

**Mexico 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**

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 Mexico

- 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 Mexico

- 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 Mexico

- Retail Consumer

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

#### Digital Gift Card Market Size in Mexico

- 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 Mexico

- 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 Mexico

- 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 Mexico

- 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 Mexico

- 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 Mexico

- 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 Mexico

- 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:

Wal-Mart Stores Inc  
Organizacion Soriana SAB de CV  
Grupo Comercial Chedraui Sa de CV  
Controladora Comercial Mexicana SAB de CV  
Farmacias Similares SA de CV  
Corporativo Fragua Sa de CV  
Home Depot Inc, The

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