

Global Gift Cards Market Research Report 2025(Status and Outlook)

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Abstracts

Report Overview

Gift cards are prepaid stored-value cards issued by retailers, banks, or third-party providers that allow consumers to make purchases up to a predetermined monetary limit. They function as a cash substitute, offering convenience, flexibility, and security, and are widely used for gifting, employee incentives, and loyalty programs. The market encompasses physical cards, digital codes, and mobile wallet integrations, with variations such as closed-loop (restricted to a specific merchant) and open-loop (usable across multiple retailers, often backed by payment networks like Visa or Mastercard). Their appeal lies in eliminating the risk of unwanted gifts while driving foot traffic and sales for businesses. The rise of e-commerce and digital payment solutions has further expanded their reach, making them a key tool in both B2C and B2B transactions.

The gift card industry has experienced steady growth, driven by increasing consumer preference for convenience and the expansion of digital gifting solutions. The global market was valued at approximately \$619 billion in 2022 and is projected to grow at a CAGR of around 12-15% over the next decade, fueled by the adoption of e-gift cards, corporate incentives, and cross-border gifting trends. North America dominates the market due to high retail penetration and corporate usage, while Asia-Pacific shows the fastest growth, supported by digital payment adoption and rising disposable incomes. Key players include major retailers (Amazon, Walmart), financial institutions (American Express, Visa), and fintech platforms (PayPal, Square). Challenges include fraud risks, regulatory scrutiny on unused balances, and competition from alternative payment methods, but innovations like blockchain-based cards and AI-driven personalization are shaping the future of the industry.

The global Gift Cards market size was estimated at USD 499573.59 million in 2024 and

is projected to grow at a compound annual growth rate (CAGR) of 6.40% during the forecast period.

This report provides a deep insight into the global Gift Cards market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Gift Cards Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Gift Cards market in any manner.

Global Gift Cards Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

Key Company

Amazon
iTunes
Walmart
Google Play
Starbucks
Home Depot
Walgreens
Sephora

Lowe's
Carrefour
JD
Best Buy
Sainsbury's
Macy's
Virgin
IKEA
H&M
Zara
AL-FUTTAIM ACE
JCB Gift Card

Market Segmentation (by Type)

Universal Accepted Open Loop
E-Gifting
Restaurant Closed Loop
Retail Closed Loop
Miscellaneous Closed Loop

Market Segmentation (by Application)

Restaurant
Retail
Coffee Shop
Entertainment
Others

Geographic Segmentation

North America (USA, Canada, Mexico)
Europe (Germany, UK, France, Russia, Italy, Rest of Europe)
Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)
South America (Brazil, Argentina, Columbia, Rest of South America)
The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study
Neutral perspective on the market performance
Recent industry trends and developments

Competitive landscape & strategies of key players
Potential & niche segments and regions exhibiting promising growth covered
Historical, current, and projected market size, in terms of value
In-depth analysis of the Gift Cards Market
Overview of the regional outlook of the Gift Cards Market:

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Gift Cards Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the 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 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to 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 8 provides a quantitative analysis of the market size and development potential

of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of Gift Cards, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

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