

**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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Courts Asia Ltd  
Al Futtaim Group LLC  
Yamada Denki Co Ltd  
Tesco Plc  
Central Retail Corp  
Home Product Center PCL  
Mall Group Co Ltd, The  
Charoen Pokphand Group  
Alibaba Group Holding Ltd  
JD.com Inc  
Auchan Group SA  
Wal-Mart Stores Inc  
Bailian 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)  
Country Report 5 - Thailand Gift Card and Incentive Card Market Intelligence (Databook)  
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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