

Brazil Gift Card and Incentive Card Market Intelligence and Future Growth Dynamics (Databook) - Market Size and Forecast; Spend Analysis by Digital / e-Gift Card, Retail and Corporate Consumers, Top Retailers, Distribution Channel, Occasions, Retail Sectors, Function (Open Loop, Closed Loop), City Type, and Demographics - Q2 2024 Update

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Report description:

Total Spend on Gifts in Brazil

- By Consumer Segment (Retail and Corporate)
- By Product Categories (13 Segments)
- By Retail Sectors (7 Segments)

Gift Card Market Size by KPIs across Consumer Segments in Brazil

- Gross Load Value
- Transaction Value
- Unused Value
- Average Value Per Transaction
- Transaction Volume
- Average Value of Card Purchased
- Number of Cards

Gift Card Market Size by Consumer Segment in Brazil

- Retail Consumer

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- Corporate Consumer (Small Scale, Mid-Tier, Large Enterprise)

Digital Gift Card Market Size in Brazil

- By Retail Consumer
- By Retail Purchase Occasion
- By Corporate Consumer
- By Corporate Purchase Occasion
- By Company Size

Gift Card Market Size by Retail Consumer in Brazil

- By Functional Attribute
- By Occasion
 1. Festivals & Special Celebration Days
 2. Milestone Celebration
 3. Self-Use
 4. Other
- Value by Purchase Channel

Gift Card Spend by Consumer Behavior and Demographics in Brazil

- Consumer Purchase Behaviour
- Gift Card Buyer by Age Group
- Gift Card Buyer by Income Level
- Gift Card Buyer by Gender

Gift Card Market Size by Corporate Consumer in Brazil

- By Functional Attribute
- By Occasion
 1. Employee Incentive
 2. Sales Incentive
 3. Consumer Incentive
- By Scale of Business

Gift Spend by Product Categories (Split by Retail and Corporate Consumers) in Brazil

- Food & Beverage
- Health, Wellness & Beauty
- Apparel, Footwear & Accessories
- Books & Media Products
- Consumer Electronics
- Restaurants & Bars
- Toys, Kids, and Babies
- Jewelry
- Sporting Goods
- Home & Kitchen Accessories & Appliances
- Travel
- Entertainment & Gaming
- Other

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Gift Card Spend by Retail Sector (Split by Retail and Corporate Consumers) in Brazil

- Ecommerce & Department Stores
- Restaurants & Bars
- Supermarket, Hypermarket, Convenience Store
- Entertainment & Gaming
- Specialty Stores
- Health & Wellness
- Travel

Gift Card Spend by Distribution Channel (Split by Retail and Corporate Consumers) in Brazil

- Gift Card Online Sales
- Gift Card Offline Sales
- 1st Party Sales
- 3rd Party Sales
- Sales Uplift

Closed Loop Gift Card Market Share by Key Retailers. Key Retailers Covered Include:

Casino Guichard-Perrachon SA
Natura Cosméticos SA
Wal-Mart Stores Inc
Lojas Americanas SA
Adeo Groupe
Cencosud SA
Magazine Luiza SA

Table of Contents:

1 About this Report

- 1.1 Summary
- 1.2 Methodology
- 1.3 Definition
- 1.4 Disclaimer

2 Brazil Total Gift Spend Analyzer

- 2.1 Total Spend on Gift by Value - Market Size and Forecast, 2019-2028
- 2.2 Total Spend on Gift by Volume - Market Size and Forecast, 2019-2028
- 2.3 Total Gift Spend Market Share Analysis by Consumer Segment, 2019-2028
- 2.4 Gift Spend Market Size and Forecast Analysis by Product Category, 2019-2028
- 2.5 Gift Spend Market Share Analysis by Product Category, 2019-2028
- 2.6 Total Gift Spend Market Size and Forecast Trend Analysis by Retail Sector, 2019-2028
- 2.7 Total Gift Spend Market Share Analysis by Retail Sector, 2019-2028

3 Brazil Retail Consumer Gift Spend Analyzer

- 3.1 Retail Consumer Spend on Gift - Market Size and Forecast, 2019-2028
- 3.2 Retail Consumer Gift Spend Market Analysis by Volume, 2019-2028

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- 3.3 Retail Consumer Gift Spend Market Size and Forecast Analysis by Product Category, 2019-2028
- 3.4 Retail Consumer Gift Spend Market Share Analysis by Product Category, 2019-2028
- 3.5 Retail Consumer Gift Spend Market Size and Forecast Trend Analysis by Retail Sector, 2019-2028
- 3.6 Retail Consumer Total Gift Spend Market Share Analysis by Retail Sector, 2019-2028

4 Brazil Corporate Consumer Gift Spend Analyzer

- 4.1 Corporate Consumer Spend on Gift - Market Size and Forecast, 2019-2028
- 4.2 Corporate Consumer Gift Spend Market Analysis by Volume, 2019-2028
- 4.3 Corporate Consumer Gift Spend Market Size and Forecast Analysis by Product Category, 2019-2028
- 4.4 Corporate Consumer Gift Spend Market Share Analysis by Product Category, 2019-2028
- 4.5 Corporate Consumer Total Gift Spend Market Size and Forecast Trend Analysis by Retail Sector, 2019-2028
- 4.6 Corporate Consumer Total Gift Spend Market Share Analysis by Retail Sector, 2019-2028

5 Brazil Gift Card Spend Analyzer

- 5.1 Gift Card Spend Market Size and Forecast, 2019-2028
- 5.2 Gift Card Spend Market Analysis by Transaction Value and Volume, 2019-2028
- 5.3 Gift Card Spend Market Analysis by Avg. Value and Unused Value, 2019-2028
- 5.4 Gift Card Spend Market Share Analysis by Consumer Segment, 2019-2028
- 5.5 Gift Card Spend Market Share Analysis by Functional Attribute, 2019-2028
- 5.6 Digital Gift Card Spend Market Size and Forecast, 2019-2028

6 Brazil Digital Gift Card Spend Analyzer

- 6.1 Digital Gift Card Market Size and Forecast, 2019-2028
- 6.2 Digital Gift Card Penetration by Occasion, 2019-2028
- 6.3 Retail Consumer Digital Gift Card Market Size and Forecast, 2019-2028
- 6.4 Retail Consumer Digital Gift Card Spend Market Share Analysis by Occasion, 2019-2028
- 6.5 Corporate Consumer Digital Gift Card Market Size and Forecast, 2019-2028
- 6.6 Corporate Consumer Digital Gift Card Spend Market Share Analysis by Occasion, 2019-2028
- 6.7 Corporate Consumer Digital Gift Card Spend Market Share Analysis by Company Size, 2019-2028
- 6.8 Large Enterprise Segment Digital Gift Card Spend Analysis, 2019-2028
- 6.9 Mid-Tier Segment Digital Gift Card Spend Analysis, 2019-2028
- 6.1 Small Scale Segment Digital Gift Card Spend Analysis, 2019-2028

7 Brazil Gift Card Spend Share by Demographics and Purchase Behaviour

- 7.1 Gift Card Spend Share by Age, Income, and Gender, 2023
- 7.2 Digital Gift Card Spend Share by Age, Income, and Gender, 2023
- 7.3 Gift Card Consumer Purchase Behaviour, 2023
- 7.4 Corporate Consumer Gift Card Spend by Company Type, 2023

8 Brazil Retail Consumer Gift Card Spend Analyzer

- 8.1 Retail Consumer Gift Card Spend Market Size and Forecast, 2019-2028
- 8.2 Retail Consumer Gift Card Spend Market Share Analysis by Occasion, 2019-2028
- 8.3 Retail Consumer Gift Card Spend Market Share Analysis by Functional Attribute, 2019-2028
- 8.4 Retail Consumer Digital Gift Card Spend Market Size and Forecast, 2019-2028

9 Brazil Retail Consumer Gift Card Spend Analysis by Functional Attribute, 2019-2028

- 9.1 Retail Consumer Gift Card Spend Market Size and Forecast - Open Loop vs. Closed Loop, 2019-2028

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- 9.2 Retail Consumer Open Loop Gift Card Spend Market Size and Forecast, 2019-2028
- 9.3 Retail Consumer Closed Loop Gift Card Spend Market Size and Forecast, 2019-2028
- 9.4 Retail Consumer Average Value of Gift Card Purchased by Functional Attribute, 2019-2028
- 10 Brazil Retail Consumer Gift Card Spend Analysis by Occasion
 - 10.1 Retail Consumer Gift Card Spend Market Share Analysis by Occasion, 2019-2028
 - 10.2 Retail Consumer Gift Card Spend Market Size and Forecast - Festivals & Special Celebration Days, 2019-2028
 - 10.3 Retail Consumer Gift Card Spend Market Size and Forecast - Milestone Celebration, 2019-2028
 - 10.4 Retail Consumer Gift Card Spend Market Size and Forecast - Self-Use, 2019-2028
 - 10.5 Retail Consumer Gift Card Spend Market Size and Forecast - Other, 2019-2028
- 11 Brazil Corporate Consumer Gift Card Spend Analyzer
 - 11.1 Corporate Consumer Gift Card Spend Market Size and Forecast, 2019-2028
 - 11.2 Corporate Consumer Gift Card Spend Market Share Analysis by Occasion, 2019-2028
 - 11.3 Corporate Consumer Gift Card Spend Market Share Analysis by Functional Attribute, 2019-2028
 - 11.4 Corporate Consumer Digital Gift Card Spend Market Size and Forecast, 2019-2028
- 12 Brazil Corporate Consumer Gift Card Spend Analysis by Functional Attribute
 - 12.1 Corporate Consumer Gift Card Spend Market Size and Forecast - Open Loop vs. Closed Loop, 2019-2028
 - 12.2 Corporate Consumer Open Loop Gift Card Spend Market Size and Forecast, 2019-2028
 - 12.3 Corporate Consumer Closed Loop Gift Card Spend Market Size and Forecast, 2019-2028
 - 12.4 Corporate Consumer Average Value of Gift Card Purchased by Functional Attribute, 2019-2028
- 13 Brazil Corporate Consumer Gift Card Spend Analysis by Occasion
 - 13.1 Corporate Consumer Gift Card Spend Market Share Analysis by Occasion, 2019-2028
 - 13.2 Corporate Consumer Gift Card Spend Market Size and Forecast - Employee Incentive, 2019-2028
 - 13.3 Corporate Consumer Gift Card Spend Market Size and Forecast - Sales / Channel Incentive, 2019-2028
 - 13.4 Corporate Consumer Gift Card Spend Market Size and Forecast - Consumer Incentive, 2019-2028
- 14 Brazil Corporate Consumer Gift Card Spend Analysis by Company Size
 - 14.1 Corporate Consumer Gift Card Spend Market Share Analysis by Company Size, 2019-2028
 - 14.2 Corporate Consumer - Large Enterprise Segment - Gift Card Spend Market Size and Forecast, 2019-2028
 - 14.3 Corporate Consumer - Mid-Tier Segment - Gift Card Spend Market Size and Forecast, 2019-2028
 - 14.4 Corporate Consumer - Small Scale Segment - Gift Card Spend Market Size and Forecast, 2019-2028
- 15 Brazil Corporate Consumer Gift Card Spend Analysis by Company Size X Functional Attribute
 - 15.1 Large Enterprise Segment Gift Card Spend Market Share Analysis by Functional Attribute, 2019-2028
 - 15.2 Mid-Tier Segment Gift Card Spend Market Share Analysis by Functional Attribute, 2019-2028
 - 15.3 Small Scale Segment Gift Card Spend Market Share Analysis by Functional Attribute, 2019-2028
- 16 Brazil Gift Card Spend Analysis by Distribution Channel
 - 16.1 Closed Loop Gift Card Spend Market Size and Forecast by Distribution Channel - Online vs. Offline, 2021-2028
 - 16.2 Retail Consumer Closed Loop Gift Card Spend Market Size and Forecast by Distribution Channel - Online vs. Offline, 2021-2028
 - 16.3 Corporate Consumer Closed Loop Gift Card Spend Market Size and Forecast by Distribution Channel - Online vs. Offline, 2021-2028
 - 16.4 Gift Card Spend Market Size and Forecast by Online Distribution Channel - 1st Party Sales vs. 3rd Party Sales, 2021-2028

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17 Brazil Gift Card Spend Analysis by Retail Sector

17.1 Gift Card Spend Market Size and Forecast by Retail Sector, 2019-2028

17.2 Total Gift Card Spend Market Share Analysis by Retail Sector, 2019-2028

17.3 Sales Uplift by Retail Sector, 2023

18 Brazil Retail Consumer Gift Card Spend Analysis by Retail Sector

18.1 Retail Consumer - Gift Card Spend Market Size and Forecast by Retail Sector, 2019-2028

18.2 Retail Consumer Gift Card Spend Market Share Analysis by Retail Sector, 2019-2028

19 Brazil Corporate Consumer Gift Card Spend Analysis by Retail Sector

19.1 Corporate Consumer - Gift Card Spend Market Size and Forecast by Retail Sector, 2019-2028

19.2 Corporate Consumer Gift Card Spend Market Share Analysis by Retail Sector, 2019-2028

20 Brazil Closed Loop Gift Card Market Share Analysis by Top Retailers, 2023

Brazil Gift Card and Incentive Card Market Intelligence and Future Growth Dynamics (Databook) - Market Size and Forecast; Spend Analysis by Digital / e-Gift Card, Retail and Corporate Consumers, Top Retailers, Distribution Channel, Occasions, Retail Sectors, Function (Open Loop, Closed Loop), City Type, and Demographics - Q2 2024 Update

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