



Gift Card Market Figures  
in 2025

# Sport

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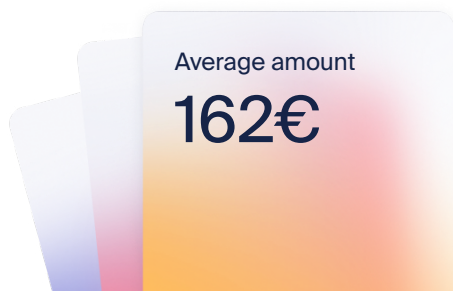


Carte cadeau  
**100€**

2025 - Sport

# Gift card service for consumers

## Gift Card



## Average additional payments\*

**123€**  
of additional payment

**60%**  
of gift card holders make additional payment



## Top 3 gift card amounts sold

01 50€

02 100€

03 150€

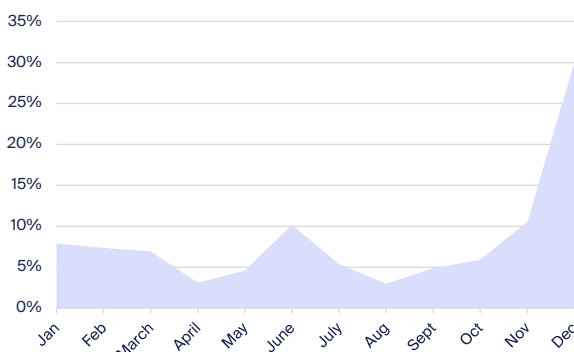
Gift cards amount goes from 10€ to 1500€.

## Expired gift cards\*\*

**88€**  
average amount left on an expired gift card

**24%**  
of gift cards expired

## Evolution of gift card sales over the year, in volume



**41% of sales at Christmas**  
Top sales between December 17 and 25th

**35%**  
of May sales during Mother's Day

**40%**  
of June sales during Father's Day

**23%**  
of November sales during Black Friday

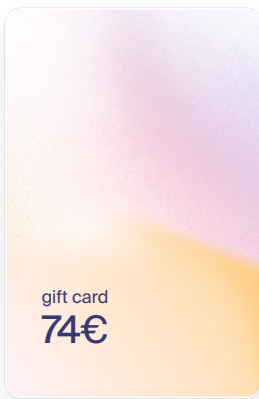
\* A top-up payment is the difference between the amount in the shopping cart and the amount on the gift card

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

2025 - Sport

# Reselling network/ distribution

Average amount  
on the network



Face value of the most distributed  
gift cards

100€

50€

150€

30€

200€

Average commission

11%



Top 3  
commissions

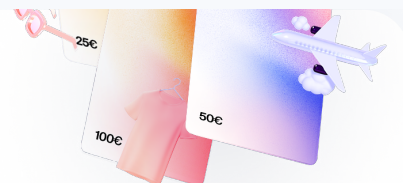
- 01 15% of commission
- 02 9% of commission
- 03 11% of commission

63€

average complementary  
payment

68%

of holders make a  
complementary payment



# Reselling network/ distribution

## BREAKDOWN OF SALES BY TYPE DISTRIBUTORS - ON AVERAGE

**51% of sales**  
amount **77€**  
commission **12%**

**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.

**34% of sales**  
amount **68€**  
commission **13%**

**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.

**2% of sales**  
amount **81€**  
commission **12%**

**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 **50€**  
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.

# Reselling network/ distribution

## BREAKDOWN OF SALES BY TYPE DISTRIBUTORS - ON AVERAGE

9% of sales

amount 82€

commission 13%

### Multiple

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

1% of sales

amount 85€

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.

1% of sales

amount 80€

commission 15%

### 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 Sports & Sporting Equipment in 2025

The sporting goods market has entered a mature phase under pressure: increased competition, tighter consumer budgets and constrained margins. Growth is no longer driven by volume but by value per customer and the ability to trigger purchase projects (equipment upgrades, returning to sport, outdoor activities, etc.).

In this context, the gift card is becoming a commercial activation lever, supporting basket growth and customer loyalty in a market that is highly seasonal and project-driven (back-to-sport season, ski, trail running, outdoor activities, etc.).

### **B2C – A powerful basket driver, but still under-optimised at redemption**

B2C figures confirm that the gift card is perfectly aligned with the economics of the sports sector:

The average face value reaches €162, slightly increasing, reflecting the vertical's "equipment / project" positioning. More importantly, over half of the cards generate an additional payment (60% vs 49% last year), with an average top-up of €123, almost equal to

the initial face value. From a business perspective, this is very strong: the gift card clearly acts as a basket trigger rather than a spending ceiling.

However, the expiration rate remains high (24%), with an average dormant value of €88. This is no longer just residual balance; part of it corresponds to cards that are little used or never redeemed. In a margin-constrained market, this represents untapped dormant value.

Seasonality is very pronounced and fully aligned with the sports market: Christmas accounts for around 40% of sales (with nearly half occurring in the final seven days), Black Friday represents around 23% of November sales, Mother's Day, Father's Day and Valentine's Day also contribute significantly depending on the month.

This vertical is event-driven and project-oriented (equipping someone, starting or returning to sport, gifting equipment), which explains the strong performance of gift cards during peak moments.

Another key point: 20% of cards are issued for free (marketing or customer service use), with an average value of €99. They generate an additional payment in 40% of cases (€57 on average). While lower than purchased cards, they remain a profitable activation tool in a highly promotional market.

In sports retail, the gift card is already an excellent driver of basket size and conversion. The real lever for additional value creation is not issuance, but usage optimisation: reducing expiration, streamlining redemption, encouraging basket completion and driving repeat purchases.

### **Distribution (B2B2C) – A volume + media channel under economic pressure**

In B2B2C, the fundamentals remain solid but the economics are tightening:

Average face value remains stable  
Commission declines from 12% to 11%, a clear signal of pressure on the channel's perceived value in a strained retail environment  
Seasonality is less extreme than in B2C (around 18% of sales at Christmas), confirming the channel's more structural role  
Use cases are very clear: 53% of flows come from employee benefits and rewards, and 34% from loyalty programmes. Sport naturally aligns with HR and loyalty themes such as well-being, motivation and performance

A key differentiator of this vertical is strong top-up behaviour in B2B2C, though still lower than in B2C: 70% of redeemed cards generate an additional payment, with an average top-up of €68. This reflects the nature of sports purchases (equipment, projects, bundles): the gift card acts as a trigger for investment purchases.

Finally, in increasingly dense catalogues, visibility becomes critical. Partner platforms are now true media channels. B2B2C therefore needs to be managed both as a distribution channel and as a marketing activation channel, with budget allocations and ROI logic comparable to retail media.

#### **Actionable strategic priorities**

1. Shift management from issuance to usage: reduce expiration and maximise real spending (UX, reminders, wallet integration, merchandising).
2. Leverage the exceptional top-up effect in sports: the gift card acts as a project trigger, not just a simple voucher.
3. Structure B2B2C as a media channel: invest around key moments to stand out in saturated catalogues and capture demand at the right time.
4. Measure incrementality (basket size, repeat purchases, new customers) to defend the channel's economic value in a context of increasing pressure on commissions.

