

# Gift Cards Market in Brazil - Manufacturing and Consumption, Outlook and Forecast 2020-2026

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## Abstracts

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.

This report contains market size and forecasts of Gift Cards in Brazil, including the following market information:

Brazil Gift Cards Market Revenue, 2015-2020, 2021-2026, (\$ millions)

Brazil Gift Cards Market Consumption, 2015-2020, 2021-2026, (M Units)

Brazil Gift Cards Production Capacity, 2015-2020, 2021-2026, (M Units)

Top Five Competitors in Brazil Gift Cards Market 2019 (%)

The global Gift Cards market was valued at 367700 million in 2019 and is projected to reach US\$ 457720 million by 2026, at a CAGR of 5.6% during the forecast period.

While the Gift Cards market size in Brazil was US\$ XX million in 2019, and it is expected to reach US\$ XX million by the end of 2026, with a CAGR of XX% during 2020-2026.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the Gift Cards manufacturers, suppliers, distributors and industry experts on the impacts of the COVID-19 pandemic on businesses, with top challenges including ingredients and raw material delays, component and packaging shortages, reduced/cancelled orders from clients and consumers, and closures of production lines in some impacted areas.

This report also analyses and evaluates the COVID-19 impact on Gift Cards production and consumption in Brazil

Total Market by Segment:

Brazil Gift Cards Market, By Type, 2015-2020, 2021-2026 (\$ millions) & (M Units)

Brazil Gift Cards Market Segment Percentages, By Type, 2019 (%)

Universal Accepted Open Loop

E-Gifting

Restaurant Closed Loop

Retail Closed Loop

Miscellaneous Closed Loop

Brazil Gift Cards Market, By Application, 2015-2020, 2021-2026 (\$ millions) & (M Units)

Brazil Gift Cards Market Segment Percentages, By Application, 2019 (%)

Restaurant

Department Store

Coffee Shop

Entertainment (Movie, Music)

Others

Competitor Analysis

The report also provides analysis of leading market participants including:

Total Gift Cards Market Competitors Revenues in Brazil, by Players 2015-2020  
(Estimated), (\$ millions)

Total Gift Cards Market Competitors Revenues Share in Brazil, by Players 2019 (%)

Total Brazil Gift Cards Market Competitors Sales, by Players 2015-2020 (Estimated), (M

Units)

Total Brazil Gift Cards Market Competitors Sales Market Share by Players 2019 (\$ millions)

Further, the report presents profiles of competitors in the market, including the following:

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

JCB Gift Card

## Contents

### **1 INTRODUCTION TO RESEARCH & ANALYSIS REPORTS**

- 1.1 Gift Cards Market Definition
- 1.2 Market Segments
  - 1.2.1 Segment by Type
  - 1.2.2 Segment by Application
- 1.3 Brazil Gift Cards Market Overview
- 1.4 Features & Benefits of This Report
- 1.5 Methodology & Sources of Information
  - 1.5.1 Research Methodology
  - 1.5.2 Research Process
  - 1.5.3 Base Year
  - 1.5.4 Report Assumptions & Caveats

### **2 COVID-19 IMPACT: BRAZIL GIFT CARDS OVERALL MARKET SIZE**

- 2.1 Brazil Gift Cards Market Size: 2020 VS 2026
- 2.2 Brazil Gift Cards Revenue, Prospects & Forecasts: 2015-2026
- 2.3 Brazil Gift Cards Sales (Consumption): 2015-2026

### **3 COMPANY LANDSCAPE**

- 3.1 Top Gift Cards Players in Brazil (including Foreign and Local Companies)
- 3.2 Top Brazil Gift Cards Companies Ranked by Revenue
- 3.3 Brazil Gift Cards Revenue by Companies (including Foreign and Local Companies)
- 3.4 Brazil Gift Cards Sales by Companies (including Foreign and Local Companies)
- 3.5 Brazil Gift Cards Price by Manufacturer (2015-2020)
- 3.6 Top 3 and Top 5 Gift Cards Companies in Brazil, by Revenue in 2019
- 3.7 Brazil Manufacturers Gift Cards Product Type
- 3.8 Tier 1, Tier 2 and Tier 3 Gift Cards Players in Brazil
  - 3.8.1 List of Brazil Tier 1 Gift Cards Companies
  - 3.8.2 List of Brazil Tier 2 and Tier 3 Gift Cards Companies

### **4 SIGHTS BY PRODUCT**

- 4.1 Overview
  - 4.1.1 By Type - Brazil Gift Cards Market Size Markets, 2020 & 2026

- 4.1.2 Universal Accepted Open Loop
- 4.1.3 E-Gifting
- 4.1.4 Restaurant Closed Loop
- 4.1.5 Retail Closed Loop
- 4.1.6 Miscellaneous Closed Loop
- 4.2 By Type - Brazil Gift Cards Revenue & Forecasts
  - 4.2.1 By Type - Brazil Gift Cards Revenue, 2015-2020
  - 4.2.2 By Type - Brazil Gift Cards Revenue, 2021-2026
  - 4.2.3 By Type - Brazil Gift Cards Revenue Market Share, 2015-2026
- 4.3 By Type - Brazil Gift Cards Sales & Forecasts
  - 4.3.1 By Type - Brazil Gift Cards Sales, 2015-2020
  - 4.3.2 By Type - Brazil Gift Cards Sales, 2021-2026
  - 4.3.3 By Type - Brazil Gift Cards Sales Market Share, 2015-2026
- 4.4 By Type - Brazil Gift Cards Price (Manufacturers Selling Prices), 2015-2026

## **5 SIGHTS BY APPLICATION**

- 5.1 Overview
  - 5.1.1 By Application - Brazil Gift Cards Market Size, 2020 & 2026
  - 5.1.2 Restaurant
  - 5.1.3 Department Store
  - 5.1.4 Coffee Shop
  - 5.1.5 Entertainment (Movie, Music)
  - 5.1.6 Others
- 5.2 By Application - Brazil Gift Cards Revenue & Forecasts
  - 5.2.1 By Application - Brazil Gift Cards Revenue, 2015-2020
  - 5.2.2 By Application - Brazil Gift Cards Revenue, 2021-2026
  - 5.2.3 By Application - Brazil Gift Cards Revenue Market Share, 2015-2026
- 5.3 By Application - Brazil Gift Cards Sales & Forecasts
  - 5.3.1 By Application - Brazil Gift Cards Sales, 2015-2020
  - 5.3.2 By Application - Brazil Gift Cards Sales, 2021-2026
  - 5.3.3 By Application - Brazil Gift Cards Sales Market Share, 2015-2026
- 5.4 By Application - Brazil Gift Cards Price (Manufacturers Selling Prices), 2015-2026

## **6 MANUFACTURERS & BRANDS PROFILES**

- 6.1 Amazon
  - 6.1.1 Amazon Corporate Summary
  - 6.1.2 Amazon Business Overview

- 6.1.3 Amazon Gift Cards Major Product Offerings
- 6.1.4 Amazon Sales and Revenue in Brazil (2015-2020)
- 6.1.5 Amazon Key News
- 6.2 iTunes
  - 6.2.1 iTunes Corporate Summary
  - 6.2.2 iTunes Business Overview
  - 6.2.3 iTunes Gift Cards Major Product Offerings
  - 6.2.4 iTunes Sales and Revenue in Brazil (2015-2020)
  - 6.2.5 iTunes Key News
- 6.3 Walmart
  - 6.3.1 Walmart Corporate Summary
  - 6.3.2 Walmart Business Overview
  - 6.3.3 Walmart Gift Cards Major Product Offerings
  - 6.3.4 Walmart Sales and Revenue in Brazil (2015-2020)
  - 6.3.5 Walmart Key News
- 6.4 Google Play
  - 6.4.1 Google Play Corporate Summary
  - 6.4.2 Google Play Business Overview
  - 6.4.3 Google Play Gift Cards Major Product Offerings
  - 6.4.4 Google Play Sales and Revenue in Brazil (2015-2020)
  - 6.4.5 Google Play Key News
- 6.5 Starbucks
  - 6.5.1 Starbucks Corporate Summary
  - 6.5.2 Starbucks Business Overview
  - 6.5.3 Starbucks Gift Cards Major Product Offerings
  - 6.5.4 Starbucks Sales and Revenue in Brazil (2015-2020)
  - 6.5.5 Starbucks Key News
- 6.6 Home Depot
  - 6.6.1 Home Depot Corporate Summary
  - 6.6.2 Home Depot Business Overview
  - 6.6.3 Home Depot Gift Cards Major Product Offerings
  - 6.6.4 Home Depot Sales and Revenue in Brazil (2015-2020)
  - 6.6.5 Home Depot Key News
- 6.7 Walgreens
  - 6.6.1 Walgreens Corporate Summary
  - 6.6.2 Walgreens Business Overview
  - 6.6.3 Walgreens Gift Cards Major Product Offerings
  - 6.4.4 Walgreens Sales and Revenue in Brazil (2015-2020)
  - 6.7.5 Walgreens Key News

## 6.8 Sephora

- 6.8.1 Sephora Corporate Summary
- 6.8.2 Sephora Business Overview
- 6.8.3 Sephora Gift Cards Major Product Offerings
- 6.8.4 Sephora Sales and Revenue in Brazil (2015-2020)
- 6.8.5 Sephora Key News

## 6.9 Lowes

- 6.9.1 Lowes Corporate Summary
- 6.9.2 Lowes Business Overview
- 6.9.3 Lowes Gift Cards Major Product Offerings
- 6.9.4 Lowes Sales and Revenue in Brazil (2015-2020)
- 6.9.5 Lowes Key News

## 6.10 Carrefour

- 6.10.1 Carrefour Corporate Summary
- 6.10.2 Carrefour Business Overview
- 6.10.3 Carrefour Gift Cards Major Product Offerings
- 6.10.4 Carrefour Sales and Revenue in Brazil (2015-2020)
- 6.10.5 Carrefour Key News

## 6.11 JD

- 6.11.1 JD Corporate Summary
- 6.11.2 JD Gift Cards Business Overview
- 6.11.3 JD Gift Cards Major Product Offerings
- 6.11.4 JD Sales and Revenue in Brazil (2015-2020)
- 6.11.5 JD Key News

## 6.12 Best Buy

- 6.12.1 Best Buy Corporate Summary
- 6.12.2 Best Buy Gift Cards Business Overview
- 6.12.3 Best Buy Gift Cards Major Product Offerings
- 6.12.4 Best Buy Sales and Revenue in Brazil (2015-2020)
- 6.12.5 Best Buy Key News

## 6.13 Sainsbury's

- 6.13.1 Sainsbury's Corporate Summary
- 6.13.2 Sainsbury's Gift Cards Business Overview
- 6.13.3 Sainsbury's Gift Cards Major Product Offerings
- 6.13.4 Sainsbury's Sales and Revenue in Brazil (2015-2020)
- 6.13.5 Sainsbury's Key News

## 6.14 Macy's

- 6.14.1 Macy's Corporate Summary
- 6.14.2 Macy's Gift Cards Business Overview



- 6.14.3 Macy's Gift Cards Major Product Offerings
- 6.14.4 Macy's Sales and Revenue in Brazil (2015-2020)
- 6.14.5 Macy's Key News
- 6.15 Virgin
  - 6.15.1 Virgin Corporate Summary
  - 6.15.2 Virgin Gift Cards Business Overview
  - 6.15.3 Virgin Gift Cards Major Product Offerings
  - 6.15.4 Virgin Sales and Revenue in Brazil (2015-2020)
  - 6.15.5 Virgin Key News
- 6.16 IKEA
  - 6.16.1 IKEA Corporate Summary
  - 6.16.2 IKEA Gift Cards Business Overview
  - 6.16.3 IKEA Gift Cards Major Product Offerings
  - 6.16.4 IKEA Sales and Revenue in Brazil (2015-2020)
  - 6.16.5 IKEA Key News
- 6.17 H&M
  - 6.17.1 H&M Corporate Summary
  - 6.17.2 H&M Gift Cards Business Overview
  - 6.17.3 H&M Gift Cards Major Product Offerings
  - 6.17.4 H&M Sales and Revenue in Brazil (2015-2020)
  - 6.17.5 H&M Key News
- 6.18 Zara
  - 6.18.1 Zara Corporate Summary
  - 6.18.2 Zara Gift Cards Business Overview
  - 6.18.3 Zara Gift Cards Major Product Offerings
  - 6.18.4 Zara Sales and Revenue in Brazil (2015-2020)
  - 6.18.5 Zara Key News
- 6.19 JCB Gift Card
  - 6.19.1 JCB Gift Card Corporate Summary
  - 6.19.2 JCB Gift Card Gift Cards Business Overview
  - 6.19.3 JCB Gift Card Gift Cards Major Product Offerings
  - 6.19.4 JCB Gift Card Sales and Revenue in Brazil (2015-2020)
  - 6.19.5 JCB Gift Card Key News
- 6.20 AL-FUTTAIM ACE
  - 6.20.1 AL-FUTTAIM ACE Corporate Summary
  - 6.20.2 AL-FUTTAIM ACE Gift Cards Business Overview
  - 6.20.3 AL-FUTTAIM ACE Gift Cards Major Product Offerings
  - 6.20.4 AL-FUTTAIM ACE Sales and Revenue in Brazil (2015-2020)
  - 6.20.5 AL-FUTTAIM ACE Key News

## **7 GIFT CARDS PRODUCTION CAPACITY, EXPORT AND IMPORT ANALYSIS**

7.1 Gift Cards Production Capacity and Value in Brazil, Situation Analysis and Prediction, 2015-2026

7.1.1 Brazil Gift Cards Production Capacity, 2015-2026

7.1.2 Brazil Gift Cards Production 2015-2026

7.1.3 Brazil Gift Cards Production Value 2015-2026

7.2 Key Local Gift Cards Manufacturers in Brazil

7.2.1 Brazil Key Local Gift Cards Manufacturers Production Capacity

7.2.2 Brazil Key Local Gift Cards Manufacturers Production

7.2.3 Brazil Key Local Gift Cards Manufacturers Production Value

7.2.4 The Proportion of Gift Cards Production Sold in Brazil and Sold Other Than Brazil by Manufacturers

7.3 Gift Cards Export and Import in Brazil

7.3.1 Brazil Gift Cards Export Market

7.3.2 Brazil Gift Cards Source of Imports

## **8 COVID-19 IMPACT: KEY MARKET TRENDS, OPPORTUNITY, DRIVERS AND RESTRAINTS**

8.1 PESTLE Analysis for Brazil Gift Cards Market

8.2 Market Opportunities & Trends

8.3 Market Drivers

8.4 Market Restraints

## **9 COVID-19 IMPACT ON GIFT CARDS SUPPLY CHAIN ANALYSIS**

9.1 Supply Chain Analysis

9.2 Upstream Market Analysis

9.3 Downstream and Clients Market Analysis

9.4 Marketing Channels Analysis

9.4.1 Marketing Channels

9.4.2 Gift Cards Distributors and Sales Agents in Brazil

## **10 CONCLUSION**

## **11 APPENDIX**

11.1 Note

11.2 Examples of Clients

11.3 Disclaimer

## List Of Tables

### LIST OF TABLES

- Table 1. Key Players of Gift Cards in Brazil
- Table 2. Top Players in Brazil, Ranking by Revenue (2019)
- Table 3. Brazil Gift Cards Revenue by Companies, (US\$, Mn), 2015-2020
- Table 4. Brazil Gift Cards Revenue Share by Companies, 2015-2020
- Table 5. Brazil Gift Cards Sales by Companies, (M Units), 2015-2020
- Table 6. Brazil Gift Cards Sales Share by Companies, 2015-2020
- Table 7. Key Manufacturers Gift Cards Price (2015-2020) (US\$/Unit)
- Table 8. Brazil Manufacturers Gift Cards Product Type
- Table 9. List of Brazil Tier 1 Gift Cards Companies, Revenue (US\$, Mn) in 2019 and Market Share
- Table 10. List of Brazil Tier 2 and Tier 3 Gift Cards Companies, Revenue (US\$, Mn) in 2019 and Market Share
- Table 11. By Type - Gift Cards Revenue in Brazil (US\$, Mn), 2015-2020
- Table 12. By Type - Gift Cards Revenue in Brazil (US\$, Mn), 2021-2026
- Table 13. By Type - Gift Cards Sales in Brazil (M Units), 2015-2020
- Table 14. By Type - Gift Cards Sales in Brazil (M Units), 2021-2026
- Table 15. By Application - Gift Cards Revenue in Brazil, (US\$, Mn), 2015-2020
- Table 16. By Application - Gift Cards Revenue in Brazil, (US\$, Mn), 2021-2026
- Table 17. By Application - Gift Cards Sales in Brazil, (M Units), 2015-2020
- Table 18. By Application - Gift Cards Sales in Brazil, (M Units), 2021-2026
- Table 19. Amazon Corporate Summary
- Table 20. Amazon Gift Cards Product Offerings
- Table 21. Amazon Gift Cards Sales (M Units), Revenue (US\$, Mn) and Average Price (US\$/Unit) (2015-2020)
- Table 22. iTunes Corporate Summary
- Table 23. iTunes Gift Cards Product Offerings
- Table 24. iTunes Gift Cards Sales (M Units), Revenue (US\$, Mn) and Average Price (US\$/Unit) (2015-2020)
- Table 25. Walmart Corporate Summary
- Table 26. Walmart Gift Cards Product Offerings
- Table 27. Walmart Gift Cards Sales (M Units), Revenue (US\$, Mn) and Average Price (US\$/Unit) (2015-2020)
- Table 28. Google Play Corporate Summary
- Table 29. Google Play Gift Cards Product Offerings
- Table 30. Google Play Gift Cards Sales (M Units), Revenue (US\$, Mn) and Average

Price (US\$/Unit) (2015-2020)

Table 31. Starbucks Corporate Summary

Table 32. Starbucks Gift Cards Product Offerings

Table 33. Starbucks Gift Cards Sales (M Units), Revenue (US\$, Mn) and Average Price (US\$/Unit) (2015-2020)

Table 34. Home Depot Corporate Summary

Table 35. Home Depot Gift Cards Product Offerings

Table 36. Home Depot Gift Cards Sales (M Units), Revenue (US\$, Mn) and Average Price (US\$/Unit) (2015-2020)

Table 37. Walgreens Corporate Summary

Table 38. Walgreens Gift Cards Product Offerings

Table 39. Walgreens Gift Cards Sales (M Units), Revenue (US\$, Mn) and Average Price (US\$/Unit) (2015-2020)

Table 40. Sephora Corporate Summary

Table 41. Sephora Gift Cards Product Offerings

Table 42. Sephora Gift Cards Sales (M Units), Revenue (US\$, Mn) and Average Price (US\$/Unit) (2015-2020)

Table 43. Lowes Corporate Summary

Table 44. Lowes Gift Cards Product Offerings

Table 45. Lowes Gift Cards Sales (M Units), Revenue (US\$, Mn) and Average Price (US\$/Unit) (2015-2020)

Table 46. Carrefour Corporate Summary

Table 47. Carrefour Gift Cards Product Offerings

Table 48. Carrefour Gift Cards Sales (M Units), Revenue (US\$, Mn) and Average Price (US\$/Unit) (2015-2020)

Table 49. JD Corporate Summary

Table 50. JD Gift Cards Product Offerings

Table 51. JD Gift Cards Sales (M Units), Revenue (US\$, Mn) and Average Price (US\$/Unit) (2015-2020)

Table 52. Best Buy Corporate Summary

Table 53. Best Buy Gift Cards Product Offerings

Table 54. Best Buy Gift Cards Sales (M Units), Revenue (US\$, Mn) and Average Price (US\$/Unit) (2015-2020)

Table 55. Sainsbury's Corporate Summary

Table 56. Sainsbury's Gift Cards Product Offerings

Table 57. Sainsbury's Gift Cards Sales (M Units), Revenue (US\$, Mn) and Average Price (US\$/Unit) (2015-2020)

Table 58. Macy's Corporate Summary

Table 59. Macy's Gift Cards Product Offerings

Table 60. Macy's Gift Cards Sales (M Units), Revenue (US\$, Mn) and Average Price (US\$/Unit) (2015-2020)

Table 61. Virgin Corporate Summary

Table 62. Virgin Gift Cards Product Offerings

Table 63. Virgin Gift Cards Sales (M Units), Revenue (US\$, Mn) and Average Price (US\$/Unit) (2015-2020)

Table 64. IKEA Corporate Summary

Table 65. IKEA Gift Cards Product Offerings

Table 66. IKEA Gift Cards Sales (M Units), Revenue (US\$, Mn) and Average Price (US\$/Unit) (2015-2020)

Table 67. H&M Corporate Summary

Table 68. H&M Gift Cards Product Offerings

Table 69. H&M Gift Cards Sales (M Units), Revenue (US\$, Mn) and Average Price (US\$/Unit) (2015-2020)

Table 70. Zara Corporate Summary

Table 71. Zara Gift Cards Product Offerings

Table 72. Zara Gift Cards Sales (M Units), Revenue (US\$, Mn) and Average Price (US\$/Unit) (2015-2020)

Table 73. JCB Gift Card Corporate Summary

Table 74. JCB Gift Card Gift Cards Product Offerings

Table 75. JCB Gift Card Gift Cards Sales (M Units), Revenue (US\$, Mn) and Average Price (US\$/Unit) (2015-2020)

Table 76. AL-FUTTAIM ACE Corporate Summary

Table 77. AL-FUTTAIM ACE Gift Cards Product Offerings

Table 78. AL-FUTTAIM ACE Gift Cards Sales (M Units), Revenue (US\$, Mn) and Average Price (US\$/Unit) (2015-2020)

Table 79. Gift Cards Production Capacity (M Units) of Local Manufacturers in Brazil, 2015-2020

Table 80. Gift Cards Production (M Units) of Local Manufacturers in Brazil, 2015-2020

Table 81. Brazil Gift Cards Production Market Share of Local Manufacturers, 2015-2020

Table 82. Gift Cards Production Value (US\$, Mn) of Local Manufacturers in Brazil, 2015-2020

Table 83. Brazil Gift Cards Production Value Market Share of Local Manufacturers, 2015-2020

Table 84. The Percentage of Gift Cards Production Sold in Brazil and Sold Other Than Brazil by Manufacturers

Table 85. The Percentage of Gift Cards Production Sold in Brazil and Sold Other Than Brazil by Manufacturers

Table 86. Dangeguojia Gift Cards Sales (Consumption), Production, Export and Import,

2015-2020

Table 87. Raw Materials and Suppliers

Table 88. Gift Cards Downstream Clients in Brazil

Table 89. Gift Cards Distributors and Sales Agents in Brazil

## List Of Figures

### LIST OF FIGURES

- Figure 1. Gift Cards Segment by Type
- Figure 2. Gift Cards Segment by Application
- Figure 3. Dangeguojia Gift Cards Market Overview: 2020
- Figure 4. Key Caveats
- Figure 5. Gift Cards Market Size in Brazil, (US\$, Mn) & (M Units): 2020 VS 2026
- Figure 6. Brazil Gift Cards Revenue, 2015-2026 (US\$, Mn)
- Figure 7. Gift Cards Sales in Brazil: 2015-2026 (M Units)
- Figure 8. The Top 3 and 5 Players Market Share by Gift Cards Revenue in 2019
- Figure 9. By Type - Brazil Gift Cards Incremental Growth, (US\$, Mn), 2015-2026
- Figure 10. By Type - Brazil Gift Cards Market Share, 2015-2020
- Figure 11. By Type - Brazil Gift Cards Market Share, 2020-2026
- Figure 12. By Type - Brazil Gift Cards Price (US\$/Unit), 2015-2026
- Figure 13. By Application - Gift Cards Revenue in Brazil (US\$, Mn), 2020 & 2026
- Figure 14. By Application - Brazil Gift Cards Market Share, 2015-2020
- Figure 15. By Application - Brazil Gift Cards Market Share, 2020-2026
- Figure 16. By Application -Brazil Gift Cards Price (US\$/Unit), 2015-2026
- Figure 17. Brazil Gift Cards Production Capacity (M Units), 2015-2026
- Figure 18. Brazil Gift Cards Actual Output (M Units), 2015-2026
- Figure 19. Brazil Gift Cards Production Value (US\$, Mn), 2015-2026
- Figure 20. The Percentage of Brazil Gift Cards Export Destination, 2019
- Figure 21. The Source of Imports of Brazil Gift Cards, 2019
- Figure 22. PEST Analysis for Brazil Gift Cards Market in 2020
- Figure 23. Gift Cards Market Opportunities & Trends in Brazil
- Figure 24. Gift Cards Market Drivers in Brazil
- Figure 25. Gift Cards Market Restraints in Brazil
- Figure 26. Gift Cards Industry Value Chain



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