

**Digital Gift Card Market By Channel (Brick and Mortar, Digital), By Transaction Type (B2B, B2C), By Card Type (Closed Loop, Open Loop), By Application Area (Consumer Goods, Health and Wellness, Restaurants and Bars, Travel and Tourism, Media and Entertainment, Others), By End Users (Retail Establishments, Corporate Institutions):  
Global Opportunity Analysis and Industry Forecast, 2023-2032**

Market Report | 2023-06-01 | 503 pages | Allied Market Research

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**Report description:**

A prepaid digital wallet, such as digital gift card, contains a set amount of money, which is utilized to make purchases. The minimum and maximum loading amounts on digital gift cards are \$10 and \$500, respectively. Digital gift cards are used to cover a portion of a transaction via mobile banking, debit, or credit to balance the cost. Many digital gift cards are registered online as a safety measure to reduce the risk of losses; this enables the remaining amount to be tracked and frozen in the event that a card is misplaced. Digital gift cards are easier to track and offer greater protection than cash, helping to prevent fraudulent transactions. The growth of the global digital gift card market is majorly driven by increase in use of cutting-edge technology in the payments industry and rise in global awareness of digital payments. The market for gift cards is further fueled by surge in penetration of smartphones and increase in popularity of gift cards among businesses and financial institutions. However, gift card fraud issues such as refund fraud, card number theft, and physical tampering restrain the industry expansion. On the contrary, it is anticipated that in the next years, the market would benefit greatly from technological advancements and spike in demand for gift cards originating from developing nations. Furthermore, rise in corporate organizations' preference for digital gift cards over cash when rewarding their employees supports the market expansion. In addition, high growth potential in the developing countries such as China and India is anticipated to open new avenues for the market expansion during the forecast period. Furthermore, the key factors that impact the growth of the global digital gift card market is acceptance of smartphones and increase in demand for advanced payment options. However, security issues affect the market growth to some extent. Conversely, increased enthusiasm in revolutionary products is expected to influence the market growth during the forecast

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period.

This report gives an in-depth profile of some key players in the digital gift card industry are Amazon.com, Inc., Apple Inc., Blackhawk Network, Fiserv, Inc., Incomm Payments Llc, Loop Commerce, Inc., NGC US, LLC., Paypal Holdings, Inc., Target Brands, Inc., and Walmart. These major players have adopted various key development strategies such as business expansion, new product launches, and partnerships, which help to drive the growth of the digital gift card industry.

Depending on channel, the digital gift card market share was dominated by the digital segment in 2022 the same segment is expected to witness the fastest growing, owing to strong internet connectivity, increase in penetration of mobile devices, and implementation of cloud computing & artificial intelligence. These advancements have made digital channels more accessible, convenient, and user-friendly, thus boosting the market growth. As online purchase continues to increase, consumers are increasingly seeking digital options that align with their online purchasing habits. Therefore, with increase in use of digital channels, the demand for digital gift cards increases simultaneously. This is attributed to the convenience provided by digital gift cards services that allow recipients to shop online or use them in online marketplaces, providing a seamless integration with the digital shopping experience.

On the basis of region, North America dominated the digital gift card market size in 2022, owing to rise in demand for digital gift cards. Due to rapid digitization and surge in adoption of smart devices, North America has a strong potential for growth. Additionally, the growing e-commerce industry has sparked a rise in the use of digital gift cards to offer distinctive and alluring product offerings. However, Asia-Pacific is expected to be the fastest growing, owing to the increased demand during the holiday and shopping seasons, the market for digital gift cards has witnessed significant expansion in this area over the last several years. In addition, with rise in digital gift card purchasing at online shops and investments in AI to give personalized digital gift cards, the usage of digital gift cards has increased substantially and is expected to continue in China.

#### Top impacting factors

##### Rapid penetration of smartphones

With the rising adoption of smartphones, the market of digital gift cards is anticipated to grow significantly as now costumers have more convenient and resident options for payment. Considering how quickly smartphones have developed, digital gift cards have gotten more inventive. Modern marketing techniques and technological advancements have produced a variety of ways for smartphone users and fans of digital gift cards to combine everything into a handy package.

The market for digital gift cards is likely to grow as more people adopt smartphones since they provide flexible and quick payment options for consumers. Furthermore, owing to the growing adoption of contemporary technology and marketing strategies, gift card consumers and smartphone users now have a choice of options for combining everything into one useful bundle. For instance, one of the most well-liked options is Gyft, which is accessible on both iPhone and Android. The app allows users to load digital gift cards that they may spend whenever they go shopping. Thus, rapid penetration of smartphones notably contribute toward the growth of the market.

##### Increase in demand for advanced payment options

Prepaid debit cards and digital gift cards are often considered similar. These cards are now increasingly used for payments by customers owing to their convenience, adaptability, dependability, and security. These cards are a crucial component of online payments. This explosive growth in digital commerce presents a chance for merchants and issuers to adopt an increasing number of new technologies that give their customers cutting-edge and seamless payment options. Consumers are constantly involved in shopping and pay through various ways, such as mobile apps.

For instance, a U.S.-based corporation called VISA Inc. is always developing new strategies to prevent payment disruptions and modernize how customers can pay. It offers services to customers in a variety of novel ways, such as mobile and IoT via Visa Token Service, P2P via Visa Direct, and automated and optimized manual procedures via Connected Card. Such services are luring clients to accept digital payments all over the world, which propels the adoption of digital gift cards, thus fostering the growth of the global market.

#### Key Benefits For Stakeholders

-This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the digital gift card market analysis from 2022 to 2032 to identify the prevailing digital gift card market opportunities.

-The market research is offered along with information related to key drivers, restraints, and opportunities.

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- Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier-buyer network.
- In-depth analysis of the digital gift card market segmentation assists to determine the prevailing market opportunities.
- Major countries in each region are mapped according to their revenue contribution to the global market.
- Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.
- The report includes the analysis of the regional as well as global digital gift card market trends, key players, market segments, application areas, and market growth strategies.

#### Key Market Segments

##### By Channel

- Brick and Mortor
- Digital
- Digital
- E-commerce
- Loyalty

##### By Transaction Type

- B2B
- B2C

##### By Card Type

- Closed Loop
- Closed Loop
- Dining
- Fashion
- Travel
- Gaming
- Betting
- Others
- Open Loop
- Open Loop
- Visa Card
- Master Card
- Others

##### By Application Area

- Consumer Goods
- Health and Wellness
- Restaurants and Bars
- Travel and Tourism
- Media and Entertainment
- Others

##### By End Users

- Retail Establishments
- Retail Establishments
- Generation Z or Millennials
- Generation X
- Baby Boomers
- Corporate Institutions

##### By Region

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- North America
- U.S.
- Canada
- Europe
- UK
- Germany
- France
- Netherlands
- Spain
- Italy
- Nordic Countries
- Rest of Europe
- Asia-Pacific
- China
- India
- Japan
- Australia
- South Korea
- Rest of Asia-Pacific
- LAMEA
- Latin America
- Middle East
- Africa
- Key Market Players
- Amazon.com, Inc.
- Apple Inc.
- Blackhawk Network
- Fiserv, Inc.
- InComm Payments LLC
- Loop Commerce, Inc.
- NGC US, LLC.
- PayPal Holdings, Inc.
- Target Brands, Inc.
- Walmart

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