

Gift Cards Market by Functional Attribute (Open Loop, and Closed Loop) and Industry Vertical (Retail, and Corporate Institutions) - Global Opportunity Analysis and Industry Forecast, 2016-2023

<https://marketpublishers.com/r/G3DCD454D0FEN.html>

Date: September 2017

Pages: 120

Price: US\$ 5,540.00 (Single User License)

ID: G3DCD454D0FEN

Abstracts

A gift card is a stored value card that is utilized as an alternative for money at a particular store or business for purchases related to goods or services. Gift cards are also known as gift certificate, gift voucher, gift token, and others, which are generally issued by a retailer or bank as a developmental strategy used for promoting a particular function. These cards can be used at a selected outlet or group outlets depending on the issuing authority. Gift cards are an improved version of paper gift certificates earlier used for transaction purposes. The global gift cards market was valued at \$679,743 million in 2016, and is projected to reach \$3,003,320 million by 2023, growing at a CAGR of 24.0% from 2017 to 2023.

The gift cards market is expected to experience significant growth during the forecast period, owing to technological innovation in product offerings, increase in application areas among end users, increased market for prepaid cards, rise in need for advanced promotional strategies, high adoption rate of smartphones, growth associated with e-commerce and m-commerce industry, increased spending capacity of consumers, and flexibility associated with ease of use feature drive the global gift cards market.

Moreover, increase in popularity of these cards during traveling abroad are expected to boost the gift cards market growth in the future. However, diverse types of fees associated with card transaction and dearth of security measures as compared to credit or debit cards are major restraints that hinder the growth of the market.

The global gift cards market is segmented based on functional attribute, industry vertical, and region. Based on functional attribute, it is bifurcated into open loop and closed loop. Based on industry vertical, it is divided into retail and corporate institutions. By region, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

The major players operating in the gift cards market are First Data Corporation, Qwiksilver Solutions Pvt. Ltd., National Gift Card Corp., Blackhawk Network Holdings, Inc., Plastek Card Solutions, Inc., Duracard, DOCUMAX INC., Vantiv, TenderCard, TransGate Solutions, and others.

KEY BENEFITS FOR STAKEHOLDERS

This report provides an overview of the trends, structure, drivers, challenges, and opportunities in the global gift cards market.

Porter's Five Forces analysis highlights the potential of buyers & suppliers, and provides insights on the competitive structure of the market to determine the investment pockets.

Current and future trends adopted by the key market players are highlighted to determine overall competitiveness.

The quantitative analysis of the gift cards market growth from 2017 to 2023 is provided to elaborate the market potential.

KEY MARKET SEGMENTS

By Functional Attribute

Open Loop

Closed Loop

By Industry Vertical

Retail

Corporate institutions

By Region

North America

U.S.

Canada

Mexico

Europe

UK

France

Germany

Rest of Europe

Asia-Pacific

China

Japan

India

Rest of Asia-Pacific

LAMEA

Latin America

Middle East

Africa

Key Players Profiled in the Report

First Data Corporation

Qwiksilver Solutions Pvt. Ltd.

National Gift Card Corp.

Blackhawk Network Holdings, Inc.

Plastek Card Solutions, Inc.

Duracard

DOCUMAX INC.

Vantiv

TenderCard

TransGate Solutions

Contents

CHAPTER 1 INTRODUCTION

- 1.1. REPORT DESCRIPTION
- 1.2. KEY BENEFITS
- 1.3. KEY MARKET SEGMENTS
- 1.4. KEY MARKET SEGMENTATION
- 1.5. RESEARCH METHODOLOGY
 - 1.5.1. Secondary research
 - 1.5.2. Primary research
 - 1.5.3. Analyst tools and models

CHAPTER 2 EXECUTIVE SUMMARY

- 2.1. CXO PERSPECTIVE

CHAPTER 3 MARKET OVERVIEW

- 3.1. MARKET DEFINITION AND SCOPE
- 3.2. KEY FINDINGS
 - 3.2.1. Top impacting factors
 - 3.2.2. Top investment pockets
 - 3.2.3. Top winning strategies
- 3.3. PORTERS FIVE FORCES ANALYSIS
 - 3.3.1. low bargaining power of suppliers
 - 3.3.2. low bargaining power of buyers
 - 3.3.3. Moderate-to-high threat of substitutes
 - 3.3.4. High threat of new entrants
 - 3.3.5. Moderate-to-high competitive rivalry
- 3.4. KEY PLAYER POSITIONING, 2016 (%)
- 3.5. MARKET DYNAMICS
 - 3.5.1. Drivers
 - 3.5.2. Restraints
 - 3.5.3. Opportunities

CHAPTER 4 GLOBAL GIFT CARDS MARKET, BY TYPE

- 4.1. OVERVIEW

Gift Cards Market by Functional Attribute (Open Loop, and Closed Loop) and Industry Vertical (Retail, and Corp...

4.2. OPEN LOOP

- 4.2.1. Key market trends
- 4.2.2. Key growth factors and opportunities
- 4.2.3. Market size and forecast

4.3. CLOSED LOOP

- 4.3.1. Key market trends
- 4.3.2. Key growth factors and opportunities
- 4.3.3. Market size and forecast

CHAPTER 5 GLOBAL GIFT CARDS MARKET, BY INDUSTRY VERTICAL

5.1. OVERVIEW

5.2. RETAIL

- 5.2.1. Key market trends
- 5.2.2. Key growth factors and opportunities
- 5.2.3. Market size and forecast

5.3. CORPORATE INSTITUTIONS

- 5.3.1. Key market trends
- 5.3.2. Key growth factors and opportunities
- 5.3.3. Market size and forecast

CHAPTER 6 GIFT CARDS MARKET, BY REGION

6.1. OVERVIEW

6.2. NORTH AMERICA

- 6.2.1. Key market trends
- 6.2.2. Key growth factors and opportunities
- 6.2.3. Market size and forecast
 - 6.2.3.1. Market size and forecast by country
 - 6.2.3.2. Market size and forecast by Type
 - 6.2.3.3. Market size and forecast by Industry Vertical
 - 6.2.3.4. U.S.
 - 6.2.3.5. Market size and forecast
 - 6.2.3.5.1. Market size and forecast by Type
 - 6.2.3.5.2. Market size and forecast by Industry Vertical
 - 6.2.3.6. Canada
 - 6.2.3.7. Market size and forecast
 - 6.2.3.7.1. Market size and forecast by Type
 - 6.2.3.7.2. Market size and forecast by Industry Vertical

6.2.3.8. Mexico

6.2.3.9. Market size and forecast

6.2.3.9.1. Market size and forecast by Type

6.2.3.9.2. Market size and forecast by Industry Vertical

6.3. EUROPE

6.3.1. Key market trends

6.3.2. Key growth factors and opportunities

6.3.3. Market size and forecast

6.3.3.1. Market size and forecast by country

6.3.3.2. Market size and forecast by Type

6.3.3.3. Market size and forecast by Industry Vertical

6.3.3.4. UK

6.3.3.5. Market size and forecast

6.3.3.5.1. Market size and forecast by Type

6.3.3.5.2. Market size and forecast by Industry Vertical

6.3.3.6. Germany

6.3.3.7. Market size and forecast

6.3.3.7.1. Market size and forecast by Type

6.3.3.7.2. Market size and forecast by Industry Vertical

6.3.3.8. France

6.3.3.9. Market size and forecast

6.3.3.9.1. Market size and forecast by Type

6.3.3.9.2. Market size and forecast by Industry Vertical

6.3.3.10. Rest of Europe

6.3.3.11. Market size and forecast

6.3.3.11.1. Market size and forecast by Type

6.3.3.11.2. Market size and forecast by Industry Vertical

6.4. ASIA-PACIFIC

6.4.1. Key market trends

6.4.2. Key growth factors and opportunities

6.4.3. Market size and forecast

6.4.3.1. Market size and forecast by country

6.4.3.2. Market size and forecast by Type

6.4.3.3. Market size and forecast by Industry Vertical

6.4.3.4. China

6.4.3.5. Market size and forecast

6.4.3.5.1. Market size and forecast by Type

6.4.3.5.2. Market size and forecast by Industry Vertical

6.4.3.6. India

- 6.4.3.7. Market size and forecast
 - 6.4.3.7.1. Market size and forecast by Type
 - 6.4.3.7.2. Market size and forecast by Industry Vertical
- 6.4.3.8. Japan
- 6.4.3.9. Market size and forecast
 - 6.4.3.9.1. Market size and forecast by Type
 - 6.4.3.9.2. Market size and forecast by Industry Vertical
- 6.4.3.10. Rest of Asia-Pacific
- 6.4.3.11. Market size and forecast
 - 6.4.3.11.1. Market size and forecast by Type
 - 6.4.3.11.2. Market size and forecast by Industry Vertical

6.5. LAMEA

- 6.5.1. Key market trends
- 6.5.2. Key growth factors and opportunities
- 6.5.3. Market size and forecast
 - 6.5.3.1. Market size and forecast by region
 - 6.5.3.2. Market size and forecast by Type
 - 6.5.3.3. Market size and forecast by Industry Vertical
- 6.5.3.4. Latin America
 - 6.5.3.5. Market size and forecast
 - 6.5.3.5.1. Market size and forecast by Type
 - 6.5.3.5.2. Market size and forecast by Industry Vertical
- 6.5.3.6. Middle East
 - 6.5.3.7. Market size and forecast
 - 6.5.3.7.1. Market size and forecast by Type
 - 6.5.3.7.2. Market size and forecast by Industry Vertical
- 6.5.3.8. Africa
 - 6.5.3.9. Market size and forecast
 - 6.5.3.9.1. Market size and forecast by Type
 - 6.5.3.9.2. Market size and forecast by Industry Vertical

CHAPTER 7 COMPANY PROFILES

7.1. FIRST DATA CORPORATION

- 7.1.1. Company Overview
- 7.1.2. Financial performance
- 7.1.3. Key strategies & developments

7.2. QWIKCILVER SOLUTIONS PVT. LTD.

- 7.2.1. Company Overview

- 7.2.2. Financial performance
- 7.2.3. Key strategies & developments
- 7.3. NATIONAL GIFT CARD CORP.
 - 7.3.1. Company Overview
 - 7.3.2. Financial performance
 - 7.3.3. Key strategies & developments
- 7.4. BLACKHAWK NETWORK HOLDINGS, INC.
 - 7.4.1. Company Overview
 - 7.4.2. Financial performance
 - 7.4.3. Key strategies & developments
- 7.5. PLASTEK CARD SOLUTIONS, INC.
 - 7.5.1. Company Overview
 - 7.5.2. Financial performance
 - 7.5.3. Key strategies & developments
- 7.6. DURACARD
 - 7.6.1. Company Overview
 - 7.6.2. Financial performance
 - 7.6.3. Key strategies & developments
- 7.7. DOCUMAX INC
 - 7.7.1. Company Overview
 - 7.7.2. Financial performance
 - 7.7.3. Key strategies & developments
- 7.8. VANTIV
 - 7.8.1. Company Overview
 - 7.8.2. Financial performance
 - 7.8.3. Key strategies & developments
- 7.9. TENDERCARD
 - 7.9.1. Company Overview
 - 7.9.2. Financial performance
 - 7.9.3. Key strategies & developments
- 7.10. TRANSGATE SOLUTIONS
 - 7.10.1. Company Overview
 - 7.10.2. Financial performance
 - 7.10.3. Key strategies & developments

List Of Tables

LIST OF TABLES

TABLE 1. GLOBAL GIFT CARDS MARKET REVENUE, BY TYPE, 20162023 (\$MILLION)

TABLE 2. OPEN LOOP MARKET BY GEOGRAPHY, 20162023 (\$MILLION)

TABLE 3. CLOSED LOOP MARKET BY GEOGRAPHY, 20162023 (\$MILLION)

TABLE 4. GLOBAL GIFT CARDS MARKET REVENUE, BY INDUSTRY VERTICAL, 20162023 (\$MILLION)

TABLE 5. RETAIL MARKET BY GEOGRAPHY, 20162023 (\$MILLION)

TABLE 6. CORPORATE INSTITUTIONS MARKET BY GEOGRAPHY, 20162023 (\$MILLION)

TABLE 7. GIFT CARDS MARKET BY REGION, 20162023 (\$MILLION)

TABLE 8. NORTH AMERICA: GIFT CARDS MARKET BY COUNTRY, 20162023 (\$MILLION)

TABLE 9. NORTH AMERICA: GIFT CARDS MARKET BY TYPE, 20162023 (\$MILLION)

TABLE 10. NORTH AMERICA: GIFT CARDS MARKET BY INDUSTRY VERTICAL, 20162023 (\$MILLION)

TABLE 11. US: GIFT CARDS MARKET BY TYPE, 20162023 (\$MILLION)

TABLE 12. US: GIFT CARDS MARKET BY INDUSTRY VERTICAL, 20162023 (\$MILLION)

TABLE 13. CANADA: GIFT CARDS MARKET BY TYPE, 20162023 (\$MILLION)

TABLE 14. CANADA: GIFT CARDS MARKET BY INDUSTRY VERTICAL, 20162023 (\$MILLION)

TABLE 15. MEXICO: GIFT CARDS MARKET BY TYPE, 20162023 (\$MILLION)

TABLE 16. MEXICO: GIFT CARDS MARKET BY INDUSTRY VERTICAL, 20162023 (\$MILLION)

TABLE 17. EUROPE: GIFT CARDS MARKET BY COUNTRY, 20162023 (\$MILLION)

TABLE 18. EUROPE: GIFT CARDS MARKET BY TYPE, 20162023 (\$MILLION)

TABLE 19. EUROPE: GIFT CARDS MARKET BY INDUSTRY VERTICAL, 20162023 (\$MILLION)

TABLE 20. UK: GIFT CARDS MARKET BY TYPE, 20162023 (\$MILLION)

TABLE 21. UK: GIFT CARDS MARKET BY INDUSTRY VERTICAL, 20162023 (\$MILLION)

TABLE 22. GERMANY: GIFT CARDS MARKET BY TYPE, 20162023 (\$MILLION)

TABLE 23. GERMANY: GIFT CARDS MARKET BY INDUSTRY VERTICAL, 20162023 (\$MILLION)

TABLE 24. FRANCE: GIFT CARDS MARKET BY TYPE, 20162023 (\$MILLION)

TABLE 25. FRANCE: GIFT CARDS MARKET BY INDUSTRY VERTICAL, 20162023 (\$MILLION)

TABLE 26. REST OF EUROPE: GIFT CARDS MARKET BY TYPE, 20162023 (\$MILLION)

TABLE 27. REST OF EUROPE: GIFT CARDS MARKET BY INDUSTRY VERTICAL, 20162023 (\$MILLION)

TABLE 28. ASIA-PACIFIC: GIFT CARDS MARKET BY COUNTRY, 20162023 (\$MILLION)

TABLE 29. ASIA-PACIFIC: GIFT CARDS MARKET BY TYPE, 20162023 (\$MILLION)

TABLE 30. ASIA-PACIFIC: GIFT CARDS MARKET BY INDUSTRY VERTICAL, 20162023 (\$MILLION)

TABLE 31. CHINA: GIFT CARDS MARKET BY TYPE, 20162023 (\$MILLION)

TABLE 32. CHINA: GIFT CARDS MARKET BY INDUSTRY VERTICAL, 20162023 (\$MILLION)

TABLE 33. INDIA: GIFT CARDS MARKET BY TYPE, 20162023 (\$MILLION)

TABLE 34. INDIA: GIFT CARDS MARKET BY INDUSTRY VERTICAL, 20162023 (\$MILLION)

TABLE 35. JAPAN: GIFT CARDS MARKET BY TYPE, 20162023 (\$MILLION)

TABLE 36. JAPAN: GIFT CARDS MARKET BY INDUSTRY VERTICAL, 20162023 (\$MILLION)

TABLE 37. REST OF ASIA-PACIFIC: GIFT CARDS MARKET BY TYPE, 20162023 (\$MILLION)

TABLE 38. REST OF ASIA-PACIFIC: GIFT CARDS MARKET BY INDUSTRY VERTICAL, 20162023 (\$MILLION)

TABLE 39. LAMEA: GIFT CARDS MARKET BY REGION, 20162023 (\$MILLION)

TABLE 40. LAMEA: GIFT CARDS MARKET BY TYPE, 20162023 (\$MILLION)

TABLE 41. LAMEA: GIFT CARDS MARKET BY INDUSTRY VERTICAL, 20162023 (\$MILLION)

TABLE 42. LATIN AMERICA: GIFT CARDS MARKET BY TYPE, 20162023 (\$MILLION)

TABLE 43. LATIN AMERICA: GIFT CARDS MARKET BY INDUSTRY VERTICAL, 20162023 (\$MILLION)

TABLE 44. MIDDLE EAST: GIFT CARDS MARKET BY TYPE, 20162023 (\$MILLION)

TABLE 45. MIDDLE EAST: GIFT CARDS MARKET BY INDUSTRY VERTICAL, 20162023 (\$MILLION)

TABLE 46. AFRICA: GIFT CARDS MARKET BY TYPE, 20162023 (\$MILLION)

TABLE 47. AFRICA: GIFT CARDS MARKET BY INDUSTRY VERTICAL, 20162023 (\$MILLION)

TABLE 48. COMPANY SNAPSHOT: FIRST DATA CORPORATION

TABLE 49. COMPANY SNAPSHOT: QWIKCILVER SOLUTIONS PVT. LTD.
TABLE 50. COMPANY SNAPSHOT: NATIONAL GIFT CARD CORP.
TABLE 51. COMPANY SNAPSHOT: BLACKHAWK NETWORK HOLDINGS, INC.
TABLE 52. COMPANY SNAPSHOT: PLASTEK CARD SOLUTIONS, INC.
TABLE 53. COMPANY SNAPSHOT: DURACARD
TABLE 54. COMPANY SNAPSHOT: DOCUMAX INC
TABLE 55. COMPANY SNAPSHOT: VANTIV
TABLE 56. COMPANY SNAPSHOT: TENDERCARD
TABLE 57. COMPANY SNAPSHOT: TRANSGATE SOLUTIONS

List Of Figures

LIST OF FIGURES

FIGURE 1. KEY MARKET SEGMENTATION

FIGURE 2. TOP IMPACTING FACTORS

FIGURE 3. TOP INVESTMENT POCKETS IN THE GLOBAL GIFT CARDS MARKET

FIGURE 4. TOP WINNING STRATEGIES

FIGURE 5. TOP WINNING STRATEGY

FIGURE 6. BARGAINING POWER OF SUPPLIERS

FIGURE 7. BARGAINING POWER OF BUYERS

FIGURE 8. THREAT OF SUBSTITUTES

FIGURE 9. THREAT OF NEW ENTRANTS

FIGURE 10. COMPETITIVE RIVALRY

FIGURE 11. KEY PLAYER POSITIONING OF GLOBAL GIFT CARDS MARKET, 2016 (%)

FIGURE 12. MARKET DYNAMICS

FIGURE 13. GIFT CARDS MARKET BY TYPE

FIGURE 14. GLOBAL GIFT CARDS MARKET REVENUE, BY TYPE, 2016-2023 (\$MILLION)

FIGURE 15. GIFT CARDS MARKET BY INDUSTRY VERTICAL

FIGURE 16. GLOBAL GIFT CARDS MARKET REVENUE, BY INDUSTRY VERTICAL, 2016-2023 (\$MILLION)

FIGURE 17. GIFT CARDS MARKET, BY REGION

FIGURE 18. NORTH AMERICA: GIFT CARDS MARKET

FIGURE 19. U.S. GIFT CARDS MARKET, 2016-2023 (\$MILLION)

FIGURE 20. CANADA GIFT CARDS MARKET, 2016-2023 (\$MILLION)

FIGURE 21. MEXICO GIFT CARDS MARKET, 2016-2023 (\$MILLION)

FIGURE 22. EUROPE: GIFT CARDS MARKET

FIGURE 23. U.K. GIFT CARDS MARKET, 2016-2023 (\$MILLION)

FIGURE 24. GERMANY GIFT CARDS MARKET, 2016-2023 (\$MILLION)

FIGURE 25. FRANCE GIFT CARDS MARKET, 2016-2023 (\$MILLION)

FIGURE 26. REST OF EUROPE GIFT CARDS MARKET, 2016-2023 (\$MILLION)

FIGURE 27. ASIA-PACIFIC: GIFT CARDS MARKET

FIGURE 28. CHINA GIFT CARDS MARKET, 2016-2023 (\$MILLION)

FIGURE 29. INDIA GIFT CARDS MARKET, 2016-2023 (\$MILLION)

FIGURE 30. JAPAN GIFT CARDS MARKET, 2016-2023 (\$MILLION)

FIGURE 31. REST OF ASIA-PACIFIC GIFT CARDS MARKET, 2016-2023 (\$MILLION)

FIGURE 32. LAMEA: GIFT CARDS MARKET

FIGURE 33. LATIN AMERICA GIFT CARDS MARKET, 2016-2023 (\$MILLION)

FIGURE 34. MIDDLE EAST GIFT CARDS MARKET, 2016-2023 (\$MILLION)

FIGURE 35. AFRICA GIFT CARDS MARKET, 2016-2023 (\$MILLION)

FIGURE 36. FINANCIAL PERFORMANCE: FIRST DATA CORPORATION

FIGURE 37. FINANCIAL PERFORMANCE: QWIKCILVER SOLUTIONS PVT. LTD.

FIGURE 38. FINANCIAL PERFORMANCE: NATIONAL GIFT CARD CORP.

FIGURE 39. FINANCIAL PERFORMANCE: BLACKHAWK NETWORK HOLDINGS, INC.

FIGURE 40. FINANCIAL PERFORMANCE: PLASTEK CARD SOLUTIONS, INC.

FIGURE 41. FINANCIAL PERFORMANCE: DURACARD

FIGURE 42. FINANCIAL PERFORMANCE: DOCUMAX INC

FIGURE 43. FINANCIAL PERFORMANCE: VANTIV

FIGURE 44. FINANCIAL PERFORMANCE: TENDERCARD

FIGURE 45. FINANCIAL PERFORMANCE: TRANSGATE SOLUTIONS

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