

Latin America 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 | 1608 pages | PayNxt360

AVAILABLE LICENSES:

- Single User Price \$6900.00
- Multi User Price \$7900.00
- Enterprise User Price \$9900.00

Report description:

This bundled offering provides the following detailed gift card market opportunity at country level

Total Spend on Gifts

- 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

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

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Gift Card Market Size by Consumer Segment

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

Digital Gift Card Market Size

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

Gift Card Market Size by Retail Consumer

- 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

- 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

- 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)

- 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

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- Entertainment & Gaming
- Other

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

- 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)

- 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:

Cencosud SA
 Carrefour SA
 Coto CICSA
 MercadoLibre Inc
 Importadora y Exportadora de la Patagonia SA
 Wal-Mart Stores Inc
 Garbarino SA
 Casino Guichard-Perrachon SA
 Natura Cosmeticos SA
 Lojas Americanas SA
 Adeo Groupe
 Magazine Luiza SA
 Falabella SACI
 SMU SA
 Feria Chilena del Libro SA
 PriceSmart Inc
 Inditex, Industria de Diseno Textil SA
 Confecciones Leonisa SA
 Organizacion Soriana SAB de CV
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1. Latin America Gift Card and Incentive Card Market Intelligence (Databook)
2. Argentina Gift Card and Incentive Card Market Intelligence (Databook)
3. Brazil Gift Card and Incentive Card Market Intelligence (Databook)
4. Chile Gift Card and Incentive Card Market Intelligence (Databook)
5. Colombia Gift Card and Incentive Card Market Intelligence (Databook)
6. Mexico Gift Card and Incentive Card Market Intelligence (Databook)

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