



Gift Card Market Figures
in 2025

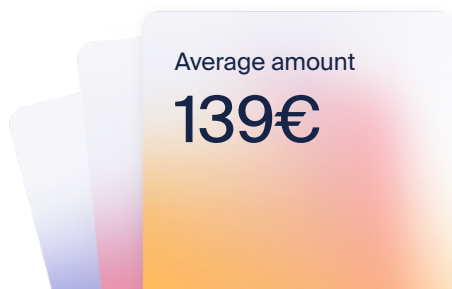
Home & Decor



2025 - Home & Decor

Gift card service for consumers

Gift Card



Average additional payments*

151€
of additional payment

67%
of gift card holders make additional payment



Top 3 gift card amounts sold



01 50€

02 30€

03 100€

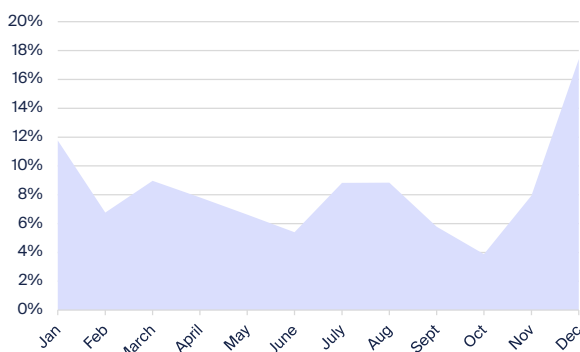
Gift cards amount goes from 5€ to 1500€.

Expired gift cards**

85€
average amount left on an expired gift card

29%
of gift cards expired

Evolution of gift card sales over the year, in volume



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

24%
of February sales for Valentine's Day

55%
of September sales for Back-to-School

30%
of Nvember sales for BlackFriday

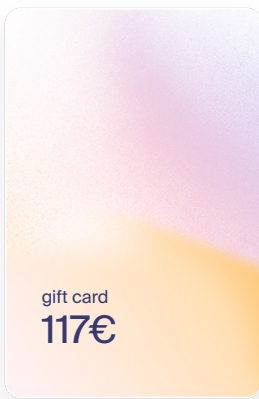
* A top-up payment is the difference between the amount in the shopping cart and the amount on the gift card

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

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Reselling network/ distribution

Average amount
on the network



Face value of the most distributed
gift cards

100€

150€

250€

200€

50€

Average commission

8%



Top 3
commissions

- 01 7% of commission
- 02 8% of commission
- 03 12% of commission

174€
average complementary
payment

81%
of holders make a
complementary payment



Reselling network/ distribution

BREAKDOWN OF SALES BY TYPE DISTRIBUTORS - ON AVERAGE

62% of sales

amount **98€**

commission **9%**

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 **181€**

commission **10%**

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.

10% of sales

amount **138€**

commission **8%**

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 **150€**

commission **13%**

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.

2025 - Home & Decor

Reselling network/ distribution

BREAKDOWN OF SALES BY TYPE DISTRIBUTORS - ON AVERAGE

3% of sales

amount 287€

commission 13%

Multiple

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

1% of sales

amount 62€

commission 13%

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 Home & Décor in 2025

The Home & Décor market is currently bipolar: furniture is declining under the impact of the real estate slowdown and household budget trade-offs, while décor is proving more resilient and even outperforming (up to +7% in some periods), driven by “pleasure” purchases and renewal cycles. E-commerce is now structural (around 24% of the market), omnichannel has become the operational standard, and circularity is emerging as a growth driver, with second-hand accelerating rapidly across Europe.

In this context, the gift card is playing an increasingly important role as a commercial activation and value management tool. It helps capture constrained demand, trigger higher baskets and support acquisition through partner channels.

B2C – A basket driver, less dependent on Christmas than the market average

In B2C, the vertical shows a rise in average face value (€125 → €139) and a consistently high top-up rate (67%), with an average additional spend of €151. The gift card therefore clearly acts as a basket trigger in a market where consumers

increasingly arbitrate between large furniture purchases and more accessible décor items.

However, Christmas seasonality is significantly less pronounced than the market average: around 25% of sales, compared with around 44% across all sectors. In other words, Home & Décor is less dependent on Christmas than other verticals. Sales are more evenly distributed across other key moments (holidays, Black Friday, back-to-school, Valentine’s Day), confirming that the gift card functions here as a recurring commercial activation lever, rather than a highly seasonal product.

The key point of attention remains dormant value (29% of cards expire, with an average value of €85). In a sector where purchases are often inspiration-driven and omnichannel, the strategic challenge is to shift performance from issuance to usage through better redemption UX, reminders, wallet integration and merchandising.

Distribution (B2B2C) – Strong redemption performance and lower Christmas seasonality

In B2B2C, the average face value increases (→ €117) while the commission drops sharply (17% → 8%), reflecting a market that has reached maturity and increasing pressure to justify value creation. In return, spend quality is outstanding: 81% of cards generate a top-up, with an average additional basket of €174. Most flows come from employee rewards and benefits (72%) and loyalty programmes (23%), which inject recurring budgets directly into the brand.

Here again, Christmas represents a relatively small share of sales: around 27%, well below the market average (~44%). This confirms that in the Home & Décor sector, B2B2C is less a seasonal channel and more a structural engine of volume, funding and activation throughout the year.

Finally, partner platforms are increasingly acting as media channels (featured placements, special operations, seasonal campaigns), capable of significantly influencing volumes in increasingly dense catalogues. As a result, B2B2C should be managed as a hybrid “distribution + media” channel, with clear ROI and incrementality logic.

Actionable strategic priorities

1. Shift value creation from issuance to redemption.
2. Manage B2B2C as a media channel, not just a distribution channel.
3. Leverage the market’s polarization: position the gift card offering to capture “pleasure-driven” décor purchases while supporting sustainable premium through higher basket values.
4. Monetise marketing and customer service uses: structure free gift cards as activation tools with clear top-up and LTV objectives.

