



July 2026

GCVA
Consumer Report

Vol.
71



The GCVA is partnering with GlobalData to deliver a monthly snapshot of consumer behaviour and attitudes when it comes to gift cards. This report covers the 74th wave of monthly research, since GlobalData began tracking back in May 2020, with the initial research covering the period from the beginning of the lockdown (March 2020) to the end of May 2020.

The June fieldwork went to field on July 1st, 2026, and was designed to explore habits during the previous month, across a UK nationally representative sample of 2,000 shoppers.

👉 gcva.co.uk ✉ info@gcva.co.uk  Gift Card Voucher Association (GCVA)

Topline Takeaways

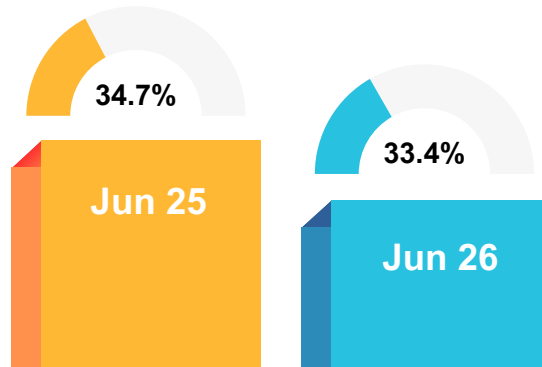
- Overall gifting penetration declined in June 2026 compared to June 2025
- Physical gifting saw a steep decline compared to June 2025, but demand for gift cards was much more robust
- Self-use purchasing fell back over June
- Physical gift cards purchased instore outperformed
- There was rising demand for single brand retail gifts cards over multi-store alternatives
- Experience gift cards enjoyed a strong performance
- Over a third of UK consumers said that they have noticed more local businesses starting to sell gift cards

Despite coinciding with Father's Day, **overall gifting penetration declined in June 2026** compared to June 2025

Figure 1:

Purchasing gifts in any form (physical gifts or gift cards for any use)
June 2025 vs June 2026:

- June 2025
- June 2026

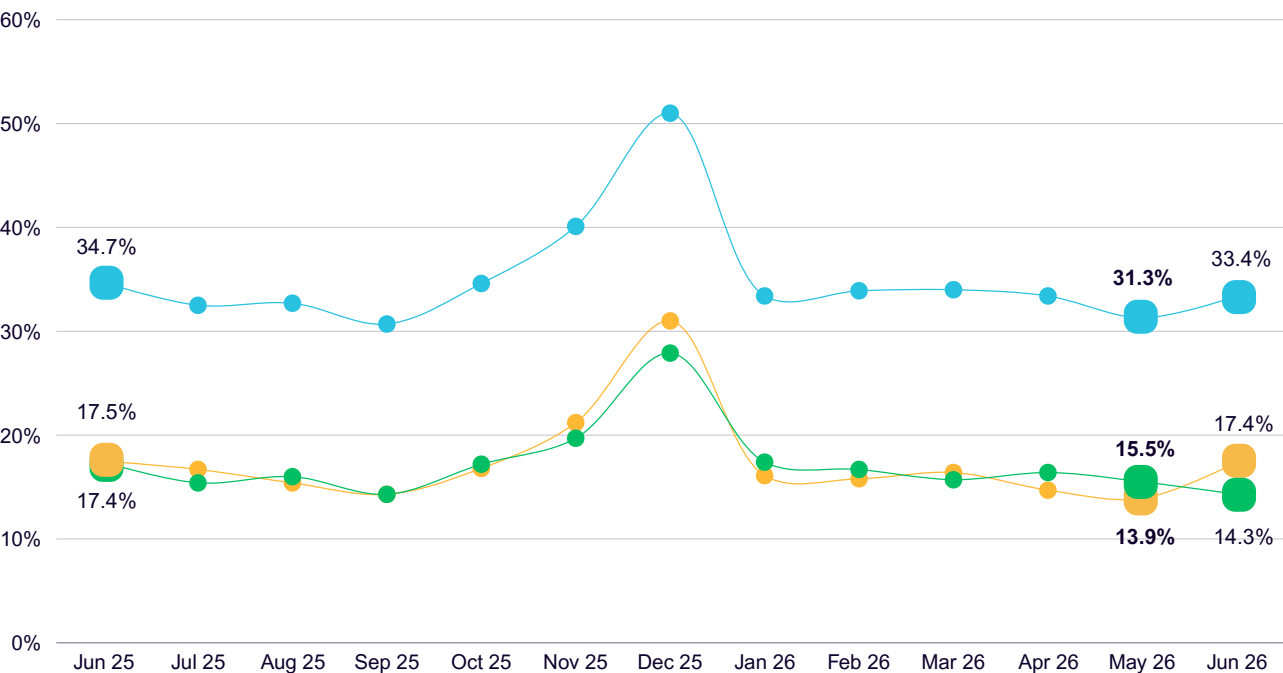


While physical gifting saw a steep decline compared to June 2025, **demand for gift cards was much more robust** vs. June 2025 and comfortably higher than May 2026

Figure 2:

Did you purchase any of the following:

- Gifts in any form (physical gifts or gift cards for any use)
- A physical gift for somebody else
- A gift card for somebody else

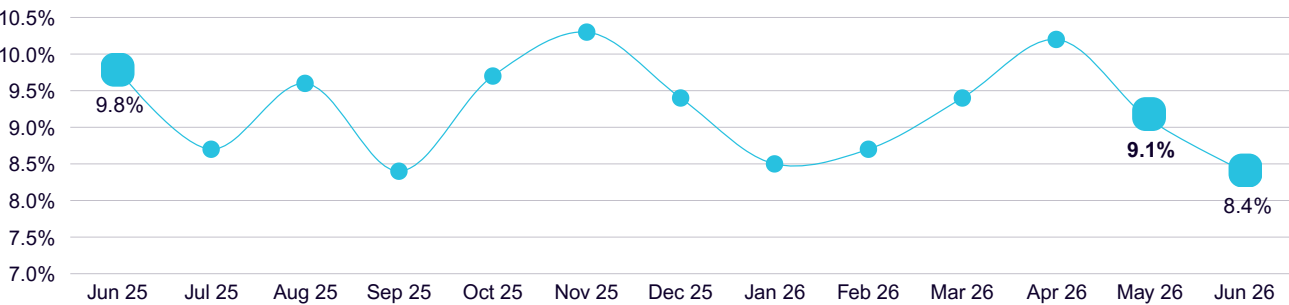


Self-use purchasing fell back over June, with signs that consumers were turning their attention to the holiday period. Of those purchasing for self-use, over 50% cited “to help with saving money” as a key driver

Figure 3:

Did you purchase any of the following:

■ A gift card for yourself



Physical gift cards purchased instore outperformed, likely benefitting from the hot weather driving more in-person social events

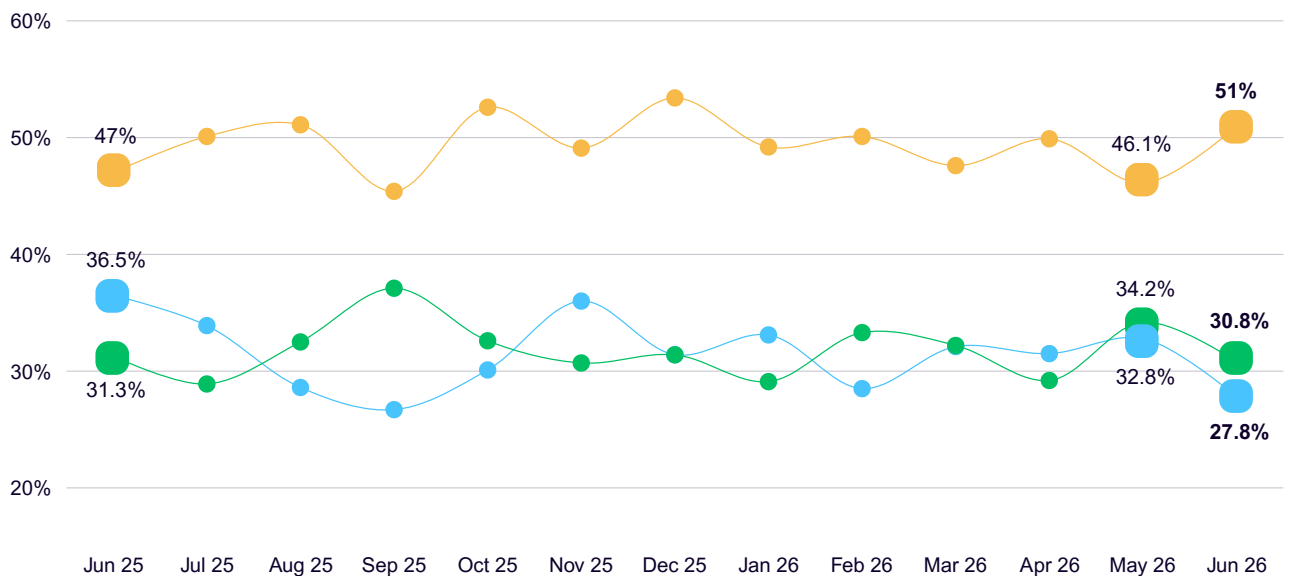
Figure 4:

Which type of gift cards did you purchase?

■ A physical gift card from a retailer/gift card issuer instore

■ A physical gift card from a retailer/gift card issuer online

■ A digital gift card from a retailer/gift card issuer online

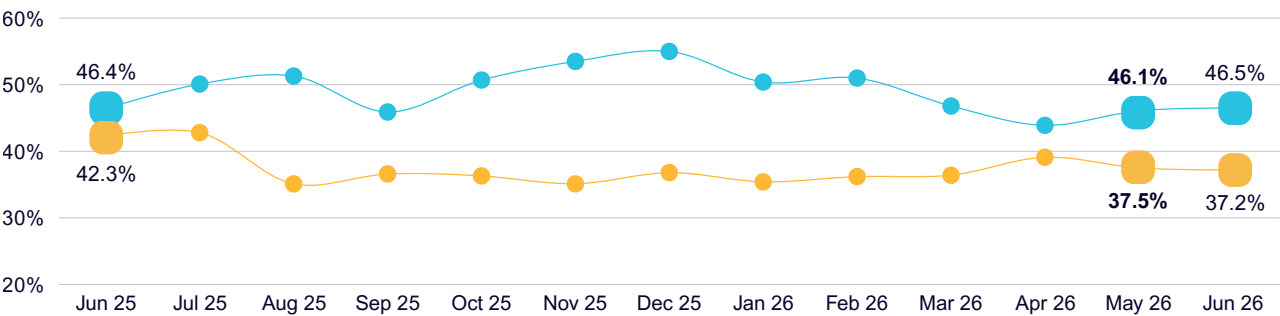
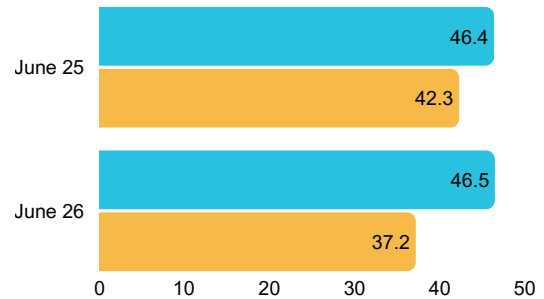


With Father's Day representing a key underpinning demand driver over June, there was **rising demand for single brand retail gifts cards** over multi-store alternatives, with consumers preferring more targeted options

Figure 5:

When purchasing gift cards (digital or physical), which types of gift cards did you purchase, either for yourself or someone else?

- A retail gift card – a gift card for a specific high street retailer or a store branded gift card
- A multi-store gift card – a single gift card which can be spend in multiple retailers, brands, outlets or businesses

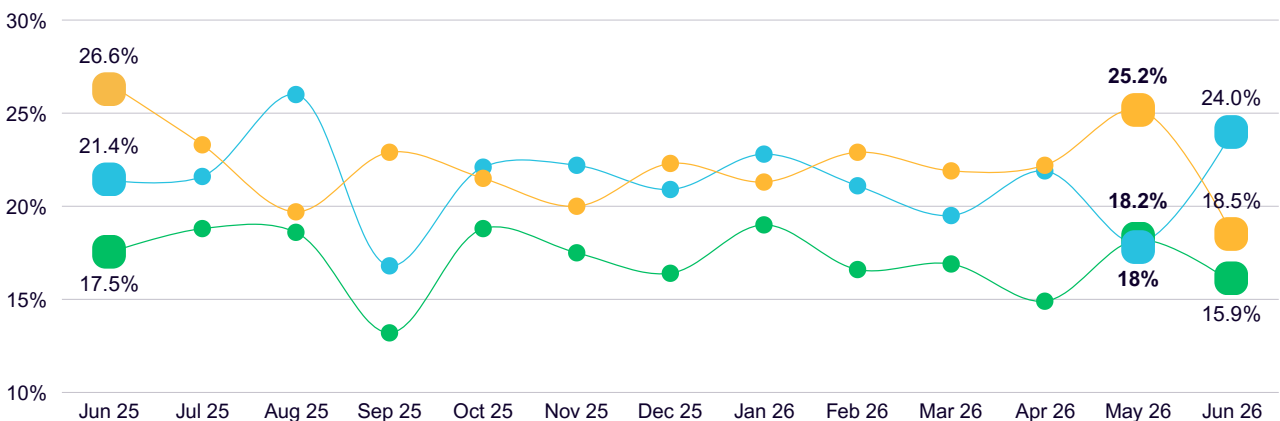


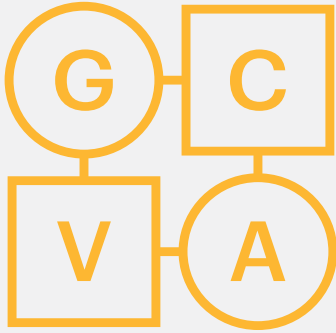
Experience gift cards enjoyed a strong performance, boosted by these options representing strong gifting options for Father's Day

Figure 6:

When purchasing gift cards (digital or physical), which types of gift cards did you purchase, either for yourself or someone else?

- An experience e.g. hot air balloon ride, helicopter ride, hotel stay
- Leisure e.g. Travel, theatre tickets, spa, dining
- Gaming e.g. online gaming credit and in app purchases





The GCVA is the trade body and membership organisation for gift cards and vouchers. The association represents the key players in the industry and promotes best practice for the benefit of gift card issuers, services and consumers.

On the time-period comparisons, this month's report covers June 2026, with comparisons made between June 2026 and June 2025. Where relevant, comparisons have also been made to the wider tracking period.

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