

Kenya 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, Distribution Channel, Occasions, Retail Sectors, Function (Open Loop, Closed Loop), City Type, and Demographics - Q2 2024 Update

Market Report | 2024-08-20 | 268 pages | PayNxt360

AVAILABLE LICENSES:

- Single User Price \$2400.00
- Multi User Price \$2700.00
- Enterprise User Price \$2900.00

Report description:

Total Spend on Gifts in Kenya

- 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 Kenya

- 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 Kenya

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

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Digital Gift Card Market Size in Kenya

- 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 Kenya

- 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 Kenya

- 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 Kenya

- 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 Kenya

- 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

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

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- 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 Kenya

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

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