



Gift Card Market Figures
in 2025

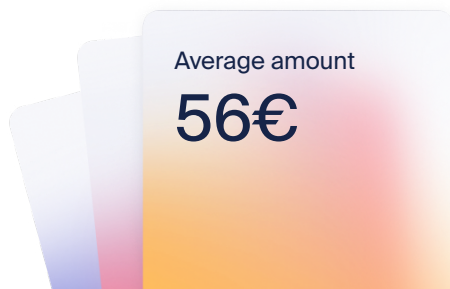
Cosmetics & *Perfume*



2025 - Cosmetics & Perfume

Gift card service for consumers

Gift Card



Average additional payments*

37€
of additional payment

25%
of gift card holders make additional payment



Share of gift card purchases

15%
of physical gift cards

85%
of e-gift cards



Expired gift cards**

37€
average amount left on an expired gift card

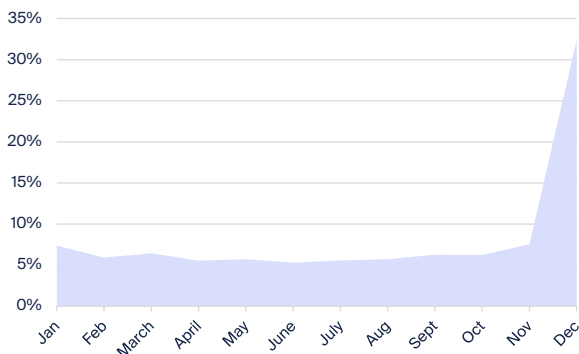
21%
of gift cards expired

Top 3 gift card amounts sold

01 50€ 02 30€ 03 40€

Gift cards amount goes from 15€ to 800€.

Evolution of gift card sales over the year, in volume



40% of sales at Christmas
Top sales between December 20 and 25th

33%
of May sales during Mother's Day

30%
of February sales for Valentine's Day

* 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.

2025 - Cosmetics & Perfume

Gift card service for professionals

B2B order

Average number of recipients



Average amount

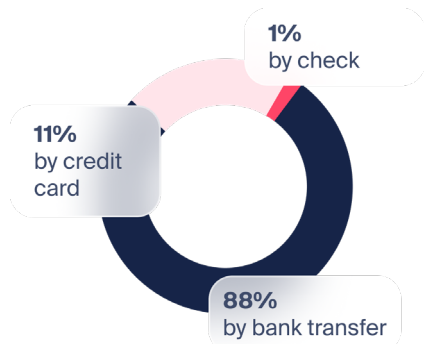


B2B discounts

9%
average discount given

55%
of orders include a discount

Payment methods



Largest order

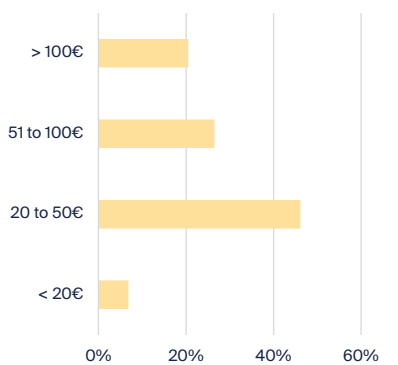
Number of recipients



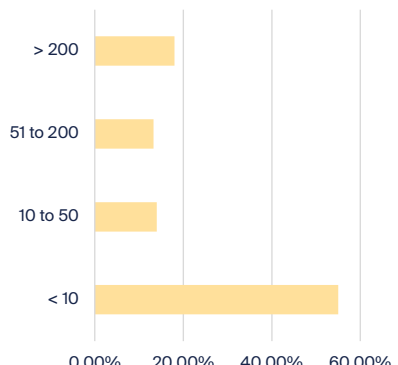
Average amount



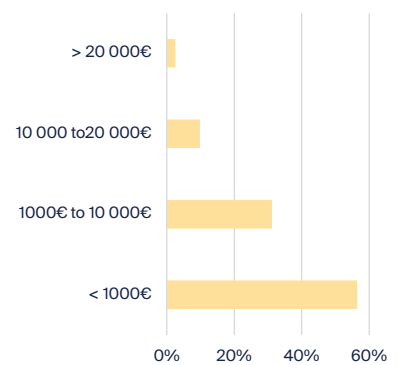
Distribution of gift card amounts



Distribution of gift cards by order



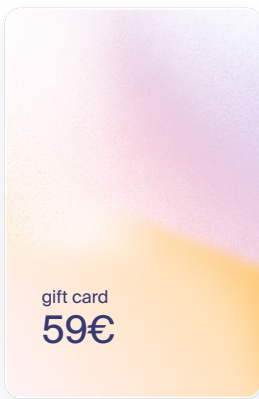
Distribution of order amounts



2025 - Cosmetics & Perfume

Reselling network/ distribution

Average amount
on the network



Face value of the most distributed
gift cards

100€

50€

150€

30€

80€

Average commission

12%



Top 3
commissions

- 01 13% of commission
- 02 10% of commission
- 03 16% of commission

12€
average complementary
payment

85%
of holders make a
complementary payment



Reselling network/ distribution

BREAKDOWN OF SALES BY TYPE DISTRIBUTORS - ON AVERAGE

78% of sales
amount **60€**
commission **13%**

Employee Incentive - Company funded (Incentive)

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.

5% of sales
amount **53€**
commission **16%**

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.

6% of sales
amount **67€**
commission **12%**

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.

2% of sales
amount **40€**
commission **9%**

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.

Reselling network/ distribution

BREAKDOWN OF SALES BY TYPE DISTRIBUTORS - ON AVERAGE

1% of sales

amount 34€

commission 19%

E-tail or 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.

8% of sales

amount 52€

commission 12%

Multiple

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

Buybox insights

Market dynamics and outlook for gift cards in cosmetics and perfumery in 2025

The French cosmetics market has entered a phase of low volume growth but positive value growth, driven by selective premiumisation (skincare, fragrance) and rising costs. Digital and omnichannel have become the operational standard. Gifting represents 18–22% of the market, concentrated around a few key moments (Christmas, Mother's Day), and remains a structural driver of value.

In this context, gift cards play a paradoxical role: they are widely used as a gifting product but remain underexploited as a lever for basket uplift, recurrence and customer value monetisation.

B2C – A powerful gifting product, but underperforming in value

While the cosmetics gifting market is growing strongly, gift card dynamics show the opposite trend:

- > Stable average face value (~€56)
- > Top-up slightly increasing, but still limited (15–25%, ~€37 on average)
- > High expiration rate (~20%), mostly linked to residual balances or unused cards

This indicates that the gift card is primarily used as a consumption budget, rather than as a tool for premiumisation, even though the market itself is moving toward higher value, stronger experiences and greater value per customer.

The gap is clear: cosmetics create value through storytelling, routines, advice and in-store experience, while the gift card remains trapped in a purely utilitarian logic.

The strong dominance of physical cards (84%) is consistent with a market where the store remains central (consultation, product testing, experience). However, it also reinforces a key challenge: better connecting gift cards to omnichannel journeys (wallet integration, customer accounts, reminders, recommendations) in order to reduce dormant value and increase actual spending.

Finally, the share of free cards (5%, mainly for customer service or marketing purposes) confirms a broader market trend: the gift card is gradually becoming a component of customer relationship management, not just a gifting product. Yet its business impact remains limited as long as top-up rates and recurrence remain low.

Direct B2B – A rational use case in a market moving upmarket

The cosmetics market is driven by premiumisation and value growth in skincare and fragrance. In direct B2B for gift cards, the trend is only partially aligned with this shift:

Face value is increasing (€69 → €88), signalling a more premium gifting use case

However, average order value is declining (~€400) and fewer cards are purchased per order, indicating a more tactical and fragmented use than in other verticals

More than one order out of two benefits from a discount (~9%), showing that this channel remains highly negotiated. Here again, the parallel with the broader market is clear: in a sector where brands are trying to defend their margins and premium positioning, the B2B gift card remains trapped in a transactional and promotional logic.

Digital is more present than in B2C (39%), mainly for operational efficiency, although physical cards still dominate during the Christmas period. This confirms that B2B cosmetics remains highly event-driven and seasonal.

Distribution (B2B2C) – A powerful distribution channel, but weak in value creation

B2B2C aligns with the broader market dynamics:

- >Dominance of HR and employee benefits programmes (~78% company-funded)
- >Central role of platforms and partners in large-scale distribution
- >Strong seasonality, with around 34% of sales occurring during Christmas

However, the key performance indicators are more concerning:

- >Low top-up (~€12), even though 85% of cards are redeemed
- >Declining commissions (15% → 12%)
- >Stable face value (~€59)

In a market where brands are investing heavily in retail media, first-party data and incrementality measurement, the distribution/resale side of gift cards is still perceived primarily as a volume channel rather than a value channel. As long as the impact on basket size, customer acquisition or retention is not demonstrated, pressure on commissions will remain structural.

The contrast with the rest of the cosmetics market is striking, as value increasingly shifts toward first-party data, personalisation and media activation close to the moment of purchase.

Finally, partner platforms have become true media showcases in an increasingly competitive cosmetics market. As catalogues become denser, sponsored visibility is becoming a key lever to stand out.

Actionable strategic priorities

1. Reposition the gift card as a premiumisation lever, not just a consumption budget
2. Shift performance from issuance to usage
3. Align B2B and B2B2C with the market's "data and incrementality" standards

