

State of the Nation 2019

Top 10 Takeaways

1

87.0% of gift card shoppers said that they purchase gift cards at least once a year, a very slight increase on the 86.9% who said the same in 2017

2

66.7% of respondents said that they normally spend a higher amount than the straight value of the gift card during redemption, with the cited average extra expenditure being £18.55 – a 67.1% uplift on stated average load on a gift card purchase (£27.64)

3

31% of Generation Z/Millennial shoppers have become a regular customer of a new brand or organisation after being given a gift card

4

98.6% of UK shoppers spend their gifts cards within a year of receipt

5

50.3% redeem their gift cards within a month of receipt

6

36.1% said that they usually opt to spend at least slightly more when purchasing a gift card instead of a traditional physical present

7

The ability to redeem online (58.6%) and instore (51.0%) were the two most cited factors that would influence a gift card purchase

8

58.8% of UK shoppers would be interested in a fully personalised product with photo upload, video content and/or bespoke packaging

9

43.6% of gift card managers have looked to develop partnerships directly with third-party companies such as price comparison businesses, energy companies and media companies

10

While the fact that 65% of C-suite respondents believe gift cards to be an area of growth for their business is a positive finding, it is in stark contrast to the 84.6% of Gift Card Managers who believe it to be a growth channel