



Gift Card Market Figures
in 2025

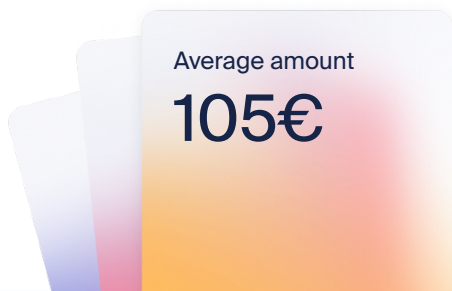
Games, Toys & *Childcare*



2025 - Games, Toys & Childcare

Gift card service for consumers

Gift Card



Expired gift cards**

33€
average amount left on an expired gift card

16%
of gift cards expired



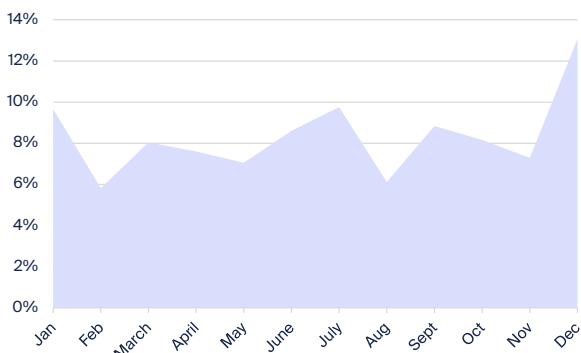
Top 3 gift card amounts sold

- 01** 50
- 02** 100€
- 03** 60€

Gift cards amount goes from 20€ to 600€.



Evolution of gift card sales over the year, in volume



20% of sales at Christmas
Top sales between December 17 and 25th

31%
of September sales during Back-to-School

28%
of November sales during Black Friday

** Expired gift cards include gift cards with all or part of the amount remaining at the time of expiry.

2025 - Games, Toys & Childcare

Reselling network/ distribution

Average amount
on the network



Face value of the most distributed
gift cards

50€

100€

150€

30€

250€

Average commission

14%



Top 3
commissions

01 18% of commission

02 11% of commission

03 12% of commission

Reselling network/ distribution

BREAKDOWN OF SALES BY TYPE DISTRIBUTORS - ON AVERAGE

65% of sales
amount **55€**
commission **16%**

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.

7% of sales
amount **73€**
commission **15%**

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.

4% of sales
amount **62€**
commission **15%**

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 **37€**
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

21% of sales

amount 54€

commission 15%

Multiple

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

1% of sales

amount 43€

commission 11%

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 Toys, Games and Childcare in 2025

The baby and children's market is no longer driven by demographics, but by value, service and usage. Declining birth rates are weighing on volumes, but spending per child remains resilient, and is even increasing in segments perceived as critical (safety, quality, durability, trusted brands).

The market shows strong polarization between premium and value, rapid growth in second-hand, and omnichannel as the operational standard. Gifting (births, birthdays, Christmas, family moments) is becoming a structuring use case in the customer relationship, alongside baby registries and group gifting pools.

In this context, the gift card acts as a tool to simplify choices, secure purchasing decisions and capture value in a market where consumers increasingly arbitrate their spending carefully.

B2C – The gift card as a “life-moments” instrument rather than a seasonal product

On the B2C side, the baby and children's vertical stands out with a high average face value (€105, increasing) and a controlled expiration rate (~11%), with an average residual balance of €33. This confirms that gift cards are genuinely used and mostly redeemed, which is consistent with a market driven by practical needs (births, equipment, birthdays).

Seasonality is less concentrated than in other verticals: Christmas represents around 20% of volumes, Black Friday around 28% of November sales, and back-to-school around 31% of September. This reflects a key characteristic of the market: baby and children's purchases are primarily driven by life moments (births, growth stages, birthdays) rather than a few major promotional peaks.

In this context, the gift card acts as a decision facilitator in a category where purchases can be anxiety-inducing (safety, compliance, usefulness). The opportunity is less about increasing face values and more about multiplying occasions of use and integrating the gift card into life-moment journeys (births, registries, birthdays, back-to-school).

Distribution(B2B2C)–A stable distribution channel aligned with the “benefits & services” logic

In B2B2C, the indicators remain stable: average face value around €56, commission around 14%, and 16% of sales concentrated at Christmas. Most importantly, 69% of flows come from employee benefits and reward programmes, showing that baby and children’s gift cards are primarily perceived as a social and practical tool for young working parents.

This aligns closely with the broader transformation of the market toward a service-driven model: brands are no longer selling only products, but solutions (registries, gift cards, trade-in, second-hand, services). The gift card becomes a core infrastructure component of this ecosystem – easy to distribute, socially accepted, and well suited to purchases with both strong emotional and functional dimensions.

In this context, the channel is primarily a social and utilitarian distribution lever, aligned with a market that is increasingly service-oriented. It delivers qualified and recurring volume, rather than acting as a lever for premiumisation or promotion-driven growth.

Actionable strategic priorities

1. Anchor the gift card in life moments (births, birthdays, back-to-school), not only in Christmas campaigns.
2. Position the gift card as a service and reassurance tool, rather than as a simple promotional product.
3. Leverage B2B2C as a structural distribution channel, focused on useful volume and recurring usage, rather than as a discount-driven lever.

