

Italy Gift Cards Market by Functional Attribute (Open-Loop Card and Closed-Loop Card) Distribution Channel (Online and Offline), Product Type (Physical Gift Card and Digital Gift Card), End User (Retail and Corporates), Age Group (Generation X, Generation Z/Millennials, and Baby Boomers), Application (Consumer Goods, Health & Wellness, Restaurants & Bars, Travel & Tourism, Media & Entertainment, and Others): Opportunity Analysis and Industry Forecast, 2021–2028

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Abstracts

Gift cards are an integrated payment solutions developed to facilitate transaction at stores or businesses as an alternative to money. These cards establish a medium that supports smooth and hassle-free purchasing procedure during a variety of events, such as dining, entertainment, retail purchases, convenience shopping, and others. The two major types of gift cards considered under the scope of the report include open loop gift cards and closed loop gift cards. Closed loop gift cards can be used at a selected outlet or group of outlets depending on the issuing authority. The rise in use of e-commerce digital payments/wallets makes it convenient for consumers to track, manage, and redeem gift cards. Gift cards have emerged as the innovation in promotion, and financial service industry, which are preloaded cards with funds issued by a financial institution such as Visa, American Express, and MasterCard or by merchants such as Amazon. These cards are gaining popularity, primarily among unbanked populations with limited access to the banking services. However, owing to the ease of convenience and low threat of overdraft charges, the banked population also prefers gift cards.

Presently, gift cards are less secure than debit/credit cards, which can lead to payment fraud and loss of money. Nevertheless, increase in demand for non-cash rewards and recognition is expected to boost the growth of the gift cards market in Italy.

The market top impacting factors include technological innovation in product offerings, and increase in application areas such as hospitality, banking and retail stores. In addition, rise in need for advanced promotional strategies, high adoption rate of smart phones, and growth associated with e-commerce industry drives the Italy gift cards market.. These factors are thereby fueling the market growth. However, various types of fees associated with card transaction and dearth of security measures as compared to credit or debit cards are some of the factors limiting the market growth. Conversely, increase in popularity of these cards during traveling and increase in demand for digital gift cards from consumers in Italy are some factors expected to create opportunities for the Italy gift cards market in the upcoming years.

The Italy gift cards market is segmented into functional attribute, distribution channel, product type, end user, age group and application. On the basis of functional attribute, it is classified into open loop gift card and closed loop gift card. By distribution channel, the market is bifurcated into offline, and online. By product type, the market is bifurcated into physical gift card and digital gift card. In terms of end user, the market is bifurcated into retail and corporate. As per age group, it is segregated into generation X, generation Z/millennials, and baby boomers. On the basis of application, the market is categorized into consumer goods, health & wellness, restaurants & bars, travel & tourism, media & entertainment and others.

The market players operating in the Italy gift cards market include Amazon.com, Inc., Auchan Holding, Apple Inc., Conad, Carrefour Group, EUROSPAR, Esselunga S.p.A., EIPOLI S.P.A., PANORAMA, and Square, Inc.

KEY BENEFITS FOR STAKEHOLDERS

The study provides an in-depth analysis of the Italy gift cards market along with current trends and future estimations to elucidate imminent investment pockets.

Information about key drivers, restrains, and opportunities and their impact analysis on the market size is provided in the report.

Porter's five forces analysis illustrates the potency of buyers and suppliers operating in the industry.

The quantitative analysis of Italy gift cards market for the period 2021–2028 is provided to determine the market potential.

KEY MARKET SEGMENTS

BY Functional Attribute

Open-Loop Card

Closed-Loop Card

BY Distribution Channel

Offline

Online

BY Product Type

Physical Gift Cards

Digital Gift Cards

BY End User

Retail

Corporate

BY Age Group

Generation X

Generation Z/Millennials

Baby Boomers

BY Application

Consumer Goods

Health & Wellness

Restaurants & Bars

Travel & Tourism

Media & Entertainment

Others

KEY MARKET PLAYERS

Amazon.com, Inc.

Auchan Holding

Apple Inc.

Conad

Carrefour Group

EUROSPAR

Esselunga S.p.A.

EPIPOLI S.P.A.

PANORAMA

Square, Inc.

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