

Asia Pacific 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 | 2948 pages | PayNxt360

AVAILABLE LICENSES:

- Single User Price \$7900.00
- Multi User Price \$8900.00
- Enterprise User Price \$10900.00

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:

Wesfarmers Ltd
 Woolworths Ltd (Australia)
 Metcash Ltd
 Aldi Group
 Harvey Norman Holdings Ltd
 JB Hi-Fi Ltd
 Apple Inc
 SM Retail Inc
 Puregold Price Club Inc
 Rustan Group of Cos
 Seven & I Holdings Co Ltd
 Hutchison Whampoa Ltd
 Metro AG
 San Miguel Corp
 Salim Group
 Trans Retail Indonesia PT
 Matahari Putra Prima Tbk PT
 Sumber Alfaria Trijaya Tbk PT
 Delhaize Group Sa
 Kompas Gramedia Group
 Ace Hardware Corp
 NTUC FairPrice Co-operative Pte Ltd
 Dairy Farm International Holdings Ltd
 Shen Siong Supermarket Pte Ltd
 Takashimaya Co Ltd
 Mustafa Holdings Pte Ltd

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JD.com Inc
Auchan Group SA
Wal-Mart Stores Inc
Baillan Group Co Ltd
Yonghui Superstores Group
Flipkart Online Services Pvt Ltd
Tata Group
Future Group
Reliance Group
Amazon.com Inc
Aditya Birla Group
K Raheja Corp
AEON Group
Lawson Inc
FamilyMart Co Ltd
Rakuten Inc
Isetan Mitsukoshi Holdings Ltd
Lotte Group
Shinsegae Co Ltd
Hyundai Department Store Co Ltd
GS Holdings Corp
SK Planet Co Ltd
BGF Retail Co Ltd
Costco Wholesale Corp

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Country Report 4 - Singapore Gift Card and Incentive Card Market Intelligence (Databook)
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Country Report 6 - China Gift Card and Incentive Card Market Intelligence (Databook)
Country Report 7 - Japan Gift Card and Incentive Card Market Intelligence (Databook)

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Country Report 8 - India Gift Card and Incentive Card Market Intelligence (Databook)
Country Report 9 - South Korea Gift Card and Incentive Card Market Intelligence (Databook)
Country Report 10 - Malaysia Gift Card and Incentive Card Market Intelligence (Databook)

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