

Gift card market figures in 2024

Luxury



Gift card service for consumers



Gift Card

Average amount

€ 254

Average additional payments*

€341 of additional payment

46% of gift card holders make additional payment

Share of gift card purchases

67% physical gift cards

33% e-gift cards

Top 3 gift card amounts sold

€100

€118

€50

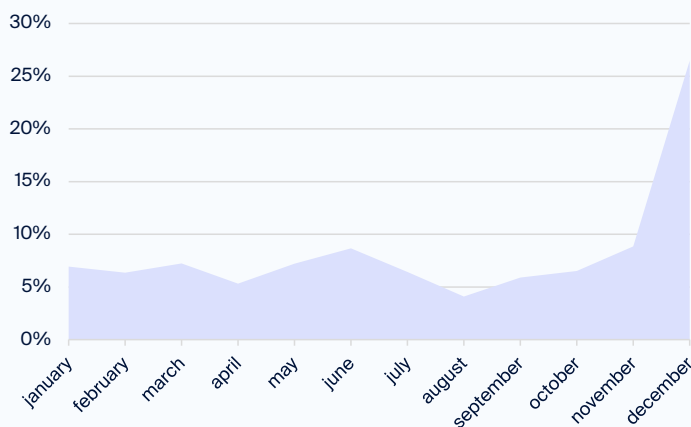
Gift cards amount goes from €30 to €3500

Expired gift cards**

€139 average amount left on an expired gift card

11% of gift cards expired

Evolution of gift card sales over the year, in volume



35% of sales occur at Christmas

Peak sales between December 20 and 25

17% of February sales take place on Valentine's Day

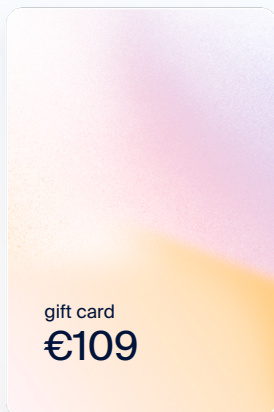
Gift cards distributed in marketing campaigns have an average value of €272, with 42% generating complementary payments averaging €288

* 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

€250

€50

€100

€150

€20

Top 3 discounts

9% of discount

7% of discount

8% of discount



Average discount

8%

€500 average additional payments
40% part of additional payments

Reselling network/ distribution

Breakdown of sales by type distributors - on average

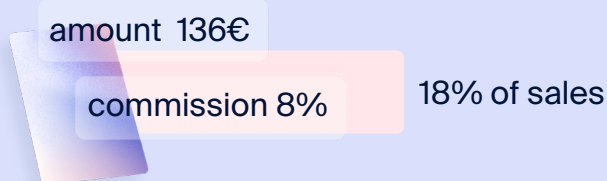
Employee Incentive - Company funded

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.



Multiple

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



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.



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 luxury sector in 2024

In a luxury sector experiencing an unprecedented slowdown, the gift card stands out as a key strategic tool, balancing customer retention and acquisition. More than just a transaction, it represents a passport to exclusivity, offering brands a powerful lever to attract and retain a demanding clientele.

Its positioning aligns with shifting consumer expectations, where personalization, flexibility, and unique experiences are paramount. In this uncertain environment, gift cards help maintain high transaction values while driving engagement.

A confirmed move upmarket: increasing average value and complementary payments

In 2024, luxury gift cards show significant growth, with an average value reaching €254 (vs. €198 in 2023), one of the highest in the market.

Their effectiveness lies in their ability to generate substantial complementary payments:

- 41% of redeemed gift cards are supplemented with an additional €341 on average, demonstrating their impact on premium purchases.
- Gifted cards generate an average complementary payment of €288, accounting for 42% of the final basket, confirming their role in loyalty strategies and service recovery compensation.

This trend highlights that gift cards are not just promotional tools but aspirational drivers toward premium products and higher-end categories.

Buybox insights

However, one challenge remains: optimizing usage rates.

- The expired card rate has dropped to 11% (vs. 16% in 2023) but still represents a significant loss, with an average unredeemed value of €139 per card.
- This inertia underscores the need for stronger reactivation strategies, including automated reminders, exclusive offers, or incentives on complementary payments.

Strong preference for physical experience and luxury materiality

Luxury remains deeply rooted in the traditional gifting experience:

77% of gift cards are physical, confirming that tangible experiences and gifting rituals remain essential in this segment.

This preference is also reflected in sales seasonality, with peaks during major gifting occasions:

- 35% of sales occur in December, particularly between the 20th and 25th, a key period for luxury gifting.
- 17% of transactions take place around Valentine's Day, emphasizing the emotional role of gift cards in purchasing behavior.

While digital adoption is growing, it remains limited by the exclusivity and experience-driven expectations of luxury consumers. This pushes brands to prioritize a premium omnichannel approach over full digitalization.

A premium B2B positioning: selectivity and brand image control

Unlike other sectors where B2B serves as a volume driver, luxury brands adopt a selective and premium approach, ensuring strict brand image control and a curated customer experience.

- 67% of B2B transactions go through employee benefit programs (CSEs) but are restricted to high-end rewards, maintaining an exclusive positioning.
- 18% of volumes come from premium loyalty programs, targeting high-value customers.

Buybox insights

This strategy preserves a luxury positioning, offsetting lower transaction volumes with exceptionally high average basket sizes:

- 40% of B2B gift cards generate an additional payment of €500, bringing the final basket to €800, among the highest in the market.

Additionally, commissions remain controlled at an average of 8%, confirming gift cards' profitability in this segment and their role in extending the luxury customer experience.

Optimization strategies and growth levers

In a market where customer experience, exclusivity, and personalization are fundamental, gift cards must evolve to:

1. maximize the conversion of unused gift cards

- Enhance reactivation strategies (personalized notifications, exclusive offers, VIP privileges) to reduce expiration rates.
- Encourage early activation through limited-time exclusive benefits.

2. integrate gift cards into a premium omnichannel strategy

- Develop an ultra-personalized digital experience, with e-gift cards featuring advanced customization options.
- Leverage exclusive services (priority access, event invitations, private consultations) to maximize engagement.

3. amplify presence on premium platforms and loyalty programs

- Expand distribution channels while maintaining strict selectivity.
- Create synergies with high-end loyalty programs, positioning gift cards as premium upgrade tools.

By leveraging these strategic levers, luxury brands can elevate the gift card from a simple transactional tool to a powerful driver of engagement, loyalty, and brand prestige.