

Global Gift Cards Market Research Report 2022 Professional Edition

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Abstracts

The global Gift Cards market was valued at 30628.01 Million USD in 2021 and will grow with a CAGR of 6.15% from 2021 to 2027, based on HNY Research newly published report.

The prime objective of this report is to provide the insights on the post COVID-19 impact wwhich will help market players in this field evaluate their business approaches. Also, this report covers market segmentation by major market verdors, types, applications/end users and geography(North America, East Asia, Europe, South Asia, Southeast Asia, Middle East, Africa, Oceania, South America).

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. The main players of gift card industry are located in the United States, Europe, China and Japan. Amazon accounting for nearly 10% of the market share in 2019. Gift cards are mostly used in restaurants and department stores, with a total market share of 60% in 2019.

By Market Verdors:

Amazon



ITunes Walmart Google Play Starbucks Home Depot Walgreens Sephora Lowes Carrefour JD Best Buy Sainsburys Macys Virgin **IKEA** H&M Zara **AL-FUTTAIM ACE** JCB Gift Card By Types:



Universal Accepted Open Loop E-Gifting Restaurant Closed Loop Retail Closed Loop Miscellaneous Closed Loop By Applications: Restaurant Deportment Store Coffee Shop Entertainment (Movie, Music) **Key Indicators Analysed** Market Players & Competitor Analysis: The report covers the key players of the industry including Company Profile, Product Specifications, Production Capacity/Sales, Revenue, Price and Gross Margin 2016-2027 & Sales with a thorough analysis of the market?s competitive landscape and detailed information on vendors and comprehensive details of factors that will challenge the growth of major market vendors. Global and Regional Market Analysis: The report includes Global & Regional market status and outlook 2016-2027. Further the report provides break down details about each region & countries covered in the report. Identifying its sales, sales volume & revenue forecast. With detailed analysis by types and applications.

Opportunities and Drivers: Identifying the Growing Demands and New Technology

Market Trends: Market key trends which include Increased Competition and Continuous

Innovations.



Porters Five Force Analysis: The report provides with the state of competition in industry depending on five basic forces: threat of new entrants, bargaining power of suppliers, bargaining power of buyers, threat of substitute products or services, and existing industry rivalry.

Key Reasons to Purchase

To gain insightful analyses of the market and have comprehensive understanding of the global market and its commercial landscape.

Assess the production processes, major issues, and solutions to mitigate the development risk.

To understand the most affecting driving and restraining forces in the market and its impact in the global market.

Learn about the market strategies that are being adopted by leading respective organizations.

To understand the future outlook and prospects for the market.

Besides the standard structure reports, we also provide custom research according to specific requirements



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