Gift Card Market Figures
in 2025

Food, Beverage & *Restauration*

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2025 - Food, Beverage, Restauration

Gift card service for consumers

Gift Card

Average Amount

64€

Average additional payments*

20€
of additional payment

40%
of gift card holders make additional payment

Share of gift card purchases

59%
of physical gift cards

41%
of e-gift cards

Expired gift cards**

38€
average amount left on an expired gift card

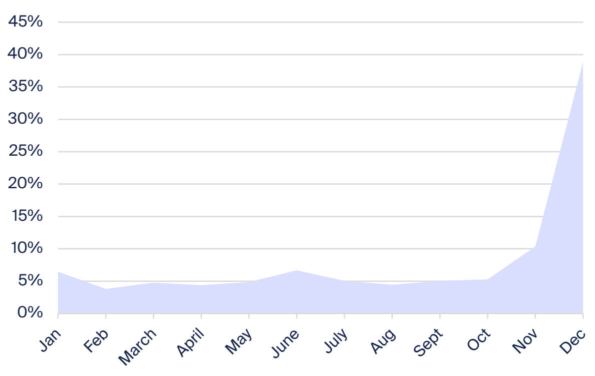
15%
of gift cards expired

Top 3 gift card amounts sold

01 **50€** 02 **30€** 03 **100€**

Gift cards amount goes from 10€ to 1000€.

Evolution of gift card sales over the year, in volume



49% of sales at Christmas
Top sales between December 20 and 25th

36%
of May sales during Mother's Day

17%
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.*

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Gift card service for professionals

B2B order

Average number of recipients

+ 181

Average amount

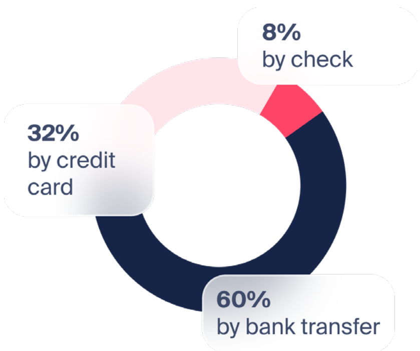
67 €

B2B order B2B discounts

13%
average discount given

32%
of orders include a discount

Payment methods



Largest order

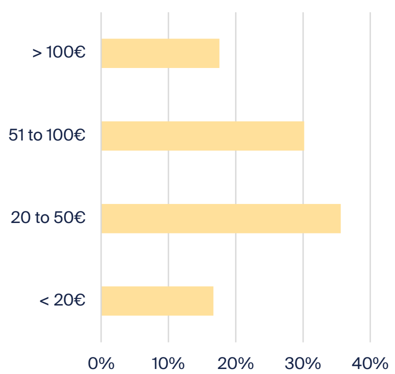
Number of recipients

+ 1200

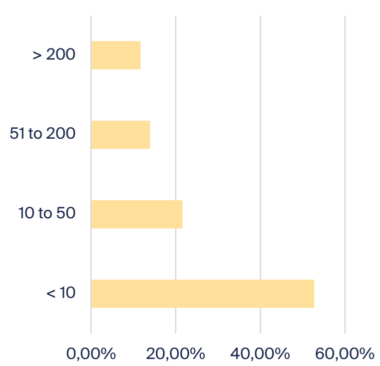
Average amount

72 €

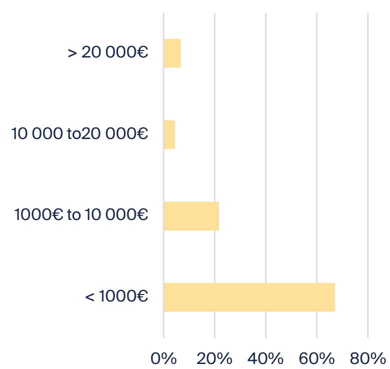
Distribution of gift card amounts



Distribution of gift cards by order



Distribution of order amounts



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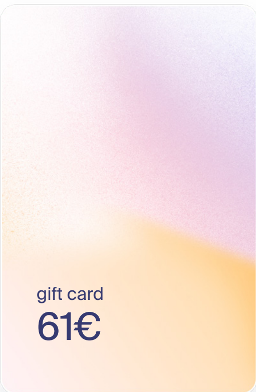
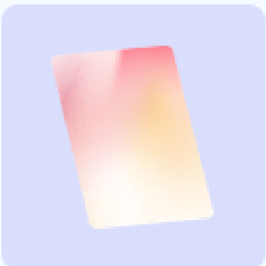
Reselling network/ distribution

Average amount on the network



Face value of the most distributed gift cards



Average commission

12%

Top 3 commissions

01 14% of commission
02 11% of commision
03 16% of commission

16€
average complementary payment

31%
of holders make a complementary payment

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Reselling network/ distribution

BREAKDOWN OF SALES BY TYPE DISTRIBUTORS - ON AVERAGE

63% of sales

amount **61€**

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.

18% of sales

amount **65€**

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.

3% of sales

amount **70€**

commission **13%**

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 **52€**

commission **12%**

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.

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Reselling network/ distribution

BREAKDOWN OF SALES BY TYPE DISTRIBUTORS - ON AVERAGE

2% of sales
amount **66€**
commission **9%**

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.

11% of sales
amount **57€**
commission **12%**

Multiple

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

1% of sales
amount **16€**
commission **12%**

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 food, beverages and restaurants in 2025

The food vertical is entering a phase of moderate, omnichannel growth driven by customer value. Gift card insights confirm this trajectory: gift cards are already a volume and utility tool, but their real value creation potential now lies in usage (top-ups, recurrence, balance activation, merchandising), much like digital has evolved from a simple acquisition channel into a loyalty and monetisation lever.

B2C — An established use, but still "defensive" in value creation

The average face value declined from €72 (2024) to €64 (2025). This reflects the broader context of purchasing power pressure and budget trade-offs in food spending, as well as the vertical's transition into a phase of structural but normalised growth.

At the same time, top-up payments increased slightly to around €20, but occur on only 40% of redeemed cards.

The gift card does act as a purchase trigger, but its value impact remains modest compared with other verticals. This is logical given the typical food basket size, but it also highlights untapped potential in basket uplift and repeat top-up behaviour.

The expiration rate is slightly higher than average (15% vs 11%), but still well controlled compared with other verticals. The average value of expired cards is relatively low (~€38), indicating that the issue is not unused cards but rather residual balances left unspent.

The challenge is therefore not validity but balance activation. UX improvements, reminders, wallet integration and incentives to reuse remaining balances are direct value creation levers.

The physical/digital mix (60% / 40%) is healthy. Omnichannel usage is well established, although physical cards remain structurally important for this vertical.

There is also a significant share of free gift cards (~10% of issued cards), averaging around €20, typically used for customer service, marketing and compensation purposes.

This confirms that in the food sector, the gift card is already an operational component of customer relationships, not just a gifting product.

Seasonality in this vertical is strongly driven by key retail moments such as Christmas, Mother's Day and Valentine's Day.

Food gift cards are often occasion- or urgency-driven products. Performance depends as much on continuous visibility as on the ability to operate effectively during peak periods.

Direct B2B — A use case becoming more structured, but still with moderate baskets

The average face value has increased to €67. Orders now average 181 cards for around €6,700, a significant increase compared with previous levels (around €4,200).

Growth comes both from more cards per order and higher face values, a clear sign of the professionalisation of usage (HR rewards, incentives, commercial operations).

On pricing, just under one third of orders receive discounts, with average levels reaching up to around 13%. This reflects a B2B environment still heavily driven by negotiation, confirming that the channel remains relationship-based and contractual rather than purely transactional.

Food B2B is therefore not a premium mass channel but rather a utilitarian, volume-driven and budget-oriented channel, well suited to practical reward use cases (employees, partners, commercial operations). However, it is also costly and complex to operate. In practice, it tends to be most relevant for strong brands that are organised and able to industrialise their service offering.

That said, it remains strategic: large accounts and public-sector buyers continue to favour direct purchasing to maintain control over terms and relationships.

Distribution (B2B2C) — A powerful distribution channel, but value creation occurs mainly at usage

In indirect distribution, the average face value remains stable at €61, with commissions stable at around 12%. Top-up payments are among the lowest of all verticals, averaging around €16 and occurring on 31% of sales. Seasonality is also strong, similar to B2C: 38% of B2B2C sales take place in December (Christmas), making it one of the most seasonal verticals. The structure of flows is very clear:

- 66% via employee reward programmes (company-funded or not)
- 18% via loyalty programmes not funded by the company
- the remainder through other mechanisms.

This confirms that in the food sector, usage remains largely budgetary and utilitarian (HR benefits, employee rewards, loyalty programmes).

It is therefore recommended to regularly invest marketing budgets on partner platforms, particularly during key seasonal moments, in order to influence both sales performance and usage activation.

Actionable strategic priorities

1. Shift performance toward usage

2. Turn the gift card into a relationship tool

3. Clarify the role of each channel

> B2C: volume and activation

> Direct B2B: strategic relationships for well-structured brands

> B2B2C: distribution channel, provided incrementality is demonstrated and supported by marketing investment

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