



Gift Card Market Figures
in 2025

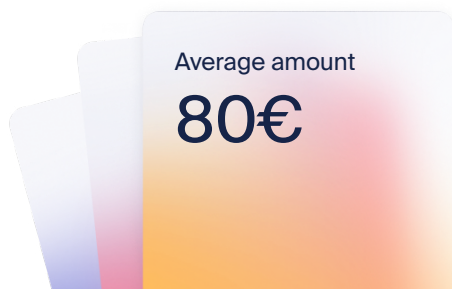
Culture & *High-Tech*



2025 - Culture & High-Tech

Gift card service for consumers

Gift Card



Average additional payments*

47€
of additional payment

57%
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**

41€
average amount left
on an expired gift card

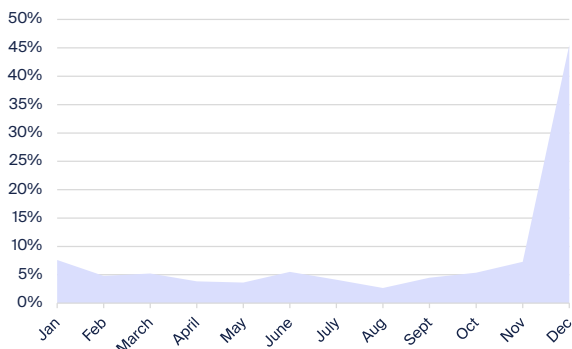
20%
of gift cards expired

Top 3 gift card amounts sold

01 50€ **02 100€** **03 150€**

Gift cards amount goes from 10€ to 500€.

Evolution of gift card sales over the year, in volume



53% of sales at Christmas
Top sales between December 17 and 25th

37%
of May sales during Mother's Day

32%
of June sales during Father's Day

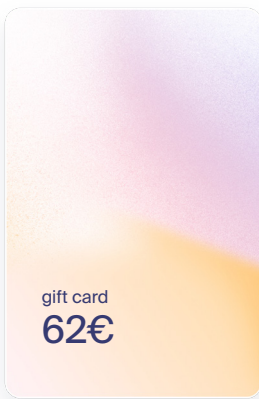
40%
of November sales during BlackFriday

* 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€

100€

10€

50€

200€

Average commission

7%



Top 3
commissions

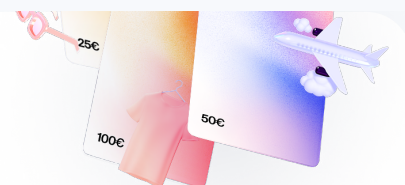
- 01 5% of commission
- 02 8% of commission
- 03 14% of commission

86€

average complementary
payment

67%

of holders make a
complementary payment



Reselling network/ distribution

BREAKDOWN OF SALES BY TYPE DISTRIBUTORS - ON AVERAGE

60% of sales
amount 48€
commission 7%

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.

4% of sales
amount 97€
commission 7%

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.

28% of sales
amount 121€
commission 6%

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.

1% of sales
amount 51€
commission 14%

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

2% of sales

amount 53€

commission 12%

Multiple

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

1% of sales

amount 62€

commission 12%

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.

4% of sales

amount 124€

commission 5%

Cash-to-Web or 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 Culture & High-Tech in 2025

The Culture & High-Tech market has entered a phase of advanced maturity: volumes are stagnating, hardware margins are under pressure, and growth is shifting toward value per customer (services, refurbished products, subscriptions, accessories, and content).

In this context, omnichannel has become the operational standard, refurbished products a structural pillar, and the customer relationship a strategic asset. Gift cards fit fully into this transformation: they are no longer just a gifting product, but a tool for managing value, acquisition and retention.

B2C – The gift card as a basket driver in a value-driven market

The Culture & High-Tech market is structurally driven by upsell and services (accessories, warranties, content, refurbished devices).

B2C figures clearly reflect this trend:

Average face value increases slightly (€76 → €80), consistent with a “practical purchase” use case in categories with relatively high average baskets.

More importantly, the share of cards generating an additional payment rises sharply (33% → 57%), with an average top-up of €47. This mirrors the sector’s logic, where value is created at the moment of the final purchase decision (accessories, upgraded versions, services).

Conversely, the increase in expired cards (11% → 20%) is symptomatic of a complex market with many choices and purchase paths, where friction in usage can still slow redemption – similar to unused vouchers, credits or store balances in specialised retail.

The strong seasonality (Christmas, Black Friday, holidays) is perfectly aligned with a Culture & High-Tech market that is heavily driven by promotional peak periods.

In B2C, the gift card is becoming a basket and upsell accelerator, much like bundles, accessories and services at the core of the Culture & High-Tech business model. The main opportunity for additional value lies in reducing non-redemption and streamlining the redemption experience.

Distribution (B2B2C) – The gift card as a proxy for the sector’s economic model

In the Culture & High-Tech sector, B2B has historically been a solutions-driven channel (equipment, corporate gifting, incentives, targeted rewards). Gift cards fit naturally within this logic: a relationship and budget-flexibility tool, rather than a pure volume channel.

The increase in average face value (€42 → €62) reflects a move upmarket and a search for practical value within employee benefits and loyalty programmes.

The stability of commissions (around 7%) reflects a market where partners are increasingly arbitrating the real profitability of channels, as they already do with marketplaces and service platforms.

Most importantly, value creation at redemption is remarkable: 67% of cards generate a top-up of €86. This shows that gift cards co-finance the final basket value and contribute directly to the overall profitability of the model.

The fact that 88% of flows are corporate (employee rewards and benefits) illustrates the financialisation of the purchasing experience: brands are no longer just selling products, they are orchestrating budgets, credits and usage, aligning with the broader trend toward customer value accounts.

At the same time, major partner platforms have become true media channels. They offer visibility formats (featured placements, banners, special operations, newsletters, sponsored selections) that enable brands to accelerate sales during key commercial moments (Christmas, Black Friday, seasonal campaigns). In increasingly dense catalogues, these campaigns can strongly influence volumes and make a decisive difference at the moment of purchase.

B2B2C therefore acts as both a demand-financing lever and a customer acquisition and sales stimulation channel. It should be managed as a hybrid “distribution + media” channel, with clear objectives in terms of ROI, incrementality and impact on sales volumes.

Actionable strategic priorities

1. Align the gift card strategy with the sector’s “value per customer” logic.
2. Treat non-redemption as a core business issue, not just an operational metric.
3. Manage B2B2C as a value-creation channel, not merely as a distribution channel.

