

Global Gift Cards Market Growth 2024-2030

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Abstracts

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

According to our LPI (LP Information) latest study, the global Gift Cards market size was valued at US\$ 405720 million in 2023. With growing demand in downstream market, the Gift Cards is forecast to a readjusted size of US\$ 641930 million by 2030 with a CAGR of 6.8% during review period.

The research report highlights the growth potential of the global Gift Cards market. Gift Cards are expected to show stable growth in the future market. However, product differentiation, reducing costs, and supply chain optimization remain crucial for the widespread adoption of Gift Cards. Market players need to invest in research and development, forge strategic partnerships, and align their offerings with evolving consumer preferences to capitalize on the immense opportunities presented by the Gift Cards market.

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 7% of the market share. The top 5 companies hold a share about 20%. In terms of product, acrylic binder is the largest segment, with a share over 65%. And in terms of application, the largest application is universal

accepted open loop, followed by retail closed loop.

Key Features:

The report on Gift Cards market reflects various aspects and provide valuable insights into the industry.

Market Size and Growth: The research report provide an overview of the current size and growth of the Gift Cards market. It may include historical data, market segmentation by Type (e.g., Universal Accepted Open Loop, E-Gifting), and regional breakdowns.

Market Drivers and Challenges: The report can identify and analyse the factors driving the growth of the Gift Cards market, such as government regulations, environmental concerns, technological advancements, and changing consumer preferences. It can also highlight the challenges faced by the industry, including infrastructure limitations, range anxiety, and high upfront costs.

Competitive Landscape: The research report provides analysis of the competitive landscape within the Gift Cards market. It includes profiles of key players, their market share, strategies, and product offerings. The report can also highlight emerging players and their potential impact on the market.

Technological Developments: The research report can delve into the latest technological developments in the Gift Cards industry. This include advancements in Gift Cards technology, Gift Cards new entrants, Gift Cards new investment, and other innovations that are shaping the future of Gift Cards.

Downstream Procumbent Preference: The report can shed light on customer procumbent behaviour and adoption trends in the Gift Cards market. It includes factors influencing customer ' purchasing decisions, preferences for Gift Cards product.

Government Policies and Incentives: The research report analyse the impact of government policies and incentives on the Gift Cards market. This may include an assessment of regulatory frameworks, subsidies, tax incentives, and other measures aimed at promoting Gift Cards market. The report also evaluates the effectiveness of these policies in driving market growth.

Environmental Impact and Sustainability: The research report assess the environmental impact and sustainability aspects of the Gift Cards market.

Market Forecasts and Future Outlook: Based on the analysis conducted, the research report provide market forecasts and outlook for the Gift Cards industry. This includes projections of market size, growth rates, regional trends, and predictions on technological advancements and policy developments.

Recommendations and Opportunities: The report conclude with recommendations for industry stakeholders, policymakers, and investors. It highlights potential opportunities for market players to capitalize on emerging trends, overcome challenges, and contribute to the growth and development of the Gift Cards market.

Market Segmentation:

Gift Cards market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

Segmentation by type

Universal Accepted Open Loop

E-Gifting

Restaurant Closed Loop

Retail Closed Loop

Miscellaneous Closed Loop

Segmentation by application

Restaurant

Retail

Coffee Shop

Entertainment

Others

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

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

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

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

AL-FUTTAIM ACE

JCB Gift Card

Key Questions Addressed in this Report

What is the 10-year outlook for the global Gift Cards market?

What factors are driving Gift Cards market growth, globally and by region?

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

How do Gift Cards market opportunities vary by end market size?

How does Gift Cards break out type, application?

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