

Gift card market figures  
in 2024

# Food, Restaurant & Beverage



# Gift card service for consumers



## Gift Card

Average amount

€ 72

## Average additional payments\*

€18 of additional payment

36% of gift card holders make additional payment

## Expired gift cards\*\*

€44 average amount left on an expired gift card

11% of gift cards expired

## Top 3 gift card amounts sold

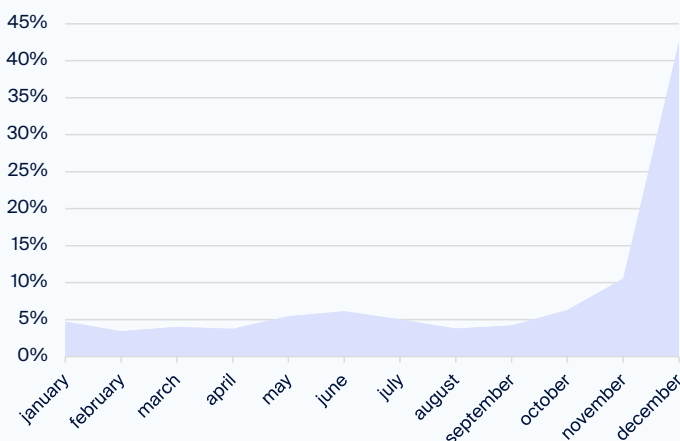
€50

€30

€100

Gift cards amount goes from €10 to €1000

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



53% of sales during Christmas

Top sales between December 20 and 25

41% of June sales for Father's Day

20% of February sales for Valentine's Day

Gift cards given during marketing campaigns have an average value of €22, with 67% of additional payments averaging €39.

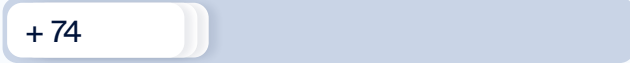
\* A top-up payment is the difference between the amount in the shopping cart and the amount on the gift card

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

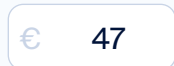
# Gift card service for professionals

## B2B order

Average number of recipients



Average amount

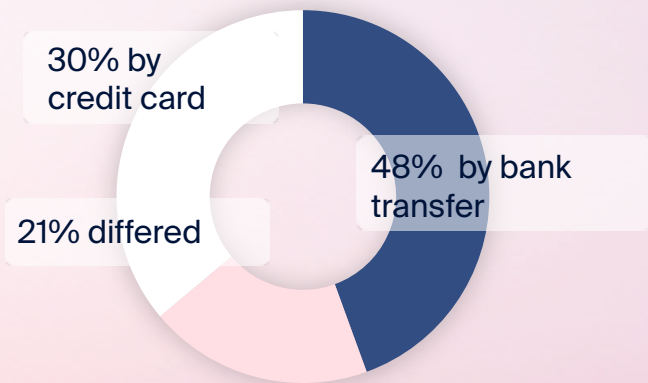


## B2B discounts

9% average discount given

18% of orders include a discount

## Payment methods



## Largest order

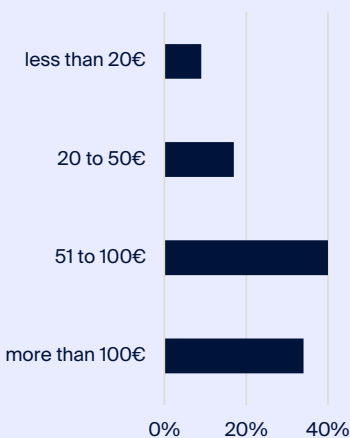
Number of recipients



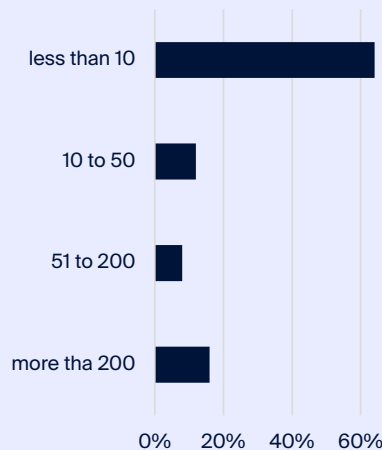
Average amount



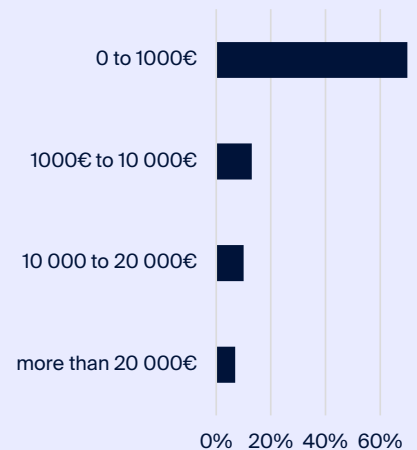
## Distribution of gift card amounts



## Distribution of gift cards by order

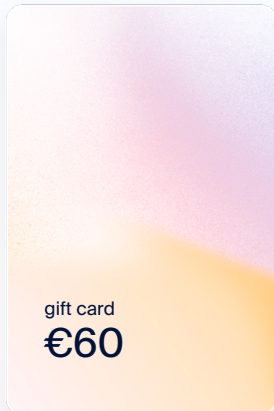


## Distribution of order amounts



# Reselling network/ distribution

## Average amount on the network



## Face value of the most distributed gift cards

€50

€100

€20

€30

€25

## Top 3 discounts

11% of discount

5% of discount

13% of discount

## Average discount

12%

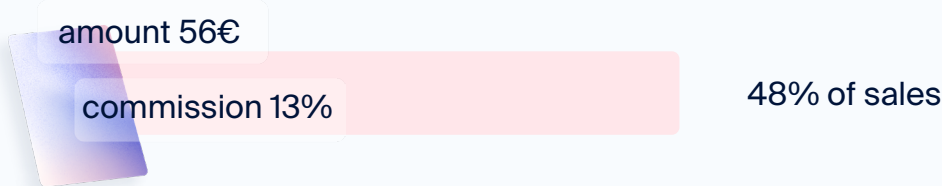
€19 average additional payments  
49% part of additional payments

# Reselling network/ distribution

## Breakdown of sales by type distributors - on average

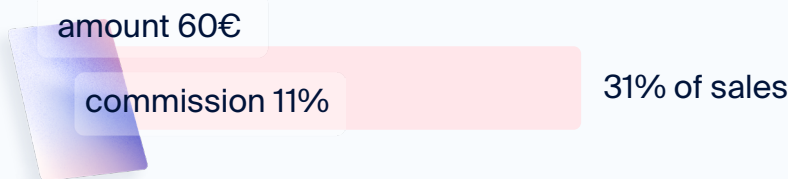
### Employee Incentive - Company funded

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.



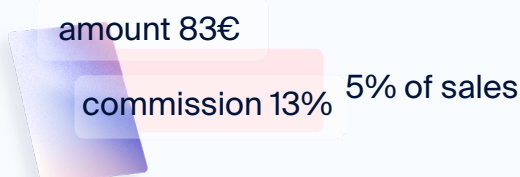
### Multiple

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



### 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.

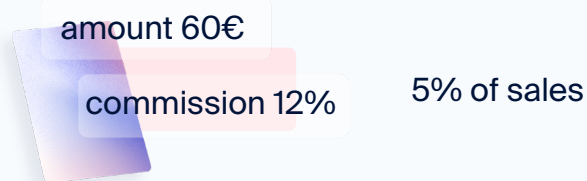


# Reselling network/ distribution

## Breakdown of sales by type distributors - on average

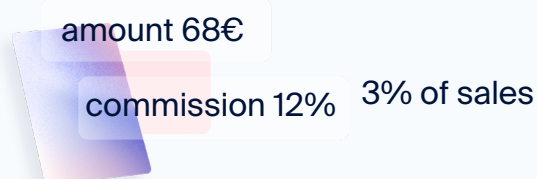
### Loyalty Program - Company funded

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



### 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.



### 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.



# Buybox insights

## Evolution and dynamics of the gift card market in food, beverages, and dining

The gift card market in the food, beverage, and dining sector is evolving in a contrasting environment, with moderate growth of 3% in 2024. This trend reflects more cautious consumer spending, as people increasingly seek value-driven and accessible experiences.

### Consumer trends and shifting usage patterns

The average gift card value has declined from €80 to €72, in line with a lower average basket size compared to other sectors. This is accompanied by a slight decrease in complementary payments, which now represent 36% of redeemed cards in 2024 (vs. 40% in 2023), with an average additional spend of €55. These shifts indicate stricter household budget management and a focus on spending optimization.

A positive trend has emerged: the expired card rate has dropped significantly from 28% to 11%, indicating higher redemption rates, which in turn boost complementary spending and enhance customer retention.

### Seasonality and activation opportunities

The market remains heavily influenced by seasonality, with 53% of sales occurring during year-end celebrations and notable peaks during:

- Black Friday (39%)
- Father's Day (41%)
- Mother's Day (33%)

While these peak periods confirm gift cards as a key transactional driver, they also highlight the need to encourage more frequent use throughout the year to strengthen their commercial impact beyond seasonal spikes.

# Buybox insights

## Digitalization and transformation of B2B

Digitalization is a major strategic focus, with:

- 65% of B2C gift cards now purchased in digital format.
- 70% of B2B gift cards issued digitally, reflecting the growing adoption of cashless payments and digital solutions.

In the B2B segment, despite a decrease in the average gift card value (€47 vs. €80 in 2023), an increase in the number of cards per order (75 vs. 60 last year) has stabilized the average order value at €4,200.

However, budget pressures on businesses have led to more discounting, with:

- 28% of orders now including a discount.
- An average discount of 10%, emphasizing the need for brands to optimize pricing strategies while maintaining gift cards as an effective incentive and loyalty tool.

## Distribution and market structure

Third-party distribution remains stable, with:

- An average distributed value of €60.
- Dominant face values of €50 and €100.

The B2B channel is structured around two key segments:

- Employee benefit solutions (CSEs) account for 48% of transactions, offering higher commissions (13%).
- Non-corporate-funded loyalty programs represent 33% of transactions, but operate with lower margins.



# Buybox insights

While complementary spending in this circuit remains limited (€19 on average for a total basket of €79), B2B distribution remains a key driver for:

Ensuring recurring sales.

Maximizing brand presence on employee benefits and loyalty platforms.

## Growth opportunities and strategic levers

The food, beverage, and dining gift card market benefits from high transaction volumes, but faces declining average values and complementary spending.

While digitalization and B2B expansion serve as stabilizing factors, maximizing profitability requires:

Strengthening omnichannel strategies to create seamless customer experiences.

Leveraging third-party platforms to enhance conversion opportunities.

Driving year-round activation, transforming gift cards into a consistent purchasing tool beyond peak commercial periods.

The key challenge now lies in desaisonalizing gift card usage, ensuring they become a regular and sustainable purchase driver rather than just a seasonal sales booster.