



Gift card market figures
in 2024

Cultural & High-Tech



Gift card service for consumers



Gift Card

Average amount

€ 76

Average additional payments*

€38 of additional payment

33% of gift card holders make additional payment

Share of gift card purchases

57% physical gift cards

43% e-gifts cards

Top 3 gift card amounts sold

€50

€100

€150

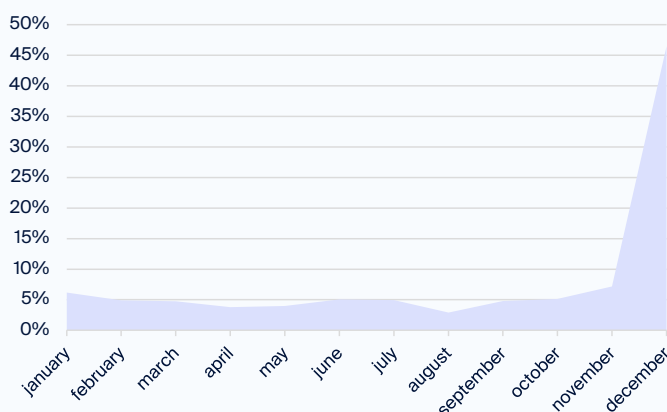
Gift cards amount goes from €10 to €200

Expired gift cards**

€39 average amount left on an expired gift card

20% of gift cards expired

Evolution of gift card sales over the year, in volume



54% of sales occur at Christmas

Peak sales between December 20 and 24

28% of February sales take place on Valentine's Day

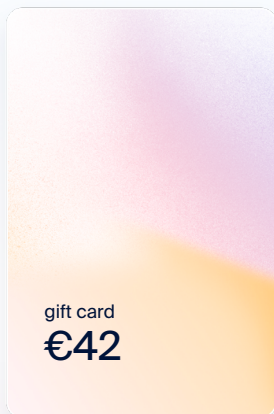
Gift cards distributed in marketing campaigns have an average value of €110, with 26% generating complementary payments averaging €28

* 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.

Reselling network/ distribution

Average amount on the network



Face value of the most distributed gift cards

€10

€50

€20

€100

€250

Top 3 discounts

5% of discount

4% of discount

20% of discount



Average discount

6%

€25 average additional payments
38% part of additional payments

Reselling network/ distribution

Breakdown of sales by type distributors - on average

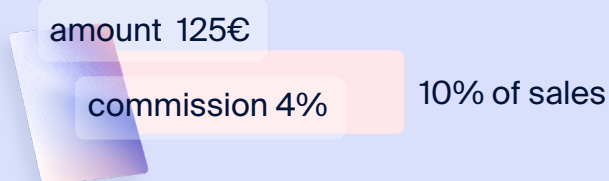
Employee Incentive - Company funded

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.



Cash to Web ou Pin and Receipt

The gift card is purchased in a physical store, with the code printed on a receipt.



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.



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.

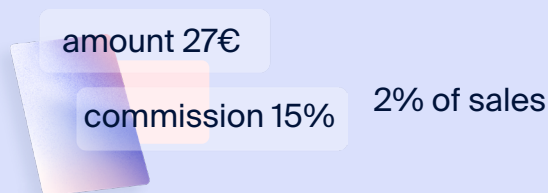


Reselling network/ distribution

Breakdown of sales by type distributors - on average

Multiple

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



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.



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.



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.



Buybox insights

Market dynamics and outlook for gift cards in the cultural and electronics sector in 2024

The gift card market in the cultural and electronics sector is evolving in 2024 amid profound transformation, driven by accelerated digital transition and persistent structural challenges. As growth in the high-tech industry slows and digital content overtakes physical formats, gift cards remain a strategic tool for stimulating consumption and strengthening customer loyalty.

Their role is even more critical in an environment where the average online basket (€60) remains significantly lower than in-store purchases (€130), highlighting the importance of omnichannel engagement. However, the decline in average gift card values—from €93 to €76—reflects increasing consumer caution, requiring retailers to adjust their strategy to preserve transaction value.

Usage trends and activation challenges

While gift card sales are highly concentrated around key shopping periods, particularly:

- Christmas (47% of annual sales)
- Valentine's Day (28% of February sales)

Their redemption rate remains suboptimal, as reflected in the high expiration rate of 20%, twice the market average, leading to significant lost value for retailers.

This inertia highlights the need to strengthen activation strategies, including:

- Automated reminders prompting consumers to use their cards before expiration.
- Targeted promotions to encourage redemption during off-peak periods.
- Incentives on complementary payments to boost final basket value.

Buybox insights

Furthermore, while the share of complementary payments remains stable (33% of redeemed cards generate an additional spend of €38 on average), this lever remains underutilized. A stronger integration into customer journeys could maximize its impact.

Digitalization and balancing physical vs. digital formats

The sector has a unique dynamic—physical and digital gift cards maintain a contrasting balance, with 57% of sales still coming from physical cards. This reflects a continued attachment to tangible experiences and the symbolic act of gifting, despite growing adoption of digital gift cards.

The rise of digital is being driven by:

- Integration of e-gift cards into omnichannel shopping experiences, enabling seamless purchase and redemption across multiple channels.
- Increased use of connected services, particularly through in-app purchases on streaming, gaming, and e-commerce platforms.

While physical gift cards continue to play a key role, retailers must further optimize their digital strategy to capture evolving consumer habits and enhance customer experience.

The strategic role of B2B and third-party distribution

Third-party distribution is emerging as a key strategic channel, with an average distributed value of €42, driven by two major segments:

- Employer-funded reward programs, representing 74% of transactions, with an average commission of 6%.
- Cash-to-web programs in convenience stores, where gift card face values rise to €125, offering more attractive commissions (4%).

Buybox insights

B2B continues to act as a stabilizing force in the market, ensuring consistent sales volume and integrating into corporate engagement strategies. However, margin pressures require market players to enhance their value proposition to remain competitive against alternative incentive and reward solutions.

Development priorities and strategic differentiation

In a market shaped by declining physical sales and the rise of digital formats, gift cards must evolve into:

- An omnichannel conversion tool, seamlessly bridging online and in-store shopping experiences.
- A driver for digital product adoption, facilitating access to streaming services, gaming, and subscriptions.

To maximize impact, retailers should:

Optimize the integration of gift cards into loyalty programs to boost customer engagement and repeat purchases.

Develop targeted marketing campaigns, leveraging digital activation and consumer data insights to personalize offers.

Enhance complementary spending strategies, encouraging premium upgrades and creating attractive bundled offers.

In a rapidly evolving market, differentiation will rely on a combination of customer experience, strategic incentives, and optimized distribution channels. By leveraging these growth levers, retailers can transform gift cards into a powerful driver of growth and loyalty.