

**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

## **Table of Contents:**

This title from PayNXT360 a bundled offering, comprising 1 regional and 8 country reports:

Regional Report - Africa and Middle East Gift Card and Incentive Card Market Intelligence (Databook)  
Country Report 1 - Egypt Gift Card and Incentive Card Market Intelligence (Databook)  
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)

All global, regional, and country reports mentioned above will have the following tables of contents:

### 1 About this Report

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

### 2 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
- 2.5 Gift Spend Market Share Analysis by Product Category
- 2.6 Total Gift Spend Market Size and Forecast Trend Analysis by Retail Sector
- 2.7 Total Gift Spend Market Share Analysis by Retail Sector

### 3 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
- 3.4 Retail Consumer Gift Spend Market Share Analysis by Product Category
- 3.5 Retail Consumer Gift Spend Market Size and Forecast Trend Analysis by Retail Sector
- 3.6 Retail Consumer Total Gift Spend Market Share Analysis by Retail Sector

### 4 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

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- 4.3 Corporate Consumer Gift Spend Market Size and Forecast Analysis by Product Category
- 4.4 Corporate Consumer Gift Spend Market Share Analysis by Product Category
- 4.5 Corporate Consumer Total Gift Spend Market Size and Forecast Trend Analysis by Retail Sector
- 4.6 Corporate Consumer Total Gift Spend Market Share Analysis by Retail Sector

## 5 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
- 5.5 Gift Card Spend Market Share Analysis by Functional Attribute
- 5.6 Digital Gift Card Spend Market Size and Forecast, 2019-2028

## 6 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
- 6.8 Large Enterprise Segment Digital Gift Card Spend Analysis
- 6.9 Mid-Tier Segment Digital Gift Card Spend Analysis
- 6.1 Small Scale Segment Digital Gift Card Spend Analysis

## 7 Gift Card Spend Share by Demographics and Purchase Behaviour

- 7.1 Gift Card Spend Share by Age, Income, and Gender
- 7.2 Digital Gift Card Spend Share by Age, Income, and Gender
- 7.3 Gift Card Consumer Purchase Behaviour
- 7.4 Corporate Consumer Gift Card Spend by Company Type

## 8 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
- 8.4 Retail Consumer Digital Gift Card Spend Market Size and Forecast, 2019-2028

## 9 Retail Consumer Gift Card Spend Analysis by Functional Attribute

- 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

## 10 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

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- 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
  
- 11 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
  - 11.4 Corporate Consumer Digital Gift Card Spend Market Size and Forecast, 2019-2028
  
- 12 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
  
- 13 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 Corporate Consumer Gift Card Spend Analysis by Company Size
  - 14.1 Corporate Consumer Gift Card Spend Market Share Analysis by Company Size
  - 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 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
  - 15.2 Mid-Tier Segment Gift Card Spend Market Share Analysis by Functional Attribute
  - 15.3 Small Scale Segment Gift Card Spend Market Share Analysis by Functional Attribute
  
- 16 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 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
  - 17.3 Sales Uplift by Retail Sector, 2022
  
- 18 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

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18.2 Retail Consumer Gift Card Spend Market Share Analysis by Retail Sector

19 Corporate Consumer Gift Card Spend Analysis by Retail Sector

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

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