

Africa 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

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AVAILABLE LICENSES:

- Single User Price \$3900.00
- Multi User Price \$4600.00
- Enterprise User Price \$5300.00

Report description:

This report provides in-depth, data-centric analysis of africa gift card industry through 400+ tables and 1120+ charts, across 4 countries and overall region. Below is a summary of key market segments at regional and 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

Gift Card Market Size by Consumer Segment

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- 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
- Entertainment & Gaming
- Other

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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

Gift Card Purchase by Payment Method

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

Market share by retailers for key countries (20 retailers)

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This title from PayNXT360 a bundled offering, comprising 1 regional and 4 country reports:

Regional Report - Africa Gift Card and Incentive Card Market Intelligence (Databook)

Country Report 1 - Nigeria Gift Card and Incentive Card Market Intelligence (Databook)

Country Report 2 - Egypt Gift Card and Incentive Card Market Intelligence (Databook)

Country Report 3 - Kenya Gift Card and Incentive Card Market Intelligence (Databook)

Country Report 4 - South Africa Gift Card and Incentive Card Market Intelligence (Databook)

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