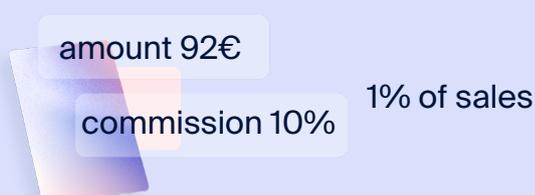
### E-tail ou Marketplace

*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.*



# Buybox insights

## Market dynamics and outlook for gift cards in the apparel and accessories sector in 2024

The gift card market in the apparel and accessories sector is undergoing a transitional phase, marked by heightened consumer caution. In 2024, 68% of French consumers state that they do not plan to increase their spending, reflecting a tense economic environment.

Despite this, gift cards remain a key tool for driving sales, even as the average value has declined from €122 in 2023 to €80 in 2024.

This shift is driven by:

- The addition of lower-basket brands, which mechanically reduces average gift card values.
- Increased price sensitivity, pushing consumers toward more opportunistic purchasing strategies.

However, strategic shopping periods remain major sales catalysts, with peak consumption occurring during:

- Christmas (36% of annual sales)
- Mother's Day (25% of transactions)

These key moments highlight the importance of targeted marketing strategies, designed to boost conversion rates and encourage repeat purchases via gift cards.

# Buybox insights

## Complementary payments: a lever for optimization

Despite a slight decline in complementary payments, they remain a key driver of transaction value:

- 49% of redeemed gift cards generate an additional purchase (vs. 57% in 2023).
- Average complementary payment amount: €35.

This behavior is largely driven by the «perceived free value» effect, which encourages consumers to:

- Top up their purchase to access premium items.
- Indulge in unplanned accessories, thereby increasing impulse purchases.

In apparel retail, where premiumization and spontaneous shopping are key growth factors, optimizing complementary payments presents a major opportunity.

To maximize this effect, brands should:

- Offer targeted incentives to encourage upselling.
- Enhance in-store merchandising and user experience to stimulate impulse purchases.

## Third-party distribution: a strategic growth channel

Indirect distribution, particularly through employee benefit programs (CSEs) and loyalty schemes, is expanding and becoming a critical diversification tool:

- The average value of gift cards distributed via these channels has increased from €52 to €73.
- CSEs now account for 60% of transactions, with an average commission of 10%.
- Non-funded loyalty programs capture 18% of transactions, broadening retailer audiences.

# Buybox insights

This growth presents several strategic advantages:

- Expanding visibility among new customer segments, particularly through employee benefits.
- Strengthening customer retention, by integrating gift cards into engaging loyalty programs.
- Maximizing upselling opportunities, with 52% of redeemed gift cards generating a final basket of €139 on average.

However, optimizing the distribution network is becoming a critical challenge, as brands must balance volume, commission rates, and margins.

Key success factors include:

- Aligning distribution channels with the brand's commercial strategy.
- Ensuring competitive pricing strategies without compromising profitability.
- Implementing regular marketing campaigns to increase visibility and attract new customers.

## Gift cards in a highly competitive market

The apparel and accessories market faces intense competitive pressure, shaped by three key trends:

1. The rise of digital-first brands and marketplaces, challenging physical retailers on accessibility and pricing.
2. Growing competition from Asian brands, pushing local brands to differentiate through customer experience and loyalty programs.
3. Evolving consumer behaviors, with a more selective audience seeking personalized offers and high-perceived-value products.

# Buybox insights

In this landscape, gift cards present a strategic opportunity to:

- Attract and retain a volatile customer base, by integrating into modern shopping journeys.
- Strengthen omnichannel engagement, facilitating seamless transitions between online and in-store shopping.
- Increase basket size, by leveraging complementary purchases and premium upsell strategies.

Strategic priorities to maximize the impact of gift cards in apparel and accessories

1. Optimize presence during key commercial periods

- Deploy targeted campaigns during peak sales events (Christmas, Mother's Day, Black Friday).
- Position gift cards as the ideal «practical gifting solution» for uncertain buyers.

2. Stimulate complementary payments to enhance transaction value

- Introduce tiered offers, encouraging customers to top up their gift card value to unlock premium products.
- Optimize the customer experience, facilitating impulse purchases through personalized recommendations.

3. Strengthen omnichannel integration and digitalization

- Streamline the redemption experience between e-commerce and physical retail.
- Develop e-gift cards integrated into mobile wallets and loyalty programs.

4. Build a high-performance, profitable B2B strategy

- Negotiate optimized commission structures with third-party distributors, balancing volume and margin.
- Target CSEs and premium loyalty programs, capturing a higher-income audience.