

Brazil 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, Distribution Channel, Occasions, Retail Sectors, Open Loop, Closed Loop, Demographics, Market Share by Retailers - Q1 2025 Update

Market Report | 2025-02-26 | 325 pages | PayNxt360

AVAILABLE LICENSES:

- Single User Price \$1900.00
- Multi User Price \$2100.00
- Enterprise User Price \$2300.00

Report description:

This report provides in-depth, data-centric analysis of gift card industry in Brazil through 100+ tables and 280+ charts. Below is a summary of key market segments:

Brazil Total Spend on Gifts

- By Consumer Segment (Retail and Corporate)
- By Product Categories (13 Segments)
- By Retail Sectors (7 Segments)

Brazil 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

Brazil Gift Card Market Size by Consumer Segment

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- Retail Consumer
- Corporate Consumer (Small Scale, Mid-Tier, Large Enterprise)

Brazil Digital Gift Card Market Size

- By Retail Consumer
- By Retail Purchase Occasion
- By Corporate Consumer
- By Corporate Purchase Occasion
- By Company Size

Brazil 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

Brazil Gift Card Spend by Consumer Behavior and Demographics

- Gift Card Spend by Payment Method
- Consumer Purchase Behaviour
- Gift Card Buyer by Age Group
- Gift Card Buyer by Income Level
- Gift Card Buyer by Gender

Brazil 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

Brazil 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
- Entertainment & Gaming

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- Other

Brazil 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

Brazil 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

Brazil Gift Card Purchase by Payment Method

- Credit Card
- Debit Card
- Bank Transfer
- Prepaid Card
- Digital & Mobile Wallet
- BNPL & Other Digital Payment
- Cash

Brazil Closed Loop Gift Card Market Share by Key Retailers. Key Retailers Covered Include:

Carrefour Hypermarket

Magazine Luiza

Americanas

Casas Bahia

Extra

Todo Dia

Walmart Supercenter

Natura Cosméticos SA

Havan

Cencosud SA

Table of Contents:

1 About this Report

1.1 Summary

1.2 Methodology

1.3 Definition

1.4 Disclaimer

2 Brazil Total Gift Spend Analyzer

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 2.1 Total Spend on Gift by Value - Market Size and Forecast, 2020-2029
- 2.2 Total Spend on Gift by Volume - Market Size and Forecast, 2020-2029
- 2.3 Total Gift Spend Market Share Analysis by Consumer Segment, 2020-2029
- 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 Brazil Retail Consumer Gift Spend Analyzer

- 3.1 Retail Consumer Spend on Gift - Market Size and Forecast, 2020-2029
- 3.2 Retail Consumer Gift Spend Market Analysis by Volume, 2020-2029
- 3.3 Retail Consumer Gift Spend Market Size and Forecast Analysis by Product Category
- 3.5 Retail Consumer Gift Spend Market Share Analysis by Product Category
- 3.6 Retail Consumer Gift Spend Market Size and Forecast Trend Analysis by Retail Sector
- 3.7 Retail Consumer Total Gift Spend Market Share Analysis by Retail Sector

4 Brazil Corporate Consumer Gift Spend Analyzer

- 4.1 Corporate Consumer Spend on Gift - Market Size and Forecast, 2020-2029
- 4.2 Corporate Consumer Gift Spend Market Analysis by Volume, 2020-2029
- 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 Brazil Gift Card Spend Analyzer

- 5.1 Gift Card Spend Market Size and Forecast, 2020-2029
- 5.2 Gift Card Spend Market Analysis by Transaction Value and Volume, 2020-2029
- 5.3 Gift Card Spend Market Analysis by Avg. Value and Unused Value, 2020-2029
- 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, 2020-2029

6 Brazil Digital Gift Card Spend Analyzer

- 6.1 Digital Gift Card Market Size and Forecast, 2020-2029
- 6.2 Digital Gift Card Penetration by Occasion, 2020-2029
- 6.3 Retail Consumer Digital Gift Card Market Size and Forecast, 2020-2029
- 6.4 Retail Consumer Digital Gift Card Spend Market Share Analysis by Occasion, 2020-2029
- 6.5 Corporate Consumer Digital Gift Card Market Size and Forecast, 2020-2029
- 6.6 Corporate Consumer Digital Gift Card Spend Market Share Analysis by Occasion, 2020-2029
- 6.7 Large Enterprise Segment Digital Gift Card Spend Analysis
- 6.8 Mid-Tier Segment Digital Gift Card Spend Analysis
- 6.9 Small Scale Segment Digital Gift Card Spend Analysis

7 Brazil 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

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

7.4 Corporate Consumer Gift Card Spend by Company Type

8 Brazil Retail Consumer Gift Card Spend Analyzer

8.1 Retail Consumer Gift Card Spend Market Size and Forecast, 2020-2029

8.2 Retail Consumer Gift Card Spend Market Share Analysis by Occasion, 2020-2029

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, 2020-2029

9 Brazil 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, 2020-2029

9.2 Retail Consumer Open Loop Gift Card Spend Market Size and Forecast, 2020-2029

9.3 Retail Consumer Closed Loop Gift Card Spend Market Size and Forecast, 2020-2029

9.4 Retail Consumer Average Value of Gift Card Purchased by Functional Attribute

10 Brazil Retail Consumer Gift Card Spend Analysis by Occasion

10.1 Retail Consumer Gift Card Spend Market Share Analysis by Occasion, 2020-2029

10.2 Retail Consumer Gift Card Spend Market Size and Forecast - Festivals & Special Celebration Days, 2020-2029

10.3 Retail Consumer Gift Card Spend Market Size and Forecast - Milestone Celebration, 2020-2029

10.4 Retail Consumer Gift Card Spend Market Size and Forecast - Self-Use, 2020-2029

10.5 Retail Consumer Gift Card Spend Market Size and Forecast - Other, 2020-2029

11 Brazil Corporate Consumer Gift Card Spend Analyzer

11.1 Corporate Consumer Gift Card Spend Market Size and Forecast, 2020-2029

11.2 Corporate Consumer Gift Card Spend Market Share Analysis by Occasion, 2020-2029

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, 2020-2029

12 Brazil 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, 2020-2029

12.2 Corporate Consumer Open Loop Gift Card Spend Market Size and Forecast, 2020-2029

12.3 Corporate Consumer Closed Loop Gift Card Spend Market Size and Forecast, 2020-2029

12.4 Corporate Consumer Average Value of Gift Card Purchased by Functional Attribute

13 Brazil Corporate Consumer Gift Card Spend Analysis by Occasion

13.1 Corporate Consumer Gift Card Spend Market Share Analysis by Occasion, 2020-2029

13.2 Corporate Consumer Gift Card Spend Market Size and Forecast - Employee Incentive, 2020-2029

13.3 Corporate Consumer Gift Card Spend Market Size and Forecast - Sales / Channel Incentive, 2020-2029

13.4 Corporate Consumer Gift Card Spend Market Size and Forecast - Consumer Incentive, 2020-2029

14 Brazil 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, 2020-2029

14.3 Corporate Consumer - Mid-Tier Segment - Gift Card Spend Market Size and Forecast, 2020-2029

14.4 Corporate Consumer - Small Scale Segment - Gift Card Spend Market Size and Forecast, 2020-2029

15 Brazil 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

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 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 Brazil Gift Card Spend Analysis by Distribution Channel
 - 16.1 Closed Loop Gift Card Spend Market Size and Forecast by Distribution Channel - Online vs. Offline, 2022-2029
 - 16.2 Retail Consumer Closed Loop Gift Card Spend Market Size and Forecast by Distribution Channel - Online vs. Offline, 2022-2029
 - 16.3 Corporate Consumer Closed Loop Gift Card Spend Market Size and Forecast by Distribution Channel - Online vs. Offline, 2022-2029
 - 16.4 Gift Card Spend Market Size and Forecast by Online Distribution Channel - 1st Party Sales vs. 3rd Party Sales, 2022-2029

- 17 Brazil Gift Card Spend Analysis by Retail Sector
 - 17.1 Gift Card Spend Market Size and Forecast by Retail Sector, 2020-2029
 - 17.2 Total Gift Card Spend Market Share Analysis by Retail Sector
 - 17.3 Sales Uplift by Retail Sector, 2024

- 18 Brazil Retail Consumer Gift Card Spend Analysis by Retail Sector
 - 18.1 Retail Consumer - Gift Card Spend Market Size and Forecast by Retail Sector, 2020-2029
 - 18.2 Retail Consumer Gift Card Spend Market Share Analysis by Retail Sector

- 19 Brazil Corporate Consumer Gift Card Spend Analysis by Retail Sector
 - 19.1 Corporate Consumer - Gift Card Spend Market Size and Forecast by Retail Sector, 2020-2029
 - 19.2 Corporate Consumer Gift Card Spend Market Share Analysis by Retail Sector

- 20 Brazil Closed Loop Gift Card Market Share Analysis by Top Retailers

- 21 Further Reading
 - 21.1 About PayNXT360
 - 21.2 Related Research

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Brazil 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, Distribution Channel, Occasions, Retail Sectors, Open Loop, Closed Loop, Demographics, Market Share by Retailers - Q1 2025 Update

Market Report | 2025-02-26 | 325 pages | PayNxt360

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Price	\$1900.00
	Multi User Price	\$2100.00
	Enterprise User Price	\$2300.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*		Phone*	
First Name*		Last Name*	
Job title*			
Company Name*		EU Vat / Tax ID / NIP number*	
Address*		City*	
Zip Code*		Country*	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Date

2026-03-03

Signature



Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com