

Global Gift Cards Market Research Report with Opportunities and Strategies to Boost Growth-COVID-19 Impact and Recovery

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Abstracts

A gift card is a stored value card that is usually issued by a retailer or bank. And it is used as a substitute for cash. Gift cards issued by retailers and marketers are also as part of a promotional strategy to attract recipients to come in or return to the store. These cards are usually only available at the relevant retail outlets, and these cannot be redeemed. Generally, the card has expiration dates or fees. Moreover, one feature of these cards is that they are usually anonymous and discarded when the stored value on the card is exhausted.

Based on the Gift Cards market development status, competitive landscape and development model in different regions of the world, this report is dedicated to providing niche markets, potential risks and comprehensive competitive strategy analysis in different fields. From the competitive advantages of different types of products and services, the development opportunities and consumption characteristics and structure analysis of the downstream application fields are all analyzed in detail. To Boost Growth during the epidemic era, this report analyzes in detail for the potential risks and opportunities which can be focused on.

In Chapter 2.4 of the report, we share our perspectives for the impact of COVID-19 from the long and short term.

In chapter 3.4, we provide the influence of the crisis on the industry chain, especially for marketing channels.

In chapters 8-13, we update the timely industry economic revitalization plan of the country-wise government.

Key players in the global Gift Cards market covered in Chapter 5: Amazon



Best Buy

Lowe's

Starbucks

Sainsbury's

Walmart

EBay

H&M

Home Depot

McDonald

Target

Macy's

Carrefour

In Chapter 6, on the basis of types, the Gift Cards market from 2015 to 2025 is primarily split into:

Universal Accepted Open Loop

E-Gifting

Restaurant Closed Loop

Retail Closed Loop

Miscellaneous Closed Loop

In Chapter 7, on the basis of applications, the Gift Cards market from 2015 to 2025 covers:

Restaurant

Department Store

Coffee Shop

Entertainment

Others

Geographically, the detailed analysis of consumption, revenue, market share and growth rate, historic and forecast (2015-2025) of the following regions are covered in Chapter 8-13:

North America (Covered in Chapter 9)

United States

Canada

Mexico

Europe (Covered in Chapter 10)

Germany

UK



France

Italy

Spain

Russia

Others

Asia-Pacific (Covered in Chapter 11)

China

Japan

South Korea

Australia

India

South America (Covered in Chapter 12)

Brazil

Argentina

Columbia

Middle East and Africa (Covered in Chapter 13)

UAE

Egypt

South Africa

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025



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