

Gift card market figures
in 2024

Home & Decoration



Gift card service for consumers



Gift Card

Average amount

€ 125

Average additional payments*

€110 of additional payment

74% of gift card holders make additional payment

Share of gift card purchases

10% physical gift cards 90% e-gifts cards

Top 3 gift card amounts sold

€50

€100

€150

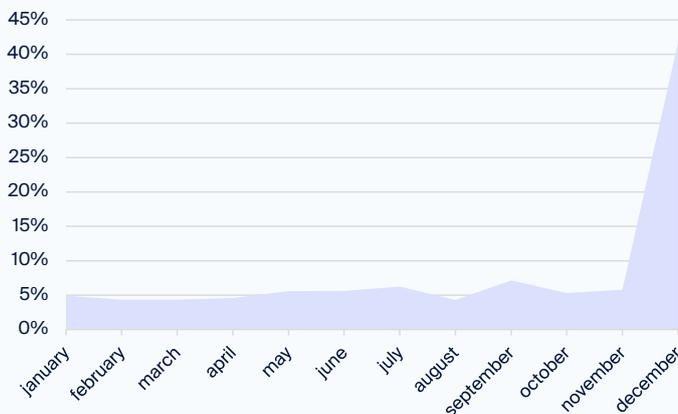
Gift cards amount goes from €20 to €1500

Expired gift cards**

€91 average amount left on an expired gift card

30% of gift cards expired

Evolution of gift card sales over the year, in volume



48% of sales occur at Christmas

Peak sales between December 17 and 24

25% of May sales take place on Mother's Day

31% of November sales occur on Black Friday

19% of February sales take place on Valentine's Day

Gift cards distributed in marketing campaigns have an average value of €77, with 17% generating complementary payments averaging €19

* 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

€30

€50

€100

€10

€150

Top 3 discounts

8% of discount

12% of discount

17% of discount

Average discount

17%

Reselling network/ distribution

Breakdown of sales by type distributors - on average

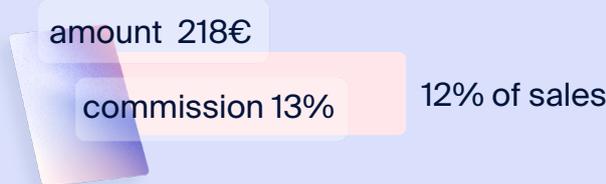
Employee Incentive - Company funded

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.



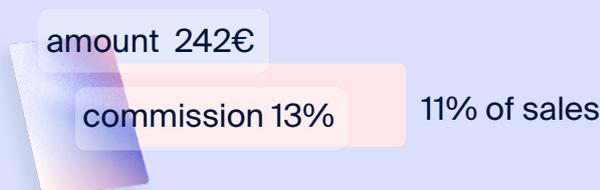
Loyalty Program - Company funded

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



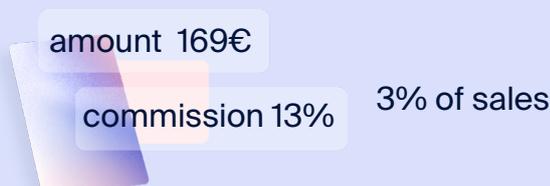
Loyalty Program - Non-Company funded

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.

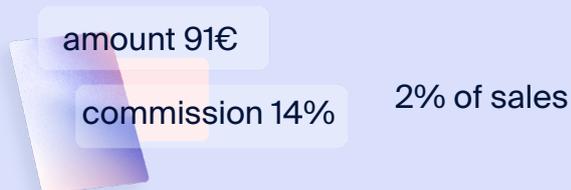


Reselling network/ distribution

Breakdown of sales by type distributors - on average

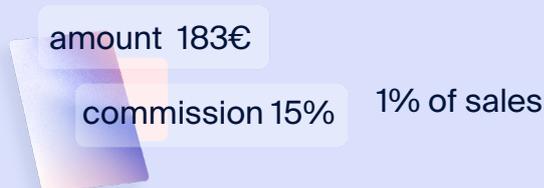
Multi-Branded Gift Card conversion

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



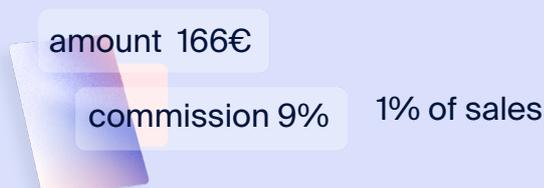
Multiple

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



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.



Buybox insights

Market dynamics and outlook for gift cards in the home and decor sector in 2024

In a sector where the average basket size is among the highest, home and decor gift cards continue to demonstrate strong consumer appeal in 2024, with an average value remaining stable at €125.

This resilience is driven by the nature of purchases, which often involve high-value items (furniture, premium decor), positioning gift cards as a strategic financing tool for significant purchases.

They play a key role during major shopping events, which account for a substantial share of transactions:

- Year-end holidays: 48% of annual sales
- Black Friday: 31%
- Mother's Day: 25%

These peak periods present essential opportunities for retailers to maximize visibility, increase purchase frequency, and attract high-intent buyers.

Complementary payments and premiumization: a transaction value driver

The home and decor sector reports record-high levels of complementary payments, confirming that gift cards act as catalysts for premium purchases:

- 74% of redeemed gift cards generate an additional payment, with an average extra spend of €110.
- The «perceived free value» effect encourages recipients to exceed their gift card value to purchase higher-end products.

Buybox insights

This trend aligns with broader market behaviors:

- An increased focus on comfort and personalization, as consumers seek to enhance their living spaces.
- The «home nesting» trend, where investment in home improvements remains a priority despite a slowdown in real estate transactions.

As a result, gift cards are emerging as a strategic lever for driving emotional purchases and reinforcing brand attachment.

A critical challenge: the concerning rise in expired gift cards

Despite these positive trends, the sector faces a sharp increase in expired gift cards, which reached 30% in 2024 (vs. 24% in 2023).

This rate, which is three times higher than the market average (10%), represents a significant revenue loss due to:

- Decreased customer retention, as unengaged recipients may not return to stores.
- Lost conversion opportunities, since every unused card translates to a missed sale.

However, an encouraging trend is emerging: The average value of expired gift cards has dropped to €91 (vs. €128 in 2023), indicating better utilization of high-value cards.

To reduce expiration rates and maximize gift card impact, brands must implement more effective re-engagement strategies:

- Automated reminders and targeted notifications prompting recipients to use their cards before expiration.
- Personalized promotional offers to create a sense of urgency.
- A seamless omnichannel experience, ensuring easy redemption both online and in-store.

Buybox insights

B2B as a growth driver: structured around third-party partners and loyalty programs

Third-party distribution has emerged as a key growth channel, with:
A rising average distributed value (€105 vs. €93 in 2023).

The B2B segment plays a strategic role, driven by two primary channels:

Employee benefit programs (CSEs), which account for 70% of transactions, with an average commission of 10%.

Premium loyalty programs, which generate some of the highest values in the market:

- €217 for funded programs (12% of transactions).
- €242 for non-funded programs (11% of transactions).

These figures confirm that gift cards are perceived as high-value loyalty tools, especially within premium segments.

Additionally, 60% of B2B gift card recipients make a complementary payment, with an average final basket size reaching €350—reinforcing gift cards' role in maximizing retailer revenue.

To enhance B2B impact, brands should:

- Optimize their presence on employee benefit and loyalty platforms.
- Tailor their offers to premium segments and employer expectations.
- Negotiate better terms with third-party distributors to maintain profitability.

Buybox insights

Strategic priorities to maximize the potential of home & decor gift cards

As the market undergoes rapid transformation, with growing consumer demand for digitalization, product innovation, and sustainability, gift cards remain an underutilized asset.

1. Strengthen seasonal presence

- Develop targeted promotional campaigns around major shopping events (Black Friday, year-end holidays, back-to-school).
- Create bundled offers combining gift cards with value-added services (e.g., premium delivery, interior design consultations).

2. Capitalize on complementary payments to maximize transaction value

- Offer incentives for premium purchases (e.g., bonus credit for spending above the gift card value).
- Enhance the omnichannel shopping experience, ensuring a seamless transition between digital and in-store purchases.

3. Reduce expiration rates to secure revenue

- Implement smart automated reminders, segmented by card value and consumer behavior.
- Encourage early activation with exclusive benefits tied to quick redemption.

4. Build a more ambitious B2B strategy

- Expand distribution in employee benefit and loyalty programs to reach high-value customers.
- Optimize third-party sales profitability, by adjusting commission structures and offering tailored promotions.

By leveraging these strategic levers, home and decor brands can unlock the full potential of gift cards, boosting customer engagement, transaction value, and long-term revenue growth.