

Gift card market figures
in 2024

Cosmetics & Fragrances



Gift card service for consumers



Gift Card

Average amount

€ 58

Average additional payments*

€23 of additional payment

15% of gift card holders make additional payment

Share of gift card purchases

11% gift cards

89% e-gifts cards

Top 3 gift card amounts sold

€50

€30

€100

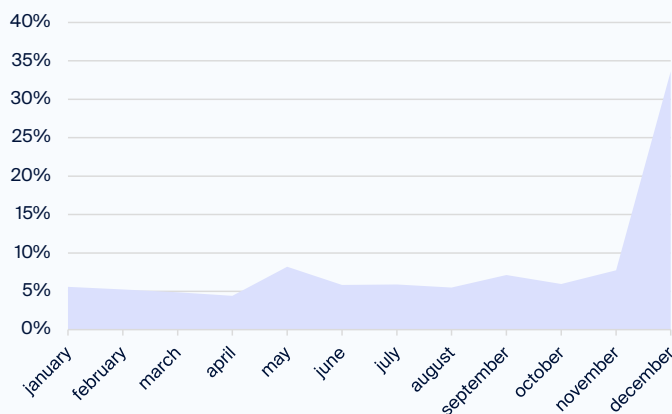
Gift cards amount goes from €15 to €500

Expired gift cards**

€34 average amount left on an expired gift card

9% of gift cards expired

Evolution of gift card sales over the year, in volume



45% of sales in December

Top sales between December 20 and 24h

42% of May sales during Mother's Day

23% of February sales for Valentine's Day

Gift cards given during marketing campaigns have an average value of €77, with 17% of additional payments averaging €19

* A top-up payment is the difference between the amount in the shopping cart and the amount on the gift card

** Expired gift cards include gift cards with all or part of the amount remaining at the time of expiry.

Gift card service for professionals

B2B order

Average number of recipients

+ 129

Average amount

€ 69

B2B discounts

10% average discount given

32% of orders include a discount

Payment methods

12% by
credit card

88% by bank
transfer

Largest order

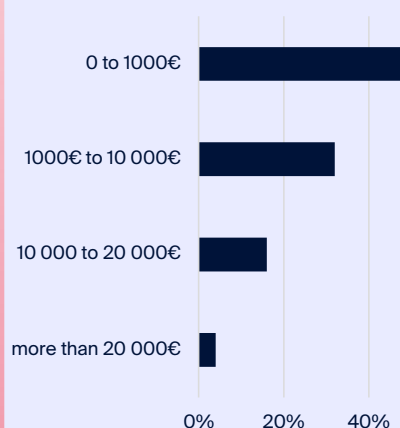
Number of recipients

+ 800

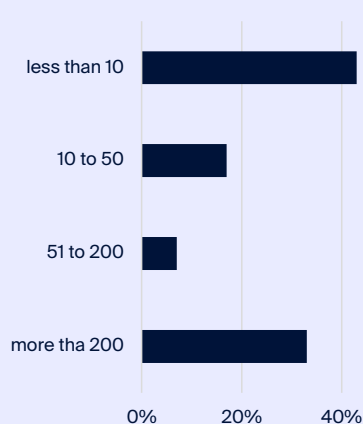
Average amount

€ 40

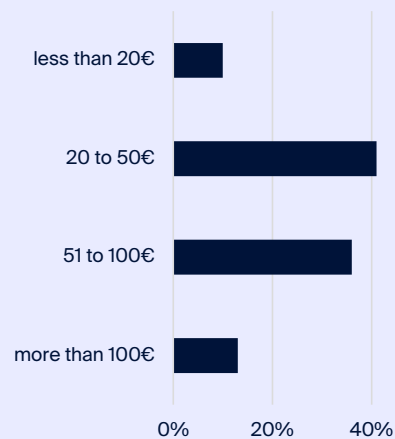
Distribution of gift card amounts



Distribution of gift cards by order

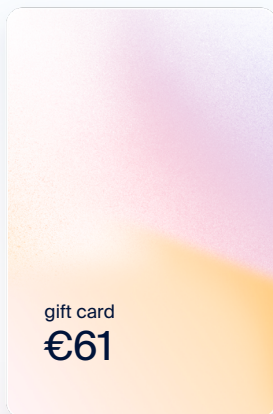


Distribution of order amounts



Reselling network/ distribution

Average amount on the network



Face value of the most distributed gift cards

€50

€30

€100

€20

€10

Top 3 discounts

16% of discount

13% of discount

18% of discount



Average discount

15%

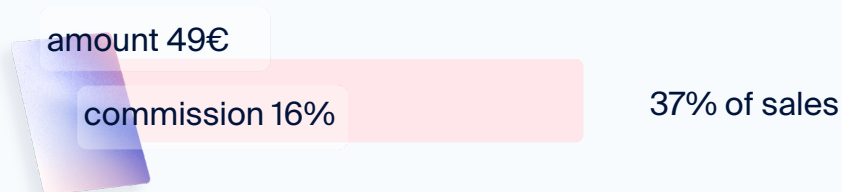
€12 average complementary payment
84% of holders make a complementary payment

Reselling network/ distribution

Breakdown of sales by type distributors - on average

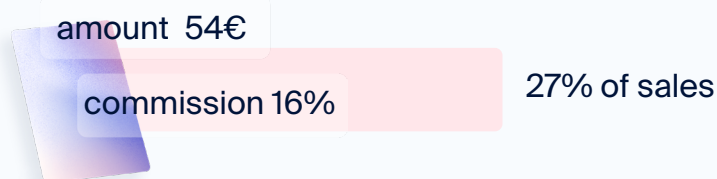
Employee Incentive - Company funded

The gift card is a reward offered by the company to its employees, funded by the company, and accessible only to those who are affiliated with it.



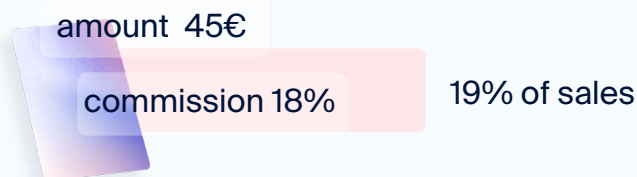
Loyalty Program - Non-Company funded

The gift card is a reward in a loyalty program, where members must partially or fully purchase the card, accessible only to them.



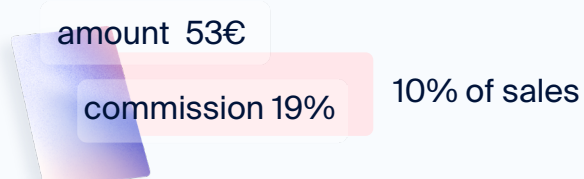
Employee Incentive - Non-Company funded (benefit)

The gift card is a reward for employees of a company, who must partially or fully purchase the card, accessible only to those within the company offering the reward.



Loyalty Program - Company funded

The gift card is a reward in a loyalty program, exchanged for points, miles, or a similar currency, accessible only to program members.



Reselling network/ distribution

Breakdown of sales by type distributors - on average

Multi-Branded Gift Card conversion

The gift card allows exchanging a multi-brand card for a partner's gift card, partially or fully through a platform.



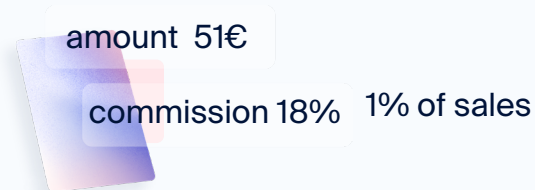
E-tail ou Marketplace

The gift card is available on an open platform, allowing customers to purchase freely in exchange for payment, without the need for an identifier or restrictive information.



Multiple

The gift card can be used in various types of programs.



Buybox insights

The Cosmetics and Perfume sector continues to demonstrate remarkable vitality, with sustained growth in both its core business and associated gift card programs. This expansion is particularly visible in the B2C segment, where indicators are largely positive: the face value of cards experienced a slight increase, attributable to inflation, but it is the significant increase in complementary payments (+50%) and their increased frequency (+12 percentage points) that signal a growing interest in these products. This trend is reinforced by the decrease in the number of expired cards, indicating that consumers actively use their cards, which is a strong indicator of customer engagement and the attractiveness of the offers.

Key moments such as the Christmas period and Mother's Day continue to represent peaks of activity for gift card sales, reflecting seasonal shopping habits and the importance of these occasions in the sector.

On the other hand, in the B2B domain, although the sector remains attractive with significant orders reaching up to 4000 units at values ranging from 20 to 50 euros, there is a decrease in the number of cards per order and the face value of the cards ordered. This situation could reflect a more measured approach or a revision of purchasing strategies in a professional context, without eroding the fundamental appeal of the sector.

Distribution, especially through CSE solutions, plays a predominant role, concentrating the majority of demand. Although the sector is competitive, with relatively high commissions, the high incidence of complementary payments testifies to an effective strategy, substantially increasing the revenue generated by gift cards.

In conclusion, gift cards in the Cosmetics and Perfumery sector prove to be strategic growth drivers, stimulating not only direct sales but also encouraging additional spending, amplifying their impact on the overall revenues of brands. This positive dynamic indicates a successful synergy between brand offerings and consumer expectations, highlighting the effectiveness of gift cards as a tool for customer loyalty and purchase incentives in this competitive environment.