

Gift card market figures  
in 2024

# Sports



# Gift card service for consumers



## Gift Card

Average amount

€ 147

## Average additional payments\*

€98 of additional payment

49% of gift card holders make additional payment

## Share of gift card purchases

49% of cards

51% e-gifts cards

## Top 3 gift card amounts sold

€100

€50

€150

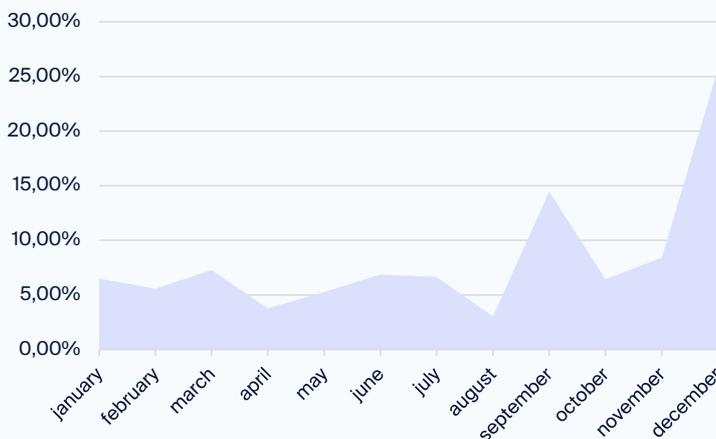
Gift cards amount goes from €10 to €1500

## Expired gift cards\*\*

€69 average amount left on an expired gift card

29% of gift cards expired

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



34% of sales occur at Christmas

Peak sales between December 22 and 25

15% of sales take place in September, during back-to-school season

32% of June sales occur on Father's Day

30% of November sales take place on Black Friday

Gift cards distributed in marketing campaigns have an average value of €88, with 79% generating complementary payments averaging €53

\* 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

€100

€50

€30

€20

€10

## Top 3 discounts

15% of discount

11% of discount

9% of discount

## Average discount

12%

€63 average additional payments  
68% part of additional payments

# Reselling network/ distribution

## Breakdown of sales by type distributors - on average

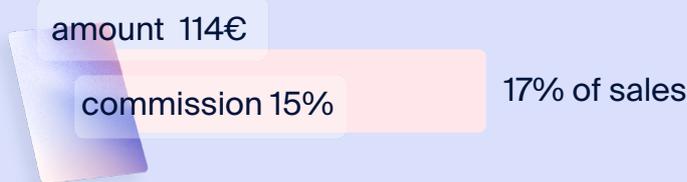
### Employee Incentive - Company funded

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.



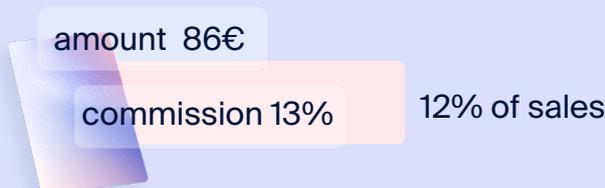
### Loyalty Program - Non-Company funded

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.

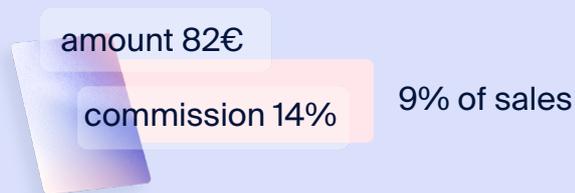


# Reselling network/ distribution

## Breakdown of sales by type distributors - on average

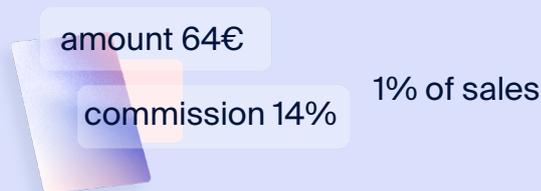
### Multiple

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



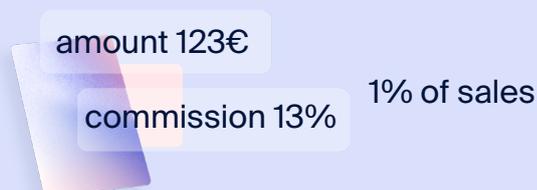
### Multi-Branded Gift Card conversion

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



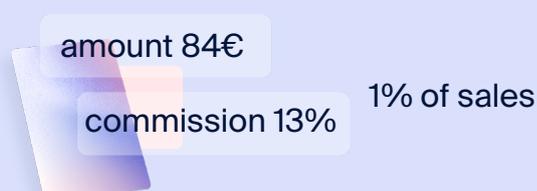
### E-tail ou Marketplace

*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 sports and sporting equipment sector in 2024

The gift card market in the sports and sporting equipment sector is experiencing positive momentum in 2024, driven by the growing enthusiasm for well-being and physical activity.

With a notable increase in average gift card value, rising from €114 in 2023 to €147 in 2024, gift cards are becoming more attractive, reflecting a strong trend toward purchasing higher-quality equipment.

This premiumization is particularly visible in:

- High-end sports products (technical footwear, specialized gear).
- Tech-driven equipment (smartwatches, performance tracking accessories).

The perceived high value of gift cards makes them a preferred choice for significant occasions, with sales peaks concentrated around:

- Christmas (34% of sales).
- Father's Day (32% of transactions).

These key periods reinforce the emotional aspect of gifting, where gift cards are seen as the ideal solution for offering a useful and inspiring product.

## Digitalization and activation: a key challenge to maximize customer engagement

In a rapidly digitizing market, e-gift cards dominate, accounting for 76% of total sales.

# Buybox insights

This trend aligns with the expectations of a young, digitally connected audience that prioritizes:

- Instant solutions (immediate purchase and receipt).
- Ease of use (integration into mobile wallets and retailer apps).

However, one major challenge remains:

- Expired gift card rates are alarmingly high at 29%, well above the market average.
- This issue results in significant lost opportunities in customer loyalty and post-purchase conversion.

To reduce this loss in value, retailers must enhance their activation strategies by implementing:

- Automated reminders (personalized notifications encouraging usage).
- Exclusive promotions to incentivize redemption before expiration.
- Targeted incentives for complementary spending, encouraging in-store or online purchases.

The goal: Transform gift cards into a sustainable loyalty driver rather than just an acquisition tool.

## **Complementary payments: a powerful driver for premiumization**

In the sports sector, where performance and quality drive purchasing decisions, complementary payments play a crucial role in increasing basket sizes:

49% of redeemed gift cards generate an additional purchase, with an average extra spend of €98.

This behavior is fueled by the «perceived free value» effect, which motivates consumers to:

- Upgrade their purchase to access better-performing equipment.
- Add complementary accessories (technical apparel, protective gear, recovery tools).

# Buybox insights

Retailer-issued promotional gift cards also serve as a powerful loyalty driver, leading to: A complementary spend representing 53% of the final basket, proving their effectiveness in stimulating additional purchases.

Key opportunity: Brands can further capitalize on this trend by offering:

- Bundled promotions (e.g., gift card + discount on complementary purchases).
- Smart product recommendations during gift card redemption to encourage upselling.

## **B2B and third-party distribution: an underutilized growth channel**

Third-party distribution is emerging as a strategic growth channel, particularly through employee benefits programs (CSEs) and loyalty schemes:

- The average distributed gift card value remains stable at €78.
- CSEs account for 47% of total transactions, with an average commission of 12%.

This trend presents major strategic opportunities:

- Investing in workplace well-being (QWL) by offering gift cards that promote employee fitness and wellness.
- Strengthening the brand image of sports retailers through health and well-being partnerships.

Other channels further support this growth:

- Non-funded loyalty programs (17% of total transactions).
- Non-funded employee rewards (13% of total transactions).

These programs allow retailers to expand visibility among new customer segments while reinforcing customer retention.

# Buybox insights

Recommended actions:

- Negotiate competitive terms with third-party distributors to optimize profitability.
- Target companies and HR teams with employee well-being initiatives to promote physical activity.
- Develop dedicated gift card programs for sports clubs and associations to broaden the customer base.

## Strategic priorities to maximize the impact of gift cards in sports retail

1. Optimize presence during key commercial periods

- Increase visibility for gift cards during major shopping events (Christmas, Father's Day, back-to-sports season).
- Create event-based promotions (e.g., bundles including a gift card and an exclusive product).

2. Stimulate complementary payments to boost transaction value

- Offer incentives for premium upgrades, such as discounts on high-end sports equipment.
- Optimize product recommendations during gift card redemption to encourage the addition of complementary items.

3. Reduce expiration rates to maximize customer engagement

- Implement smart and targeted reminders to encourage timely gift card usage.
- Promote early redemption with exclusive time-limited offers for newly activated gift cards.

4. Build a high-performance and profitable B2B strategy

- Increase the presence of gift cards in employee benefit programs (CSEs) to capitalize on corporate wellness trends.
- Strengthen partnerships with sports clubs and associations, integrating gift cards into rewards and sponsorship programs.