



Gift Card Market Figures
in 2025

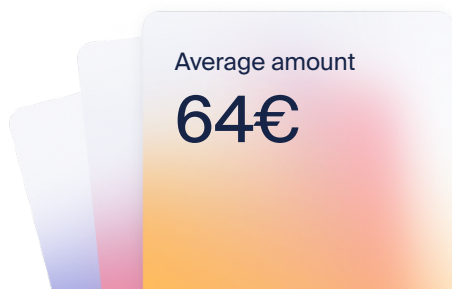
Fashion & Accessories



2025 - Fashion & Accessories

Gift card service for consumers

Gift Card



Average additional payments*

32€
of additional payment

54%
of gift card holders make additional payment



Share of gift card purchases

60%
of physical gift cards

40%
of e-gift cards



Expired gift cards**

24€
average amount left
on an expired gift card

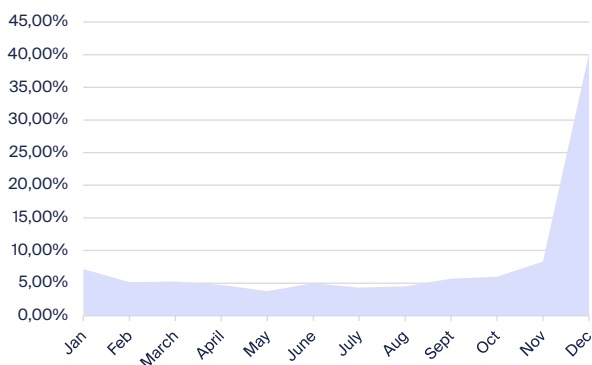
17%
of gift cards expired

Top 3 gift card amounts sold

01 50€ 02 30€ 03 100€

Gift cards amount goes from 5€ to 1500€.

Evolution of gift card sales over the year, in volume



48% of sales at Christmas
Top sales between December 17 and 25th

27%
of May sales during Mother's Day

34%
of June sales during Father's Day

35%
of November sales during Black Friday

* 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 - Fashion & Accessories

Gift card service for professionals

B2B order

Average number of recipients



Average amount



B2B discounts

7%
average discount given

15%
of orders include a discount

Payment methods



Largest order

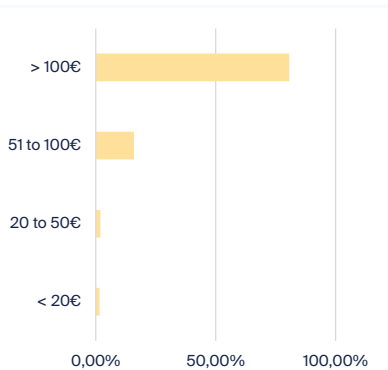
Number of recipients



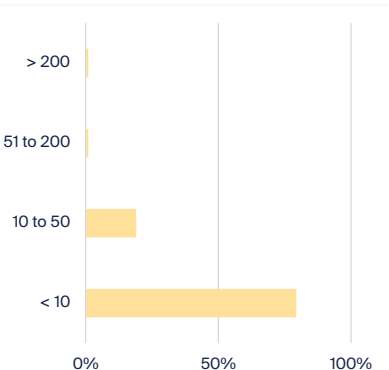
Average amount



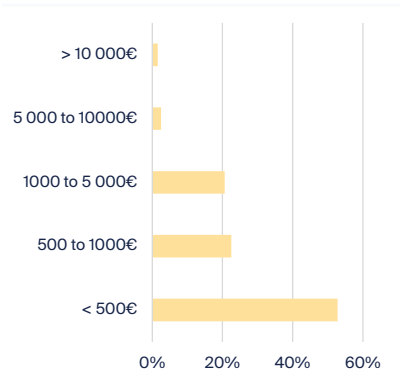
Distribution of gift card amounts



Distribution of gift cards by order

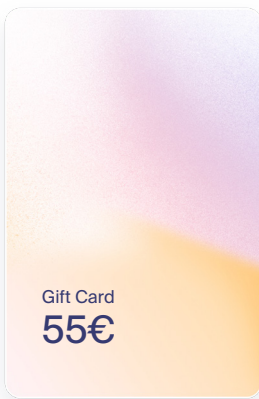


Distribution of order amounts



Reselling network/ distribution

Average amount
on the network



Face value of the most distributed
gift cards

100€

50€

250€

150€

30€

Average commission

12%

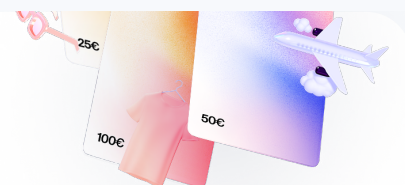


Top 3
commissions

- 01 12% of commission
- 02 9% of commission
- 03 10% of commission

45€
average complementary
payment

63%
of holders make a
complementary payment



Reselling network/ distribution

BREAKDOWN OF SALES BY TYPE DISTRIBUTORS - ON AVERAGE

56% of sales

montant **59€**

commission **14%**

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.

23% of sales

amount **52€**

commission **12%**

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.

5% of sales

amount **70€**

commission **7%**

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.

3% of sales

amount **81€**

commission **11%**

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

11% of sales

amount 51€

commission 15%

Multiple

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

1% of sales

amount 82€

commission 10%

Cash-to-Web or Pin and Receipt

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

1% of sales

amount 40€

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.

Buybox insights

Market dynamics and outlook for gift cards in Fashion & Accessories in 2025

The fashion and accessories sector has entered a new market regime: demand remains under pressure, foot traffic is declining, and promotions are no longer sufficient to restore growth. Performance is no longer driven by volume but by value per customer, inventory rotation and the ability to capture the right consumption moments (micro-moments, gifting, specific occasions).

In this context, the gift card becomes a value management tool, capable of securing demand, increasing basket size and activating customers in a market that has become opportunistic and highly price-sensitive.

B2C – An activation lever rather than a volume lever

The data shows a clear repositioning of the B2C gift card:

Face value is decreasing (€80 → €64), reflecting consumers who are more budget-conscious and tactical in their purchases

Meanwhile, the share of cards generating a top-up has increased significantly (35%

→ 54%). The gift card is becoming less of a spending cap and more of a purchase trigger

The average top-up amount is decreasing (€49 → €32), indicating more controlled basket decisions: customers exceed the face value more frequently, but by smaller amounts

The expiration rate remains contained (17%), with a low average value (€24), suggesting mostly residual balances rather than large-scale non-use

Seasonality remains very strong (48% of sales occur at Christmas, with significant peaks during Black Friday and Mother's/Father's Day). This aligns with a market where consumption is increasingly driven by specific occasions rather than long seasonal cycles. The mix remains predominantly physical (60% vs 40% digital), reflecting the continued importance of physical retail networks in fashion.

In B2C, the gift card is becoming an activation tool in a constrained market rather than a pure volume product. Value is now created at redemption rather than at issuance.

Finally, 82% of orders are digital, signalling a structured and operationally efficient usage on the corporate side.

Direct B2B – Low volume, high unit value

Direct B2B remains a premium niche market:

High average face value (€179)

Modest order sizes (~13 cards, ~€1,200 on average), often below €500 for fewer than 10 cards, but with unit values above €100

The channel is largely digitalised (75%) and highly seasonal (46% of sales at Christmas)

Limited discounting (15% of orders, ~7% on average), confirming a relationship- and image-driven gifting use case, rather than a promotional one

B2B in fashion therefore remains a qualitative channel, relevant for brands with strong recognition and desirable offerings, but not a volume engine. It should be managed as a brand and relationship lever, not as a mass-growth channel.

Distribution (B2B2C) – The core volume engine under economic pressure

Face value is declining (€73 → €55), reflecting a more constrained and standardised market

Commissions remain stable (around 12%), but in a broader context of pressure on

the value of indirect channels, with some brands reducing their commission levels

Redemption performance is improving: the share of cards generating a top-up has increased (52% → 63%), averaging €45

Usage remains largely corporate and relationship-driven: 61% employee benefits and rewards, 23% loyalty programmes. Christmas accounts for only 21% of sales, confirming a more structural than seasonal channel

In a fashion market characterised by promotional overcapacity and declining traffic, visibility has become critical. Marketing campaigns on partner platforms, especially around key moments, have become a key lever to stand out in saturated catalogues and sustain volumes.

Actionable strategic priorities

1. Manage gift card performance based on actual spending, not just face value.

2. Use B2C as an opportunistic activation lever during key seasonal moments.

3. Treat B2B as a premium relationship channel, not a volume driver.

4. Manage B2B2C as both a distribution and media channel, with a strong focus on measuring incrementality.

