

Nigeria 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 Nigeria

- 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 Nigeria

- 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 Nigeria

- Retail Consumer

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

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

Digital Gift Card Market Size in Nigeria

- 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 Nigeria

- 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 Nigeria

- 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 Nigeria

- 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 Nigeria

- 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

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

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

- 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 Nigeria

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

Table of Contents:

1 About this Report

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

2 Nigeria 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 Nigeria 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
- 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 Nigeria 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

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

4.6 Corporate Consumer Total Gift Spend Market Share Analysis by Retail Sector, 2019-2028

5 Nigeria 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 Nigeria 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 Nigeria 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 Nigeria 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 Nigeria 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

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 Nigeria 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

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 11 Nigeria 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 Nigeria 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 Nigeria 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 Nigeria 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 Nigeria 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 Nigeria 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
- 17 Nigeria 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 Nigeria 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 Nigeria Corporate Consumer Gift Card Spend Analysis by Retail Sector

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

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

**Nigeria 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

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Price	\$2400.00
	Multi User Price	\$2700.00
	Enterprise User Price	\$2900.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*		Phone*	
First Name*		Last Name*	
Job title*			
Company Name*		EU Vat / Tax ID / NIP number*	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Address*		City*	
Zip Code*		Country*	
		Date	2026-03-05
		Signature	