



30 CONTRIBUTORS
AS LAST YEAR

MARKET
GROWTH OF
YEAR ON YEAR
GROWTH OF

8.51%
6.66%

EXECUTIVE SUMMARY

The gift card and voucher market has remained strong with the members recording overall growth of 6.66% in 2017 with a growth in H2 2017 of 8.51%. With figures being stagnant in H1 2017, the retail sector has shown growth of 7.1% with the agent sector showing similar growth at 7.31% but it is the leisure operator sector which has shown strongest growth with 33.68%. There continue to be some interesting trends in the results however it must be remembered that the membership numbers only provide a snap shot of the entire UK gift card market.

Online sales have shown most growth

In both the consumer and B2B markets, online sales have successfully shown a strong performance with an increase of 41.28% and 228.76% respectively. For the year the increase is 30.25% and 211.88%. In comparison direct sales has shown only marginal growth of less than 2% in both markets.

Category specific remains strong

The trend seen in H1 2017 has continued with category specific sales again showing most growth with some growth in the redeem anywhere market but a further retraction in the multi-choice vouchers. After a surge in the flexible option vouchers in 2016, category specific has retained its position as the most popular format by far.

Digital remains fastest growing

Digital and e-vouchers have shown a growth rate of 72.21% and now enjoys a 9.49% share of the entire market in H2 2017. The decline in paper vouchers has lessened with only a 4.24% drop in growth, compared to 23.51% in the prior period. However their market share compared to H2 2016 has actually fallen in most areas.

**DIGITAL AND E-VOUCHERS
HAVE SHOWN A GROWTH
RATE OF 72.21%**