

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

Kenya Total Spend on Gifts

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

Kenya 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

Kenya Gift Card Market Size by Consumer Segment

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

#### Kenya Digital Gift Card Market Size

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

#### Kenya 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

#### Kenya 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

#### Kenya 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

#### Kenya 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

#### Kenya 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

#### Kenya 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

#### Kenya Gift Card Purchase by Payment Method

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

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