



Gift Card Market Figures  
in 2025

# Luxury

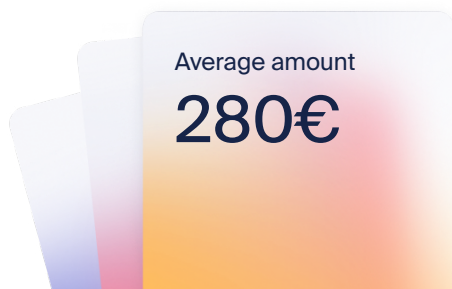
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2025 - Luxury

# Gift card service for consumers

## Gift Card



## Average additional payments\*

**386€**  
of additional payment

**30%**  
of gift card holders make additional payment



## Share of gift card purchases

**62%**  
of physical gift cards

**38%**  
of e-gift cards



## Top 3 gift card amounts sold

**01 220€ 02 115€ 03 330€**

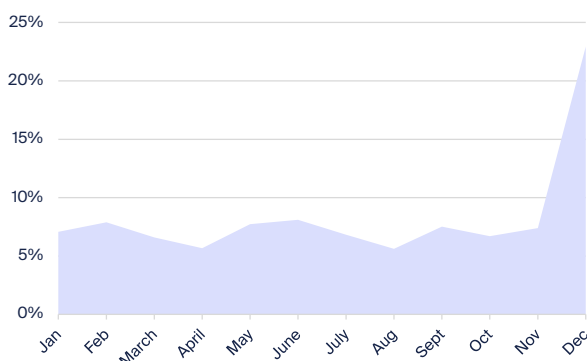
Gift cards amount goes from 20€ to 4000€.

## Expired gift cards\*\*

**125€**  
average amount left  
on an expired gift card

**30%**  
of gift cards expired

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



**30% of sales at Christmas**  
Top sales between December 17 and 25th

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

**47%**  
of February sales for Valentine's Day

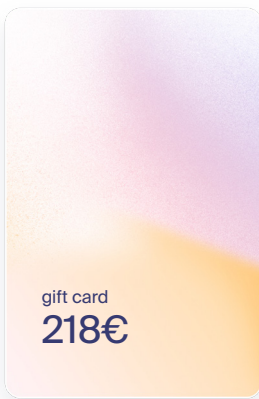
\* A top-up payment is the difference between the amount in the shopping cart and the amount on the gift card

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

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# Reselling network/ distribution

Average amount  
on the network



Face value of the most distributed  
gift cards

250€

100€

150€

200€

50€

Average commission

9%

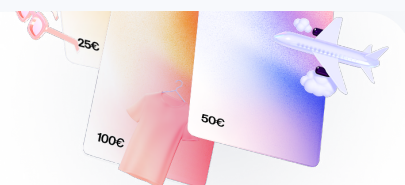


Top 3  
commissions

- 01 9% of commission
- 02 7% of commission
- 03 6% of commission

**605€**  
average complementary  
payment

**35%**  
of holders make a  
complementary payment



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# Reselling network/ distribution

## BREAKDOWN OF SALES BY TYPE DISTRIBUTORS - ON AVERAGE

61% of sales  
amount 107€  
commission 8%

### 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.

15% of sales  
amount 132€  
commission 9%

### 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.

8% of sales  
amount 126€  
commission 9%

### 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 126€  
commission 7%

### 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

13% of sales

amount 101€

commission 9%

### Multiple

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

# Buybox insights

## Market dynamics and outlook for gift cards in Luxury in 2025

The luxury market has entered a phase of strategic selection. After the post-Covid peak, growth is slowing, the aspirational customer segment is contracting, and performance increasingly depends on the ability to capture more value per client: basket size, rarity, experience, relationship and repeat purchase.

Growth is now driven by ultra-premium segments, jewellery, beauty and international tourism. Omnichannel has become the norm, second-hand and circular economy models are becoming structural, and differentiation increasingly relies on experience and clienteling, not only on the product itself.

In this context, the gift card is no longer just a gifting product. It is becoming a customer value management tool (acquisition, upsell, relationship building, recurrence), fully aligned with the evolving luxury business model.

## B2C – The gift card as a basket and relationship accelerator

In B2C, the trend is clear:

Average face value rises significantly (€254 → €280), reflecting market premiumisation and higher-end use cases.

The share of cards generating a top-up declines (41% → 30%), but the top-up amount surges (average €386). In other words, fewer customers exceed the initial value, but those who do spend substantially more. The gift card clearly acts as a premium basket trigger.

Free gift cards (marketing / customer service) are an extremely powerful lever: average value around €340, and 85% generate a top-up of €266. They function as high-ROI tools for compensation, loyalty and reactivation.

The channel remains predominantly physical (62%), consistent with the central role of boutiques as experiential spaces in luxury retail.

Christmas (37% of sales) remains significant but not dominant: luxury is less dependent on mass-market peaks than many other sectors.

The main point of concern remains high expiration levels: 30% of cards expire (average €125). This is no longer just a breakage issue, but a customer activation and relationship challenge, requiring reminders, clienteling and guided redemption experiences

In B2C, the gift card is a customer value uplift tool and a premium relationship lever, but it remains under-exploited in post-purchase activation.

### **Distribution (B2B2C) – Selective distribution, demand financing and brand control**

At this stage, luxury brands are still relatively underrepresented in B2B2C. Unlike other verticals, indirect distribution has not yet become a mass channel in luxury. Instead, it is approached selectively, cautiously and opportunistically, by a limited number of brands, within closed and tightly controlled environments.

In B2B2C, the transformation is even more structural:

Average face value doubles (€110 → €218), showing that luxury gift cards are now used within premium budgets (rewards, incentives, high-end loyalty programmes).

Commissions remain relatively low (around 9%), but top-up is substantial: 35% of cards generate an average additional payment of €605. The channel

therefore directly co-finances the final basket value.

69% of flows come from employee rewards and benefits, and 15% from loyalty programmes, confirming that B2B2C is becoming a structural demand-financing channel.

B2B2C is not an opportunistic volume channel in luxury. It is a premium lever for financing demand and driving upsell, and should be managed as a strategic, selective and value-driven channel.

### **Actionable strategic priorities**

1. Manage the gift card as a customer value lever, not as a simple gifting product: the objective is basket growth, upsell, repeat purchases and customer relationship building.
2. Industrialise post-purchase activation (clienteling, reminders, guided redemption) to reduce the 30% inactivity rate and capture more real value.
3. Leverage free gift cards (marketing / customer service) as a premium retention and re-engagement tool, given their proven ROI.
4. Structure B2B2C as a premium demand-financing channel, with selective distribution, strict brand control and clear top-up objectives.

