

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

<https://marketpublishers.com/r/G34110AA7349EN.html>

Date: February 2022

Pages: 119

Price: US\$ 3,500.00 (Single User License)

ID: G34110AA7349EN

Abstracts

A gift card is a stored value card that is utilized as an alternative for money at a particular store or business for purchases related to goods or services. Gift cards are also known as gift certificate, gift voucher, gift token, and others, which are generally issued by a retailer or bank as a developmental strategy used for promoting a particular function. These cards can be used at a selected outlet or group outlets depending on the issuing authority. Gift cards are an improved version of paper gift certificates earlier used for transaction purposes.

Based on the Retail Gift Card 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 Retail Gift Card market covered in Chapter 5:

TenderCard

National Gift Card Corp.

Duracard

TransGate Solutions

Vantiv

Blackhawk Network Holdings, Inc.

DOCUMAX INC.

Gyft

Plastek Card Solutions, Inc.

First Data Corporation

Qwiksilver Solutions Pvt. Ltd.

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

Fintech Products

Traditional Products

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

Department Stores

Restaurants

Food Supermarkets

Coffee Shops

Discount Stores

Entertainment

Hotels

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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