

Global Gift Cards Market by Size, by Type, by Application, by Region, History and Forecast 2019-2030

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Abstracts

A gift card (also known as gift certificate in North America, or gift voucher or gift token in the UK) is a prepaid stored-value money card usually issued by a retailer or bank to be used as an alternative to cash for purchases within a particular store or related businesses. Gift cards are also given out by retailers and marketers as part of a promotion strategy, to entice the recipient to come in or return to the store, and at times such cards are called cash cards. Gift cards are generally redeemable only for purchases at the relevant retail premises and cannot be cashed out, and in some situations may be subject to an expiry date or fees.

According to APO Research, The global Gift Cards market is projected to grow from US\$ million in 2024 to US\$ million by 2030, at a Compound Annual Growth Rate (CAGR) of % during the forecast period.

The main players of gift card industry are located in the United States, Europe, China and Japan. Amazon accounting for nearly 7% of the market share. The top 5 companies hold a share about 20%.

This report presents an overview of global market for Gift Cards, sales, revenue and price. Analyses of the global market trends, with historic market revenue or sales data for 2019 - 2023, estimates for 2024, and projections of CAGR through 2030.

This report researches the key producers of Gift Cards, also provides the sales of main regions and countries. Of the upcoming market potential for Gift Cards, and key regions or countries of focus to forecast this market into various segments and sub-segments. Country specific data and market value analysis for the U.S., Canada, Mexico, Brazil,

China, Japan, South Korea, Southeast Asia, India, Germany, the U.K., Italy, Middle East, Africa, and Other Countries.

This report focuses on the Gift Cards sales, revenue, market share and industry ranking of main manufacturers, data from 2019 to 2024. Identification of the major stakeholders in the global Gift Cards market, and analysis of their competitive landscape and market positioning based on recent developments and segmental revenues. This report will help stakeholders to understand the competitive landscape and gain more insights and position their businesses and market strategies in a better way.

This report analyzes the segments data by Type and by Application, sales, revenue, and price, from 2019 to 2030. Evaluation and forecast the market size for Gift Cards sales, projected growth trends, production technology, application and end-user industry.

Descriptive company profiles of the major global players, including Amazon, iTunes, Walmart, Google Play, Starbucks, Home Depot, Walgreens, Sephora and Lowes, etc.

Gift Cards segment by Company

Amazon

iTunes

Walmart

Google Play

Starbucks

Home Depot

Walgreens

Sephora

Lowes

Carrefour

JD

Best Buy

Sainsbury's

Macy's

Virgin

IKEA

H&M

Zara

AL-FUTTAIM ACE

JCB Gift Card

Gift Cards segment by Type

Universal Accepted Open Loop

E-Gifting

Restaurant Closed Loop

Retail Closed Loop

Miscellaneous Closed Loop

Gift Cards segment by Application

Restaurant

Retail

Coffee Shop

Entertainment

Others

Gift Cards segment by Region

North America

U.S.

Canada

Europe

Germany

France

U.K.

Italy

Russia

Asia-Pacific

China

Japan

South Korea

India

Australia

China Taiwan

Indonesia

Thailand

Malaysia

Latin America

Mexico

Brazil

Argentina

Middle East & Africa

Turkey

Saudi Arabia

UAE

Study Objectives

1. To analyze and research the global status and future forecast, involving, production, value, consumption, growth rate (CAGR), market share, historical and forecast.
2. To present the key manufacturers, capacity, production, revenue, market share, and Recent Developments.
3. To split the breakdown data by regions, type, manufacturers, and Application.
4. To analyze the global and key regions market potential and advantage, opportunity and challenge, restraints, and risks.

5. To identify significant trends, drivers, influence factors in global and regions.
6. To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market.

Reasons to Buy This Report

1. This report will help the readers to understand the competition within the industries and strategies for the competitive environment to enhance the potential profit. The report also focuses on the competitive landscape of the global Gift Cards market, and introduces in detail the market share, industry ranking, competitor ecosystem, market performance, new product development, operation situation, expansion, and acquisition. etc. of the main players, which helps the readers to identify the main competitors and deeply understand the competition pattern of the market.
2. This report will help stakeholders to understand the global industry status and trends of Gift Cards and provides them with information on key market drivers, restraints, challenges, and opportunities.
3. This report will help stakeholders to understand competitors better and gain more insights to strengthen their position in their businesses. The competitive landscape section includes the market share and rank (in volume and value), competitor ecosystem, new product development, expansion, and acquisition.
4. This report stays updated with novel technology integration, features, and the latest developments in the market.
5. This report helps stakeholders to gain insights into which regions to target globally.
6. This report helps stakeholders to gain insights into the end-user perception concerning the adoption of Gift Cards.
7. This report helps stakeholders to identify some of the key players in the market and understand their valuable contribution.

Chapter Outline

Chapter 1: Provides an overview of the Gift Cards market, including product definition,

global market growth prospects, market size, sales, and average price forecasts (2019-2030).

Chapter 2: Provides the market dynamics, latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 3: Detailed analysis of Gift Cards manufacturers competitive landscape, price, sales and revenue market share, latest development plan, merger, etc.

Chapter 4: Provides the analysis of various market segments by type, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 5: Provides the analysis of various market segments by application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 6: Sales of Gift Cards in regional level. It provides a quantitative analysis of the market size and development potential of each region and introduces the market development, future development prospects, market space of each country in the world.

Chapter 7: Revenue of Gift Cards in regional level. It provides a quantitative analysis of the market size and development potential of each region and introduces the market development, future development prospects, market space of each country in the world.

Chapter 8: Provides profiles of key players, introducing the basic situation of the main companies in the market in detail, including product sales, revenue, price, gross margin, product introduction, recent development, etc.

Chapter 9: Analysis of industrial chain, including the upstream and downstream of the industry.

Chapter 10: Concluding Insights of the report

Contents

1 MARKET OVERVIEW

- 1.1 Product Definition
- 1.2 Global Gift Cards Market Size, 2019 VS 2023 VS 2030
- 1.3 Global Gift Cards Market Size Estimates and Forecasts (2019-2030)
- 1.4 Global Gift Cards Sales Estimates and Forecasts (2019-2030)
- 1.5 Global Gift Cards Market Average Price (2019-2030)
- 1.6 Assumptions and Limitations
- 1.7 Study Goals and Objectives

2 GLOBAL GIFT CARDS MARKET DYNAMICS

- 2.1 Gift Cards Industry Trends
- 2.2 Gift Cards Industry Drivers
- 2.3 Gift Cards Industry Opportunities and Challenges
- 2.4 Gift Cards Industry Restraints

3 GIFT CARDS MARKET BY MANUFACTURERS

- 3.1 Global Gift Cards Revenue by Manufacturers (2019-2024)
- 3.2 Global Gift Cards Sales by Manufacturers (2019-2024)
- 3.3 Global Gift Cards Average Sales Price by Manufacturers (2019-2024)
- 3.4 Global Gift Cards Industry Manufacturers Ranking, 2022 VS 2023 VS 2024
- 3.5 Global Gift Cards Key Manufacturers Manufacturing Sites & Headquarters
- 3.6 Global Gift Cards Manufacturers, Product Type & Application
- 3.7 Global Gift Cards Manufacturers Commercialization Time
- 3.8 Market Competitive Analysis
 - 3.8.1 Global Gift Cards Market CR5 and HHI
 - 3.8.2 Global Top 5 and 10 Gift Cards Players Market Share by Revenue in 2023
 - 3.8.3 2023 Gift Cards Tier 1, Tier 2, and Tier

4 GIFT CARDS MARKET BY TYPE

- 4.1 Gift Cards Type Introduction
 - 4.1.1 Universal Accepted Open Loop
 - 4.1.2 E-Gifting
 - 4.1.3 Restaurant Closed Loop

- 4.1.4 Retail Closed Loop
- 4.1.5 Miscellaneous Closed Loop
- 4.2 Global Gift Cards Sales by Type
 - 4.2.1 Global Gift Cards Sales by Type (2019 VS 2023 VS 2030)
 - 4.2.2 Global Gift Cards Sales by Type (2019-2030)
 - 4.2.3 Global Gift Cards Sales Market Share by Type (2019-2030)
- 4.3 Global Gift Cards Revenue by Type
 - 4.3.1 Global Gift Cards Revenue by Type (2019 VS 2023 VS 2030)
 - 4.3.2 Global Gift Cards Revenue by Type (2019-2030)
 - 4.3.3 Global Gift Cards Revenue Market Share by Type (2019-2030)

5 GIFT CARDS MARKET BY APPLICATION

- 5.1 Gift Cards Application Introduction
 - 5.1.1 Restaurant
 - 5.1.2 Retail
 - 5.1.3 Coffee Shop
 - 5.1.4 Entertainment
 - 5.1.5 Others
- 5.2 Global Gift Cards Sales by Application
 - 5.2.1 Global Gift Cards Sales by Application (2019 VS 2023 VS 2030)
 - 5.2.2 Global Gift Cards Sales by Application (2019-2030)
 - 5.2.3 Global Gift Cards Sales Market Share by Application (2019-2030)
- 5.3 Global Gift Cards Revenue by Application
 - 5.3.1 Global Gift Cards Revenue by Application (2019 VS 2023 VS 2030)
 - 5.3.2 Global Gift Cards Revenue by Application (2019-2030)
 - 5.3.3 Global Gift Cards Revenue Market Share by Application (2019-2030)

6 GLOBAL GIFT CARDS SALES BY REGION

- 6.1 Global Gift Cards Sales by Region: 2019 VS 2023 VS 2030
- 6.2 Global Gift Cards Sales by Region (2019-2030)
 - 6.2.1 Global Gift Cards Sales by Region (2019-2024)
 - 6.2.2 Global Gift Cards Sales Forecasted by Region (2025-2030)
- 6.3 North America
 - 6.3.1 North America Gift Cards Sales Growth Rate by Country: 2019 VS 2023 VS 2030
 - 6.3.2 North America Gift Cards Sales by Country (2019-2030)
 - 6.3.3 U.S.

6.3.4 Canada

6.4 Europe

6.4.1 Europe Gift Cards Sales Growth Rate by Country: 2019 VS 2023 VS 2030

6.4.2 Europe Gift Cards Sales by Country (2019-2030)

6.4.3 Germany

6.4.4 France

6.4.5 U.K.

6.4.6 Italy

6.4.7 Netherlands

6.5 Asia Pacific

6.5.1 Asia Pacific Gift Cards Sales Growth Rate by Country: 2019 VS 2023 VS 2030

6.5.2 Asia Pacific Gift Cards Sales by Country (2019-2030)

6.5.3 China

6.5.4 Japan

6.5.5 South Korea

6.5.6 Southeast Asia

6.5.7 India

6.5.8 Australia

6.6 LAMEA

6.6.1 LAMEA Gift Cards Sales Growth Rate by Country: 2019 VS 2023 VS 2030

6.6.2 LAMEA Gift Cards Sales by Country (2019-2030)

6.6.3 Mexico

6.6.4 Brazil

6.6.5 Turkey

6.6.6 GCC Countries

7 GLOBAL GIFT CARDS REVENUE BY REGION

7.1 Global Gift Cards Revenue by Region

7.1.1 Global Gift Cards Revenue by Region: 2019 VS 2023 VS 2030

7.1.2 Global Gift Cards Revenue by Region (2019-2024)

7.1.3 Global Gift Cards Revenue by Region (2025-2030)

7.1.4 Global Gift Cards Revenue Market Share by Region (2019-2030)

7.2 North America

7.2.1 North America Gift Cards Revenue (2019-2030)

7.2.2 North America Gift Cards Revenue Share by Country: 2019 VS 2023 VS 2030

7.3 Europe

7.3.1 Europe Gift Cards Revenue (2019-2030)

7.3.2 Europe Gift Cards Revenue Share by Country: 2019 VS 2023 VS 2030

7.4 Asia-Pacific

7.4.1 Asia-Pacific Gift Cards Revenue (2019-2030)

7.4.2 Asia-Pacific Gift Cards Revenue Share by Country: 2019 VS 2023 VS 2030

7.5 LAMEA

7.5.1 LAMEA Gift Cards Revenue (2019-2030)

7.5.2 LAMEA Gift Cards Revenue Share by Country: 2019 VS 2023 VS 2030

8 COMPANY PROFILES

8.1 Amazon

8.1.1 Amazon Company Information

8.1.2 Amazon Business Overview

8.1.3 Amazon Gift Cards Sales, Price, Revenue and Gross Margin (2019-2024)

8.1.4 Amazon Gift Cards Product Portfolio

8.1.5 Amazon Recent Developments

8.2 iTunes

8.2.1 iTunes Company Information

8.2.2 iTunes Business Overview

8.2.3 iTunes Gift Cards Sales, Price, Revenue and Gross Margin (2019-2024)

8.2.4 iTunes Gift Cards Product Portfolio

8.2.5 iTunes Recent Developments

8.3 Walmart

8.3.1 Walmart Company Information

8.3.2 Walmart Business Overview

8.3.3 Walmart Gift Cards Sales, Price, Revenue and Gross Margin (2019-2024)

8.3.4 Walmart Gift Cards Product Portfolio

8.3.5 Walmart Recent Developments

8.4 Google Play

8.4.1 Google Play Company Information

8.4.2 Google Play Business Overview

8.4.3 Google Play Gift Cards Sales, Price, Revenue and Gross Margin (2019-2024)

8.4.4 Google Play Gift Cards Product Portfolio

8.4.5 Google Play Recent Developments

8.5 Starbucks

8.5.1 Starbucks Company Information

8.5.2 Starbucks Business Overview

8.5.3 Starbucks Gift Cards Sales, Price, Revenue and Gross Margin (2019-2024)

8.5.4 Starbucks Gift Cards Product Portfolio

8.5.5 Starbucks Recent Developments

8.6 Home Depot

8.6.1 Home Depot Company Information

8.6.2 Home Depot Business Overview

8.6.3 Home Depot Gift Cards Sales, Price, Revenue and Gross Margin (2019-2024)

8.6.4 Home Depot Gift Cards Product Portfolio

8.6.5 Home Depot Recent Developments

8.7 Walgreens

8.7.1 Walgreens Company Information

8.7.2 Walgreens Business Overview

8.7.3 Walgreens Gift Cards Sales, Price, Revenue and Gross Margin (2019-2024)

8.7.4 Walgreens Gift Cards Product Portfolio

8.7.5 Walgreens Recent Developments

8.8 Sephora

8.8.1 Sephora Company Information

8.8.2 Sephora Business Overview

8.8.3 Sephora Gift Cards Sales, Price, Revenue and Gross Margin (2019-2024)

8.8.4 Sephora Gift Cards Product Portfolio

8.8.5 Sephora Recent Developments

8.9 Lowes

8.9.1 Lowes Company Information

8.9.2 Lowes Business Overview

8.9.3 Lowes Gift Cards Sales, Price, Revenue and Gross Margin (2019-2024)

8.9.4 Lowes Gift Cards Product Portfolio

8.9.5 Lowes Recent Developments

8.10 Carrefour

8.10.1 Carrefour Company Information

8.10.2 Carrefour Business Overview

8.10.3 Carrefour Gift Cards Sales, Price, Revenue and Gross Margin (2019-2024)

8.10.4 Carrefour Gift Cards Product Portfolio

8.10.5 Carrefour Recent Developments

8.11 JD

8.11.1 JD Company Information

8.11.2 JD Business Overview

8.11.3 JD Gift Cards Sales, Price, Revenue and Gross Margin (2019-2024)

8.11.4 JD Gift Cards Product Portfolio

8.11.5 JD Recent Developments

8.12 Best Buy

8.12.1 Best Buy Company Information

8.12.2 Best Buy Business Overview

- 8.12.3 Best Buy Gift Cards Sales, Price, Revenue and Gross Margin (2019-2024)
- 8.12.4 Best Buy Gift Cards Product Portfolio
- 8.12.5 Best Buy Recent Developments
- 8.13 Sainsbury's
 - 8.13.1 Sainsbury's Company Information
 - 8.13.2 Sainsbury's Business Overview
 - 8.13.3 Sainsbury's Gift Cards Sales, Price, Revenue and Gross Margin (2019-2024)
 - 8.13.4 Sainsbury's Gift Cards Product Portfolio
 - 8.13.5 Sainsbury's Recent Developments
- 8.14 Macy's
 - 8.14.1 Macy's Company Information
 - 8.14.2 Macy's Business Overview
 - 8.14.3 Macy's Gift Cards Sales, Price, Revenue and Gross Margin (2019-2024)
 - 8.14.4 Macy's Gift Cards Product Portfolio
 - 8.14.5 Macy's Recent Developments
- 8.15 Virgin
 - 8.15.1 Virgin Company Information
 - 8.15.2 Virgin Business Overview
 - 8.15.3 Virgin Gift Cards Sales, Price, Revenue and Gross Margin (2019-2024)
 - 8.15.4 Virgin Gift Cards Product Portfolio
 - 8.15.5 Virgin Recent Developments
- 8.16 IKEA
 - 8.16.1 IKEA Company Information
 - 8.16.2 IKEA Business Overview
 - 8.16.3 IKEA Gift Cards Sales, Price, Revenue and Gross Margin (2019-2024)
 - 8.16.4 IKEA Gift Cards Product Portfolio
 - 8.16.5 IKEA Recent Developments
- 8.17 H&M
 - 8.17.1 H&M Company Information
 - 8.17.2 H&M Business Overview
 - 8.17.3 H&M Gift Cards Sales, Price, Revenue and Gross Margin (2019-2024)
 - 8.17.4 H&M Gift Cards Product Portfolio
 - 8.17.5 H&M Recent Developments
- 8.18 Zara
 - 8.18.1 Zara Company Information
 - 8.18.2 Zara Business Overview
 - 8.18.3 Zara Gift Cards Sales, Price, Revenue and Gross Margin (2019-2024)
 - 8.18.4 Zara Gift Cards Product Portfolio
 - 8.18.5 Zara Recent Developments

8.19 AL-FUTTAIM ACE

8.19.1 AL-FUTTAIM ACE Company Information

8.19.2 AL-FUTTAIM ACE Business Overview

8.19.3 AL-FUTTAIM ACE Gift Cards Sales, Price, Revenue and Gross Margin
(2019-2024)

8.19.4 AL-FUTTAIM ACE Gift Cards Product Portfolio

8.19.5 AL-FUTTAIM ACE Recent Developments

8.20 JCB Gift Card

8.20.1 JCB Gift Card Company Information

8.20.2 JCB Gift Card Business Overview

8.20.3 JCB Gift Card Gift Cards Sales, Price, Revenue and Gross Margin (2019-2024)

8.20.4 JCB Gift Card Gift Cards Product Portfolio

8.20.5 JCB Gift Card Recent Developments

9 VALUE CHAIN AND SALES CHANNELS ANALYSIS

9.1 Gift Cards Value Chain Analysis

9.1.1 Gift Cards Key Raw Materials

9.1.2 Raw Materials Key Suppliers

9.1.3 Manufacturing Cost Structure

9.1.4 Gift Cards Production Mode & Process

9.2 Gift Cards Sales Channels Analysis

9.2.1 Direct Comparison with Distribution Share

9.2.2 Gift Cards Distributors

9.2.3 Gift Cards Customers

10 CONCLUDING INSIGHTS

11 APPENDIX

11.1 Reasons for Doing This Study

11.2 Research Methodology

11.3 Research Process

11.4 Authors List of This Report

11.5 Data Source

11.5.1 Secondary Sources

11.5.2 Primary Sources

11.6 Disclaimer

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