

2018-2023 Global Gift Cards Consumption Market Report

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Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

In this report, LP Information covers the present scenario (with the base year being 2017) and the growth prospects of global Gift Cards market for 2018-2023.

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.

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 revenue 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.

North America is the largest consumer of gift cards, with a consumption market share of 45.35% in 2017. The second place is Europe, following North America with the consumption market share of 25.72% in 2017.

Over the next five years, LPI(LP Information) projects that Gift Cards will register a 6.0%

CAGR in terms of revenue, reach US\$ 460 million by 2023, from US\$ 320 million in 2017.

This report presents a comprehensive overview, market shares, and growth opportunities of Gift Cards market by product type, application, key manufacturers and key regions.

To calculate the market size, LP Information considers value and volume generated from the sales of the following segments:

Segmentation by product type:

Universal Accepted Open Loop

E-Gifting

Restaurant Closed Loop

Retail Closed Loop

Miscellaneous Closed Loop

Segmentation by application:

Restaurant

Department Store

Coffee Shop

Entertainment (Movie, Music)

Other

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Spain

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The report also presents the market competition landscape and a corresponding detailed analysis of the major vendor/manufacturers in the market. The key manufacturers covered in this report:

Walmart

Starbucks

Amazon

Home Depot

Carrefour

Lowe's

Best Buy

Macy's

Sainsbury's

H&M

iTunes

McDonald

EBay

Netflix

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key manufacturers and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

Research objectives

To study and analyze the global Gift Cards consumption (value & volume) by key regions/countries, product type and application, history data from 2013 to 2017, and forecast to 2023.

To understand the structure of Gift Cards market by identifying its various subsegments.

Focuses on the key global Gift Cards manufacturers, to define, describe and analyze the sales volume, value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the Gift Cards with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the consumption of Gift Cards submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.

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Table McDonald Basic Information, Manufacturing Base, Sales Area and Its
Competitors

Table EBay Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Netflix Basic Information, Manufacturing Base, Sales Area and Its Competitors

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