

# Gift Cards Market in Vietnam - 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 Vietnam, including the following market information:

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

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

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

Top Five Competitors in Vietnam 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 Vietnam 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 Vietnam

Total Market by Segment:

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

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

Universal Accepted Open Loop

E-Gifting

Restaurant Closed Loop

Retail Closed Loop

Miscellaneous Closed Loop

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

Vietnam 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 Vietnam, by Players 2015-2020 (Estimated), (\$ millions)

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

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

Total Vietnam 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

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