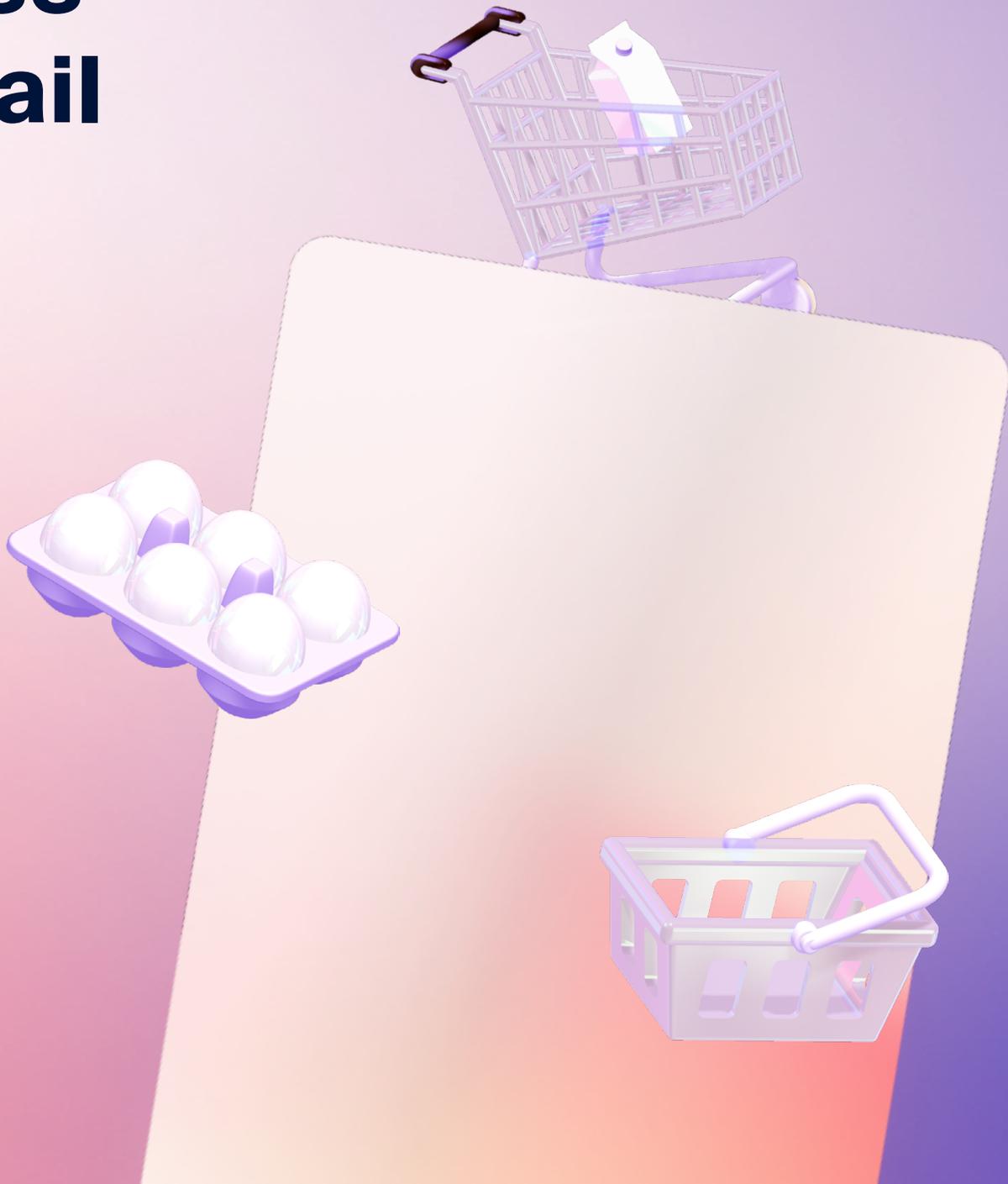


Gift card market figures  
in 2024

# Mass Retail



# Gift card service for consumers



## Gift Card

Average amount

81 €

## Top 3 gift card amounts sold

€50

€30

€100

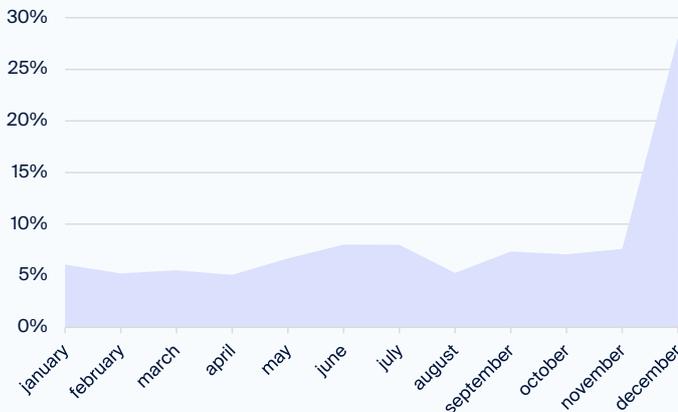
Gift cards amount goes from €5 to €150

## Share of gift card purchases

11% of cards

88% of e-gift cards

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



36% of sales occur at Christmas

Peak sales between December 21 and 24

28% of May sales take place on Mother's Day

Gift cards distributed in marketing campaigns have an average value of €70

\* 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

+ 145

Average amount

€ 80

## B2B discounts

5% average discount given

33% of orders include a discount

## Share of gift card purchases

18% physical gift cards

82% e-gift cards

## Payment methods

42% by credit card

57% by bank transfer

1% by check

## Largest order

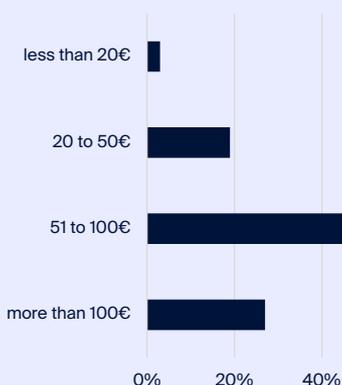
Number of recipients

+ 5000

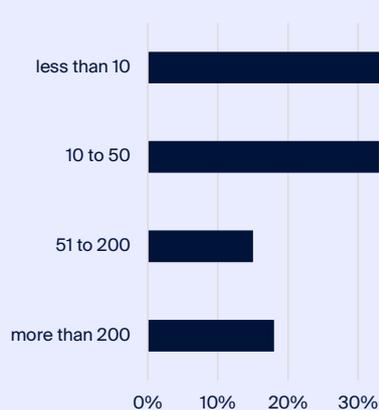
Average amount

€ 100

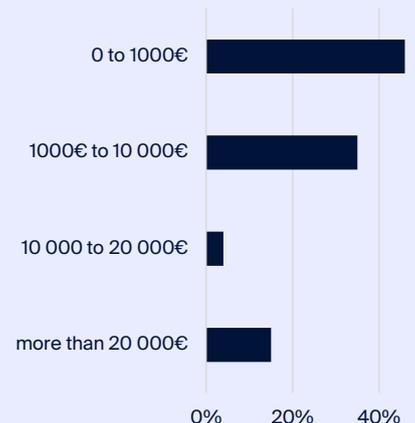
## Distribution of gift card amounts



## 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

€10

€30

## Top 3 discounts

7% of discount

5% of discount

4% of discount

## Average discount

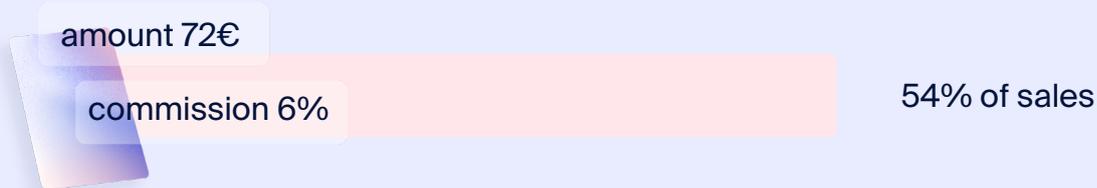
6%

# Reselling network/ distribution

## Breakdown of sales by type distributors - on average

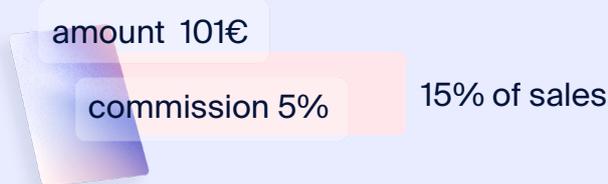
### Employee Incentive - Company funded

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.



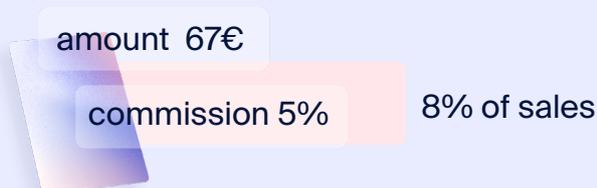
### Loyalty Program - Company funded

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



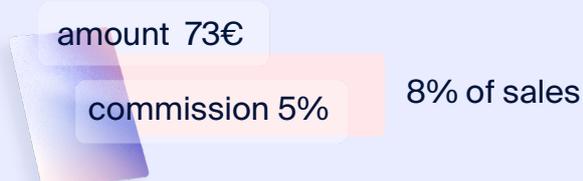
### Employee Incentive - Non-Company funded (benefit)

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 - 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.

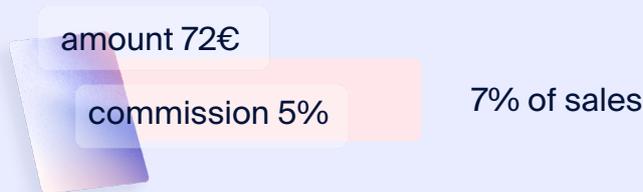


# Reselling network/ distribution

## Breakdown of sales by type distributors - on average

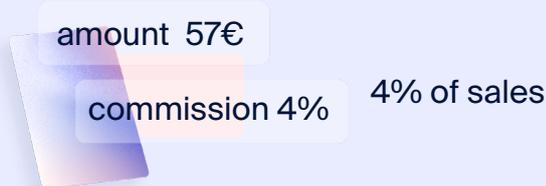
### Multiple

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



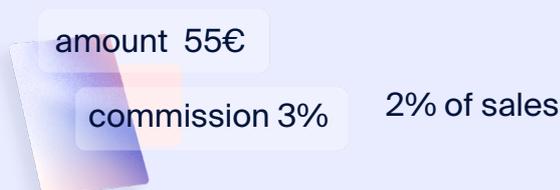
### Multi-Branded Gift Card conversion

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



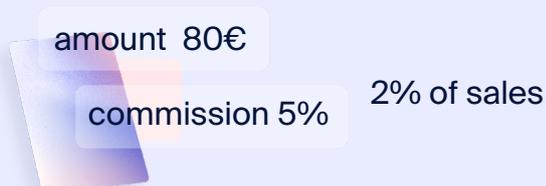
### Cash to Web ou Pin and Receipt

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



### 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 mass retail in 2024

The mass retail sector is undergoing major transformations, driven by inflationary pressures, shifting consumer behaviors, and evolving distribution formats. In response to these challenges, gift cards have emerged as a key strategic tool to stimulate spending, enhance customer loyalty, and address growing purchasing power concerns.

In 2024, mass retail consolidates its position as a pillar of the gift card market, with a significant increase in average card value, reaching €81 (vs. €67 in 2023). This growth is fueled by a strong strategic positioning, combining affordability, flexibility, and high transaction volumes.

Digitalization is playing a crucial role, with 89% of gift cards now sold in digital format, highlighting the widespread consumer adoption of e-gift cards for convenience and instant access.

### B2C market dynamics: a vital purchasing power tool

Amid increasing budget constraints, gift cards are becoming a preferred way to provide purchasing power to loved ones. They align with a pragmatic consumption trend, where utility and purchasing freedom take precedence over impulse buying.

Seasonality remains a key driver, with:

- A peak in December, accounting for 36% of transactions, primarily between December 21 and 24.
- Mother's Day representing 28% of annual sales.
- Valentine's Day accounting for 23%.

# Buybox insights

This seasonal calendar underscores the need for retailers to:

- Enhance promotional efforts and bundled offers around peak periods.
- Develop year-round strategies to encourage more frequent gift card usage and make them a recurring consumption tool.

## **B2B market dynamics: a strategic growth lever for businesses**

The B2B segment is experiencing strong growth, driven by:

- An increase in the number of cards per order (145 vs. 120 in 2023).
- A stable average face value of €80, bringing the average order size to €12,200.

However, the sector stands out for its strict discount policies, with:  
An average discount of just 5%, significantly lower than in other segments.

This approach reflects the need for retailers to protect their margins in a highly competitive market characterized by intensified price wars and aggressive loyalty strategies.

B2B gift card distribution is structured around different segments:

- Small orders (fewer than 10 cards), typically used for one-time incentives.
- High-volume orders from large national employee committees (CSEs), where e-gift cards are preferred for their convenience and flexibility.

This positioning highlights the essential role of gift cards in corporate retention strategies, as companies increasingly use them as non-monetary benefits to counter budget constraints and enhance employee engagement.

# Buybox insights

## Third-party distribution: an untapped growth channel

Third-party distribution is emerging as a strategic growth driver, particularly within reward and loyalty programs:

The average distributed value has increased to €73 (vs. €60 in 2023), with dominant face values of €50 and €100.

The average commission remains low at 6%, reflecting tight industry margins. More than 50% of sales through this channel are linked to employer-funded reward programs, reinforcing the role of gift cards as a purchasing power optimization tool for employees.

As companies look to enhance their employee benefits programs, mass retail brands have a major opportunity to position gift cards as an essential reward and retention tool.

## Adaptation strategies and growth levers

As the sector faces declining volumes, industry consolidation, and the rise of e-commerce, gift cards are becoming a crucial tool to drive consumption and optimize retailer strategies.

### 1. Accelerate the integration of gift cards into an omnichannel strategy

Streamline the shopping experience between digital and physical stores, particularly through mobile payment solutions and the integration of e-gift cards into retailer apps.

Develop bundled offers (e.g., gift card + exclusive online discounts) to increase post-redemption conversion rates.

# Buybox insights

## 2. Strengthen the appeal of gift cards in B2B and third-party channels

Design a more flexible B2B offering, adapting face values to different customer segments.

Negotiate more competitive commission structures with third-party distributors to maintain profitability on these channels.

Capitalize on employee benefits programs, establishing gift cards as a core element of corporate HR policies.

## 3. Maximize gift card usage and conversion rates

Encourage faster activation through reminders and targeted incentives.

Drive complementary spending by offering integrated shopping experiences, maximizing the transactional value of each redeemed gift card.

By leveraging these strategic initiatives, mass retail brands can solidify their position in the expanding gift card market while enhancing customer engagement, optimizing margins, and driving long-term revenue growth.