

Iran Digital Gift Card E Gift Card - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The Iran Digital Gift Card E Gift Card Market size is estimated at USD 300.17 million in 2025, and is expected to reach USD 471.89 million by 2030, at a CAGR of 9.47% during the forecast period (2025-2030).

The Iran Digital Gift Card (E-Gift Card) Market is experiencing steady growth, driven by increased digitalization, rising e-commerce penetration, and growing demand for convenient gifting solutions. Digital gift cards, also known as e-gift cards, offer consumers the flexibility to make purchases online or in-store, catering to various sectors, including retail, travel, gaming, and food services. They are available in two primary forms: open-loop cards, which can be used at any merchant within a specific network, and closed-loop cards, limited to specific retailers or service providers.

Corporations are also contributing to the market's expansion by utilizing digital gift cards for employee rewards, customer loyalty programs, and promotional campaigns. The market is segmented by product type, application, end-user, and distribution channel, with significant adoption in both individual and corporate segments.

The shift towards digital transactions has further been fueled by the growing use of smartphones and mobile wallets, making e-gift cards more accessible through online platforms. These cards are typically delivered via email, messaging apps, or through digital platforms, making them a popular choice for last-minute gifting. As e-commerce continues to rise in Iran, the digital gift card market is expected to see sustained growth across various industries.

Iran Digital Gift Card E Gift Card Market Trends

Iran's E-Commerce Sector Continues Its Steady Ascent

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The key trend in Iran's e-commerce market is the steady and consistent increase in market share within the retail sector, with online platforms taking a progressively larger portion of the market. This growth trend reflects a significant shift in consumer behavior towards online shopping, largely driven by key factors. One of the main reasons is widespread internet access, allowing more Iranians to shop online. Additionally, the country's young, tech-savvy population has been instrumental in adopting e-commerce due to their familiarity with technology and preference for convenience. Improved logistics and delivery services have also made online shopping more reliable, boosting consumer confidence and further driving the trend.

Despite minor fluctuations, the overall trend shows a continued upward trajectory, with e-commerce increasingly becoming a dominant force in the retail landscape. This steady growth highlights the ongoing shift toward digital platforms, signaling a fundamental transformation in how retail operates in Iran and emphasizing the importance of e-commerce in the future of the country's retail market.

Rising Adoption of Digital Payment Solutions Drives Growth in Iran's E-Gift Card Market

In the Iran Digital Gift Card and E-Gift Card Market, one key trend is the increasing adoption of digital payment solutions among the youth demographic, particularly those aged 15-64. As Iran's younger population becomes more tech-savvy and embraces digital payment methods, the demand for digital gift cards and e-gift cards is rising. The widespread use of smartphones, internet access, and a growing preference for online shopping drives this shift.

The trend is evident in the purchasing behaviors of individuals aged 15-64, who are increasingly inclined toward digital alternatives for shopping, gifting, and rewards. This demographic, familiar with digital transactions and e-commerce platforms, sees e-gift cards as a convenient and secure payment method, particularly for online shopping. The trend is further fueled by the rise of social media and online promotions, which often offer digital gift cards as incentives.

As the younger population continues to embrace digital technologies, businesses are capitalizing on this shift by offering e-gift cards as part of their marketing strategies. Companies in Iran are also developing user-friendly platforms for digital gift card purchases, expanding their reach to a tech-savvy audience. This trend is expected to drive further growth in the digital gift card market as more consumers opt for these convenient, digital gifting options.

Iran Digital Gift Card E Gift Card Industry Overview

The Iran Digital Gift Card and E-Gift Card market is fragmented, characterized by numerous players offering diverse options. Key players include Zambil, Digikala, Modiseh, Albasco, and Shixon, each catering to different consumer preferences, leading to a dynamic and competitive landscape within the growing e-commerce sector.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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