

Global Gift Vouchers Market Research Report 2024(Status and Outlook)

<https://marketpublishers.com/r/G4F0EF7B2CA3EN.html>

Date: December 2024

Pages: 151

Price: US\$ 2,800.00 (Single User License)

ID: G4F0EF7B2CA3EN

Abstracts

Report Overview

Gift vouchers, also known as gift cards, are prepaid stored-value cards issued by retailers or banks for use as an alternative to cash for purchases within a particular store or related businesses. These vouchers are popular for gifting purposes, offering recipients the flexibility to choose their preferred products or services. The market for gift vouchers is a significant segment within the broader retail industry, catering to consumer preferences for convenient and personalized gifting options.

As of 2023, the global market size for gift vouchers stands at approximately \$310 million. This market is projected to grow at a Compound Annual Growth Rate (CAGR) of 7.85% from 2024 to 2032. Several key factors are driving this growth, including the increasing popularity of gift cards as a preferred gifting option due to their convenience, flexibility, and ease of use. Moreover, the rise of e-commerce and digital gift cards has further fueled market expansion, appealing to tech-savvy consumers seeking instant and hassle-free gifting solutions.

One prominent trend in the gift voucher market is the shift towards digital and mobile-based gift cards. With the proliferation of smartphones and online shopping platforms, digital gift cards have gained traction among consumers for their accessibility and convenience. This trend is evident in the growing number of retailers offering e-gift cards and the integration of mobile payment options for gift card purchases. The seamless user experience and instant delivery of digital gift cards appeal to both gift givers and recipients, driving market growth.

Another trend shaping the gift voucher market is the customization and personalization

of gift cards. Retailers are increasingly offering personalized gift cards that allow customers to add custom messages, images, or designs to make the gifting experience more special. Personalized gift cards resonate with consumers seeking unique and thoughtful gifts, contributing to higher sales and customer loyalty. This trend highlights the importance of catering to individual preferences and enhancing the emotional value of gift vouchers.

In terms of regional market distribution, North America and Europe currently lead the global gift voucher market, driven by high consumer spending, strong retail presence, and a culture of gifting. These regions benefit from robust gift card infrastructure, widespread acceptance among retailers, and a tech-savvy consumer base. In contrast, emerging markets in Asia-Pacific, Latin America, and the Middle East are witnessing rapid growth in the gift voucher market due to increasing disposable incomes, urbanization, and shifting consumer preferences towards experiential gifting.

Despite its growth prospects, the gift voucher market faces challenges such as fraud and security concerns, regulatory compliance issues, and competition from alternative gifting options. Retailers and gift card issuers need to address these challenges by implementing robust security measures, enhancing transparency in gift card terms and conditions, and leveraging data analytics to personalize offerings and combat fraud effectively.

In conclusion, the gift voucher market presents lucrative opportunities for retailers and businesses to capitalize on the growing demand for convenient and personalized gifting solutions. By embracing digital innovation, customization, and addressing key market challenges, stakeholders can enhance the overall gifting experience and drive sustained growth in the gift voucher market.

This report provides a deep insight into the global Gift Vouchers 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 Vouchers 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 Vouchers market in any manner.

Global Gift Vouchers 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

Walmart

ITunes

Starbucks

IKEA

Amazon

Carrefour

JCB Gift Card

H&M

Central Group

McDonald

Zara

Familymart

Zalora

Market Segmentation (by Type)

Universal Accepted Open Loop

E-Gifting

Restaurant Closed Loop

Retail Closed Loop

Miscellaneous Closed Loop

Market Segmentation (by Application)

Restaurant

Department Store

Coffee Shop

Entertainment (Movie, Music)

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 Vouchers Market

Overview of the regional outlook of the Gift Vouchers Market:

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 (USD Billion) 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.

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 Vouchers 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 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 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

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