

Global Gift Cards Market 2019 by Manufacturers, Regions, Type and Application, Forecast to 2024

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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.

SCOPE OF THE REPORT:

The global gift card market is going nowhere but up, a new survey finds. Persistence Market Research predicts that the international market for gift cards is likely to grow to \$506 billion by 2025 with a CAGR of 6% from \$318 billion in 2017.

There is an increasing demand for gift cards in the corporate sector across the globe. Companies are offering incentives to employees in the form of gift cards to recognize employees' contributions and achievements. Approximately 25% to 35% of a merchant's gift card Value is driven by B2B sales of gift cards. A growing adoption of gift cards in the corporate sector is one of the primary drivers pushing the global gift card market. Gift cards are gaining more popularity as compared to gift vouchers owing to several benefits offered by these cards. Gift cards can be used more than once owing to the partial redemption option, wherein the remaining balance can be carried over for future purchases.

The worldwide market for Gift Cards is expected to grow at a CAGR of roughly 6.0% over the next five years, will reach 451400 million US\$ in 2024, from 337600 million US\$ in 2019, according to a new GIR (Global Info Research) study.

This report focuses on the Gift Cards in global market, especially in North America, Europe and Asia-Pacific, South America, Middle East and Africa. This report categorizes the market based on manufacturers, regions, type and application.

Market Segment by Manufacturers, this report covers

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

JCB Gift Card

AL-FUTTAIM ACE

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia etc.)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Universal Accepted Open Loop

E-Gifting

Restaurant Closed Loop

Retail Closed Loop

Miscellaneous Closed Loop

Market Segment by Applications, can be divided into

Restaurant

Department Store

Coffee Shop

Entertainment (Movie, Music)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Gift Cards product scope, market overview, market opportunities, market driving force and market risks.

Chapter 2, to profile the top manufacturers of Gift Cards, with price, sales, revenue and global market share of Gift Cards in 2017 and 2018.

Chapter 3, the Gift Cards competitive situation, sales, revenue and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Gift Cards breakdown data are shown at the regional level, to show the sales, revenue and growth by regions, from 2014 to 2019.

Chapter 5, 6, 7, 8 and 9, to break the sales data at the country level, with sales, revenue and market share for key countries in the world, from 2014 to 2019.

Chapter 10 and 11, to segment the sales by type and application, with sales market share and growth rate by type, application, from 2014 to 2019.

Chapter 12, Gift Cards market forecast, by regions, type and application, with sales and revenue, from 2019 to 2024.

Chapter 13, 14 and 15, to describe Gift Cards sales channel, distributors, customers, research findings and conclusion, appendix and data source.

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