

Europe 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 | 4288 pages | PayNxt360

AVAILABLE LICENSES:

- Single User Price \$9900.00
- Multi User Price \$10900.00
- Enterprise User Price \$12900.00

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:

Aldi Group
XXXLutz Group
Schwarz Beteiligungs GmbH
Steinhoff International Holdings Ltd
M-Preis Warenvertriebs GmbH (Molk)
Amazon.com Inc
Etn Franz Colruyt NV
Delhaize Group Sa
Inter Ikea Systems BV
Blokker Nederland BV
FDB Group
Dansk Supermarked A/S
Dagrofa ApS
Reitangruppen AS
Dixons Carphone Plc
Jysk Holding A/S
S Group
Kesko Oyj
Alko Oy
Suomen Lahikauppa Oy
Stockmann Oyj Abp
Carrefour SA
E Leclerc
ITM Enterprises SA
Auchan Group SA
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Marinopoulos SA
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Selex Gruppo Commerciale SpA
Gruppo Eurospin
Crai Secom SpA
Apple Inc
Royal Ahold NV
Jumbo Supermarkten BV
Sperwer Holding BV
Intergamma BV
Hema BV
Detailresult Groep NV
Jeronimo Martins SGPS SA
Tesco Plc
Eurocash SA
Metro AG
Euro-net Sp zoo
Magnit OAO
X5 Retail Group NV
Dixy Group OAO
Lenta OOO
M Video OAO
DNS Group
El Corte Ingles SA
Eroski Grupo
Migros Genossenschaftsbund eG
Coop Genossenschaft
Maus Freres SA
fenaco-LANDI Grupp
Associated British Foods Plc
Next Plc
J Sainsbury Plc
Wal-Mart Stores Inc
TJX Cos Inc, The

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