

Global Gift Cards Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Gift Cards market size will reach 525,797 Million USD in 2025 and is projected to reach 806,933 Million USD by 2032, with a CAGR of 6.31% (2025-2032). Notably, the China Gift Cards market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

Research Summary

Gift cards are prepaid cards or vouchers that contain a specific monetary value, allowing the holder to make purchases at a particular retailer or within a designated network of businesses. Typically offered by a wide range of retailers, restaurants, and online platforms, gift cards provide a convenient and flexible way for individuals to gift others with the freedom to choose their preferred items or services. These cards may be physical or electronic, with a unique code or magnetic stripe that stores the predetermined value. Recipients can use the gift card to buy products or services up to the card's loaded amount. Gift cards have become a popular choice for gifts, offering convenience for both givers and recipients, and they are often used during holidays, birthdays, or as incentives and rewards in various settings.

The major global manufacturers of Gift Cards include Amazon, iTunes, Walmart, Google Play, Starbucks, Home Depot, Walgreens, Sephora, Lowes, Carrefour, JD, Best Buy, Sainsbury's, Virgin, Macy's, IKEA, H&M, Zara, AL-FUTTAIM ACE, JCB Gift Card, etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market

share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Gift Cards. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major manufacturers, as well as the market status and trends of different product types and applications in the global Gift Cards market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Gift Cards market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Gift Cards industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Manufacturers of Gift Cards Include:

Amazon

iTunes

Walmart

Google Play

Starbucks

Home Depot

Walgreens

Sephora

Lowe's

Carrefour

JD

Best Buy

Sainsbury's

Virgin

Macy's

IKEA

H&M

Zara

AL-FUTTAIM ACE

JCB Gift Card

Gift Cards Product Segment Include:

Universal Accepted Open Loop

E-Gifting

Restaurant Closed Loop

Retail Closed Loop

Miscellaneous Closed Loop

Gift Cards Product Application Include:

Restaurant

Retail

Coffee Shop

Entertainment

Others

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