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Global Digital Merchandise Gift Card Market Growth 2026-2032

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Abstracts

The global Digital Merchandise Gift Card market size is predicted to grow from US$ 11120 million in 2025 to US$ 31580 million in 2032; it is expected to grow at a CAGR of 16.4% from 2026 to 2032.

A Digital Merchandise Gift Card, also known as an eGift Card or Virtual Gift Card, is a digital, prepaid card used to purchase goods or services at specific stores, brands, or online platforms. Unlike traditional physical gift cards, digital merchandise gift cards exist in electronic form and are usually delivered to recipients via email, text message or mobile app. Holders can use the balance of the gift card to purchase goods or services at designated merchants or platforms. Gift cards for digital goods will continue to grow in popularity as digital payments become more popular and consumers become more accustomed to using mobile phones and apps to pay.

LP Information, Inc. (LPI) ' newest research report, the ?Digital Merchandise Gift Card Industry Forecast? looks at past sales and reviews total world Digital Merchandise Gift Card sales in 2025, providing a comprehensive analysis by region and market sector of projected Digital Merchandise Gift Card sales for 2026 through 2032. With Digital Merchandise Gift Card sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world Digital Merchandise Gift Card industry.

This Insight Report provides a comprehensive analysis of the global Digital Merchandise Gift Card landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Digital Merchandise Gift Card portfolios and capabilities, market entry

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strategies, market positions, and geographic footprints, to better understand these firms? unique position in an accelerating global Digital Merchandise Gift Card market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Digital Merchandise Gift Card and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Digital Merchandise Gift Card.

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

Segmentation by Type:

Restaurant Gift Card

Supermarket Gift Card

Segmentation by Application:

Personal

Enterprise

This report also splits the market by region:

Americas

United States

Canada

Mexico

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- Brazil

APAC

- China
- Japan
- Korea
- Southeast Asia
- India
- Australia

Europe

- Germany
- France
- UK
- Italy
- Russia

Middle East & Africa

- Egypt
- South Africa
- Israel
- Turkey

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GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

Amazon

ITunes

Walmart

Google Play

Starbucks

Home Depot

Walgreens

Sephora

Lowes

Carrefour

Key Questions Addressed in this Report

What is the 10-year outlook for the global Digital Merchandise Gift Card market?

What factors are driving Digital Merchandise Gift Card market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Digital Merchandise Gift Card market opportunities vary by end market size?

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How does Digital Merchandise Gift Card break out by Type, by Application?

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