



Gift Card Market Figures
in 2025

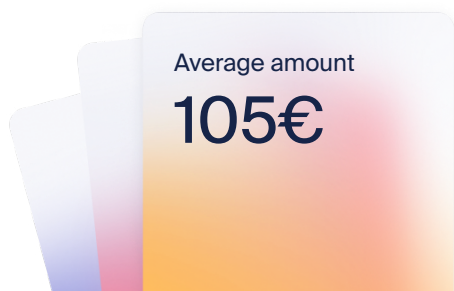
Mass *Retail*



2025 - Mass Retail

Gift card service for consumers

Gift Card



Average free gift card

103€
used for contests, customer service compensation, and loyalty programmes



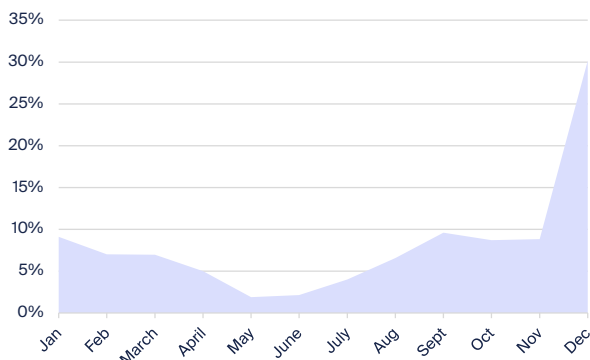
Top 3 gift card amounts sold

- 01** 100€
- 02** 50€
- 03** 150€

Gift cards amount goes from 5€ to 250€.



Evolution of gift card sales over the year, in volume



39% of sales at Christmas
Top sales between December 18 and 25th

29%
of May sales during Mother's Day

44%
of September sales during Back-to-School

30%
of November sales during BlackFriday

2025 - Mass Retail

Gift card service for professionals

B2B order

Average number of recipients



Average amount

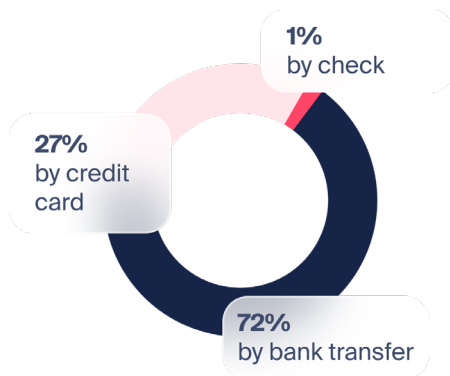


B2B discounts

5%
average discount given

43%
of orders include a discount

Payment methods



Largest order

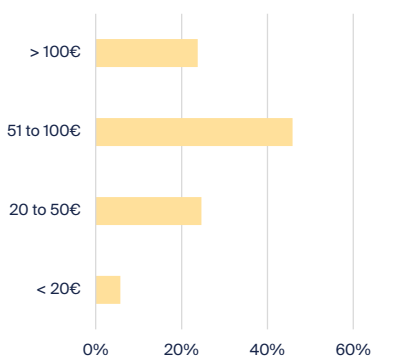
Number of recipients



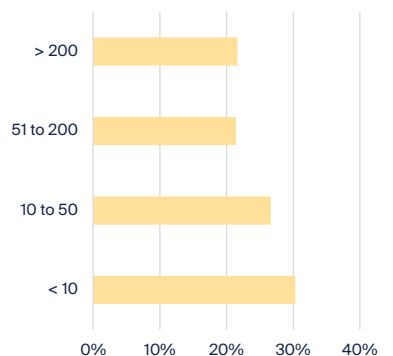
Average amount



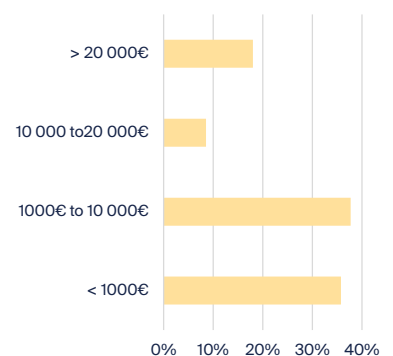
Distribution of gift card amounts



Distribution of gift cards by order



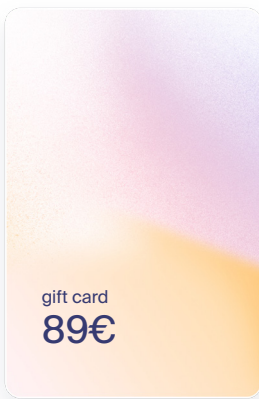
Distribution of order amounts



2025 - Mass Retail

Reselling network/ distribution

Average amount
on the network



Face value of the most distributed
gift cards

100€

250€

150€

200€

50€

Average commission

6%



Top 3
commissions

01 9% of commission

02 7% of commission

03 5% of commission

Reselling network/ distribution

BREAKDOWN OF SALES BY TYPE DISTRIBUTORS - ON AVERAGE

59% of sales
amount **86€**
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.

18% of sales
amount **110€**
commission **6%**

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.

7% of sales
amount **103€**
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.

3% of sales
amount **79€**
commission **5%**

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 - Mass Retail

Reselling network/ distribution

BREAKDOWN OF SALES BY TYPE DISTRIBUTORS - ON AVERAGE

12% of sales

amount 84€

commission 7%

Multiple

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

1% of sales

amount 58€

commission 4%

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 Mass Retail in 2025

Mass retail is evolving in a context of constrained consumption, marked by inflation, household budget trade-offs and continuous margin pressure. Volume growth is difficult; performance increasingly depends on the ability to capture, direct and retain spending, rather than simply increasing traffic.

In this context, the gift card is no longer just an end-of-journey product. It is becoming a value management tool, at the intersection of payment, promotion, loyalty and B2B.

B2C – A lever to direct spending in a highly promotional environment

In B2C, the sharp increase in average face value (€81 → €105) reflects a more utilitarian and budget-driven use of gift cards. It is no longer just a small gift, but a targeted payment method for everyday purchases and a way to offer purchasing power.

The calendar confirms the role of mass retail during key consumption moments:

Christmas accounts for 39% of sales (including 49% in the final seven days)

But Mother's Day, Black Friday and especially the back-to-school period also play a structural role, which is quite specific to this vertical

In mass retail, the gift card is primarily a budget allocation and spending orientation tool for consumers. It fits within a purchasing power management logic, rather than an emotional or experiential one.

Direct B2B – An industrial tool for managing corporate budgets

Direct B2B is clearly entering a phase of industrialisation:

Face value remains stable, but average order value has increased significantly (around €17,300), driven by a higher number of cards per order (222 on average)

82% of orders are digital, indicating a structured and operationally managed usage on the corporate side

43% of orders receive a discount (≈5%), reflecting a volume-driven purchasing logic and budget negotiation.

73% of orders fall between €10 and €10,000, with face values mostly between €51 and €100: this confirms a standardised tool for managing rewards and incentives.

Christmas represents only 23% of volumes, showing that B2B is far less seasonal than B2C.

For mass retail, B2B remains a structural channel for recurring volumes, used by companies as a tool to manage HR, incentive and partner budgets, far more than as an opportunistic purchase.

Distribution (B2B2C) – A high-volume, low-margin channel that remains strategic for reach

In B2B2C, the average face value is increasing significantly (€73 → €89), indicating that partner platforms are moving upmarket in terms of use cases. Commissions remain low (around 6%), significantly below other verticals, reflecting competitive pressure and the standardisation of the model in mass retail.

The structure of usage is very clear:

>66% of flows come from employee rewards and benefits programmes (company-funded or not)

>18% from loyalty programmes

>the remainder distributed across other use cases

B2B2C is primarily a mass distribution channel and an indirect driver of consumption. Its value is not created through margins but through:

>volume,

>directing spending toward the brand,

>and upsell and recurrence effects on everyday baskets.

In a sector where margins are structurally low, B2B2C gift cards act as both a defensive and offensive tool: defensive to capture budget flows allocated elsewhere (companies, employee committees, partner platforms), and offensive to secure share of consumer spending in a highly price-sensitive market

Actionable strategic priorities

1. Manage the gift card as a budget capture lever, not just as a gifting product.
2. Structure B2B as an industrial channel for recurring volumes (processes, digitalisation, reporting, standardised offers).
3. Accept B2B2C as a high-volume, low-margin channel, but a key lever for distribution and directing consumer spending.
4. Focus on usage and recurrence, not just issuance: value is created through actual spending in-store and online.
5. Align the gift card with the key moments of retail (back-to-school, promotions, seasonal events), not only Christmas.

