

Middle East and Africa 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 | 2412 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:

Shufersal Ltd
 Super-Pharm (Israel) Ltd
 Rami Levi Shivuk Hashikma
 Yeynot Bitan Ltd
 Hamashbir 365 Holdings Ltd
 Dor Alon Israel Ltd
 Inter Ikea Systems BV
 Shoprite Holdings Ltd
 Pick 'n' Pay Stores Ltd
 Internationale Spar Centrale BV
 Wal-Mart Stores Inc
 Woolworths Holdings Ltd (South Africa)
 BIM Birlesik Magazacilik AS
 Migros Tic AS
 LC Waikiki Magazacilik Hizmetleri Tic AS
 Koc Holding AS
 Teknosa Ic ve Dis Ticaret AS
 Carrefour SA
 A101 Yeni Magazacilik AS
 Yildiz Holding AS
 Consumer Co-operative Union (CCU)
 Landmark Group
 Emke Group
 Damas International Ltd
 T Choithram & Sons
 Sharaf DG LLC

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Savola Group
Saudi Co For Hardware (SACO)
Jarir Marketing Co
United Electronics Co
Inditex, Industria de Diseno Textil SA

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Country Report 2 - Israel Gift Card and Incentive Card Market Intelligence (Databook)
Country Report 3 - Nigeria Gift Card and Incentive Card Market Intelligence (Databook)
Country Report 4 - South Africa Gift Card and Incentive Card Market Intelligence (Databook)
Country Report 5 - Kenya Gift Card and Incentive Card Market Intelligence (Databook)
Country Report 6 - Saudi Arabia Gift Card and Incentive Card Market Intelligence (Databook)
Country Report 7 - Turkey Gift Card and Incentive Card Market Intelligence (Databook)
Country Report 8 - United Arab Emirates Gift Card and Incentive Card Market Intelligence (Databook)

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