

**Italy 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 Italy through 100+ tables and 280+ charts. Below is a summary of key market segments:

Italy Total Spend on Gifts

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

Italy 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

Italy Gift Card Market Size by Consumer Segment

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

#### Italy Digital Gift Card Market Size

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

#### Italy 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

#### Italy 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

#### Italy 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

#### Italy 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

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- Other

#### Italy 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

#### Italy 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

#### Italy Gift Card Purchase by Payment Method

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

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

Conad  
Gruppo Selex  
Coop Italia  
Gruppo Vege  
Esselunga  
Crai  
Eurospin  
Lidl  
Carrefour  
Despar

#### **Table of Contents:**

##### 1 About this Report

###### 1.1 Summary

###### 1.2 Methodology

###### 1.3 Definition

###### 1.4 Disclaimer

##### 2 Italy Total Gift Spend Analyzer

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- 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 Italy 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 Italy 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 Italy 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 Italy 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 Italy 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

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## 7.4 Corporate Consumer Gift Card Spend by Company Type

### 8 Italy 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 Italy 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 Italy 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 Italy 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 Italy 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 Italy 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 Italy 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 Italy 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

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- 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 Italy 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 Italy 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 Italy 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 Italy 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 Italy Closed Loop Gift Card Market Share Analysis by Top Retailers
  
- 21 Further Reading
  - 21.1 About PayNXT360
  - 21.2 Related Research

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