

UKGCVA Data Analysis H1 2016 - Top Level Overview

- 60% of members saw a growth in sales
- 4.44% Total growth – compared to H1 2015
- 2.29% + B2B
- 4.91% + B2C
- 1.69% + Retailers (14.10% + Online sales vs 10.87% in H1 2015)
- 31.80% + GCM – which now represents 10% of TOTAL sales
- 15.17% + Leisure operators
- 3.20% + Agnets
- Digital +90.94%

Note - the gift card industry continues to show strong year-on-year growth, demonstrating that there seems to be a small but consistent shift from Paper to Plastic and Digital.

The full report and slides contain more specific category data (available to members only).