

Middle East Gift Card And Incentive Card - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The Middle East Gift Card And Incentive Card Market size is estimated at USD 23.83 billion in 2025, and is expected to reach USD 62.32 billion by 2030, at a CAGR of 21.2% during the forecast period (2025-2030).

The Middle Eastern gift card and incentive card market is witnessing significant expansion, driven by the region's digital transformation and the increasing prominence of e-commerce. The United Arab Emirates and Saudi Arabia contribute most to this growth, with a rising adoption of digital payment methods and mobile wallets. Gift cards are gaining popularity for personal gifting and corporate applications, such as employee recognition and customer loyalty initiatives.

The surge in online shopping has amplified the demand for digital gift cards, particularly for online purchases. Moreover, cultural and religious events like Eid and Ramadan contribute to the growing acceptance of gift cards as a practical and versatile option.

Corporate demand is also a key growth driver, with retail, hospitality, and financial services companies increasingly using incentive cards to motivate employees and engage customers. Local and international players, such as Amazon, Carrefour, and regional banks, serve the market, offering diverse card options.

However, the market faces challenges, including regulatory complexities and the need for more localized offerings. Despite this, the Middle East gift card and incentive card market is expected to expand further, driven by technological advancements, consumer acceptance, and the growing importance of corporate incentive programs.

Middle East Gift Card And Incentive Card Market Trends

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Gradual Shift Toward Online Channels in the Middle East Gift Card Market

The Middle Eastern gift card and incentive card market has experienced a gradual increase in the adoption of online channels in recent years. Traditionally, offline channels have dominated this market, driven by a strong preference for physical shopping experiences and tangible gift cards, particularly for personal gifting during cultural and religious occasions. However, the region's increasing digitalization is influencing consumer behavior toward online platforms, with the growth of e-commerce and the expanding use of mobile wallets serving as key drivers of this trend.

Online gift cards are gaining popularity due to their convenience and accessibility, especially among younger, tech-savvy consumers who value the flexibility of digital transactions. This trend indicates a steady shift toward online shopping, reflecting broader changes in consumer habits. Despite the rise in online channels, offline channels maintain a strong presence, highlighting the enduring cultural significance of physical gifting in the Middle East. As digital solutions evolve, the market is expected to gradually shift toward online gift card usage, while offline preferences exert substantial influence.

The UAE Gift Card and Incentive Card Market Experiences Significant Growth

The UAE gift card and incentive card market has experienced significant growth in recent years, driven by the country's robust retail industry and increasing consumer preference for flexible gifting options. This market encompasses various gift card types, including open-loop and closed-loop cards, catering to various retail segments and consumer needs.

The UAE gift card and incentive card market has been characterized by technological advancements, with digital and mobile gift cards gaining popularity. The market has also seen a rise in corporate gifting and employee incentive programs, contributing to its expansion. Retailers and financial institutions in the United Arab Emirates have been developing innovative gift card solutions to meet evolving consumer demands.

The UAE e-commerce gift card and incentive card market has witnessed rapid growth, aligning with the country's booming e-commerce industry. The increasing adoption of online shopping platforms and digital payment methods has particularly boosted this segment. E-gift cards have become increasingly popular, offering convenience and instant delivery options for both individual consumers and businesses looking for efficient gifting solutions in the digital space.

Middle East Gift Card And Incentive Card Industry Overview

The Middle Eastern gift card and incentive card market is fragmented, with several prominent companies competing for market share. Key players include Carrefour SA, T Choithram & Sons, Sharaf DG LLC, Damas International Ltd, and Landmark Group.

Carrefour SA utilizes its extensive retail network to offer a wide range of gift card options. T.Choithram & Sons provides gift and loyalty solutions throughout the Gulf Cooperation Council (GCC) region. Sharaf DG LLC focuses on electronic and retail gift cards, aiming to improve customer engagement. Damas International Ltd, a prominent jeweler, offers high-end gift card options. Landmark Group, with its diverse portfolio of retail brands, provides a variety of gift and incentive card options to meet different consumer preferences.

Additional Benefits:

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

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