



August 2026

GCVA
Consumer Report

Vol.
72



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 75th 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 July fieldwork went to field on August 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

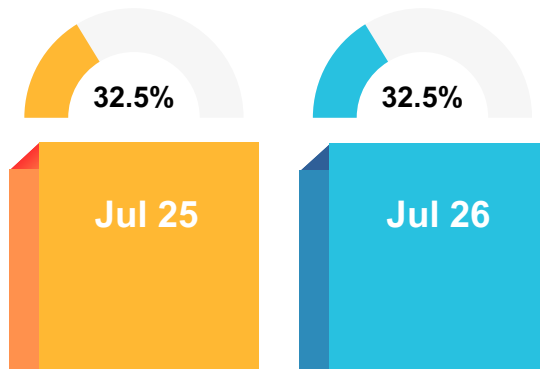
- Overall gifting purchasing penetration was stable vs. July 2025
- While physical gifting saw a steep decline but demand for gift cards was comfortably higher than July 2025
- Of those purchasing for self-use, just under 30% said that they purchased due to a promotion
- Digital options can prove more convenient
- Multi-store saw some momentum vs. June 2026
- Experience gift cards enjoyed a strong performance during the summer period
- 1/3 of UK consumers said that they have noticed more local businesses starting to sell gift cards

Though there were no major seasonal gifting occasions during July, overall gifting purchasing penetration was stable vs. July 2025

Figure 1:

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

- July 2025
- July 2026

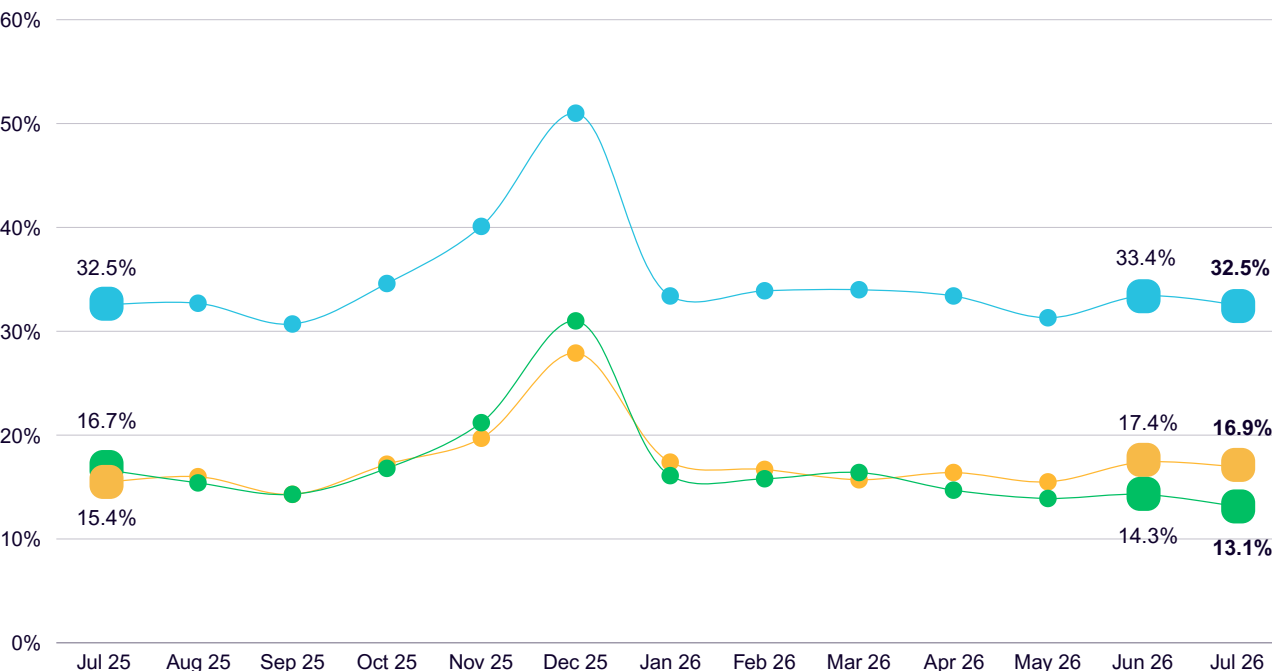


While physical gifting saw a steep decline compared to July 2025, demand for gift cards was much more robust; comfortably higher than July 2025

Figure 2:

Did you purchase any of the following:

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

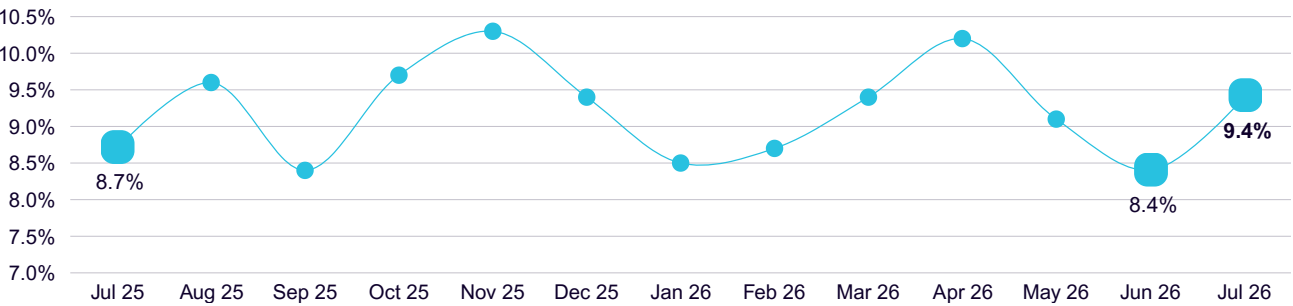


After falling back over June, self-use purchasing had a more robust July. Of those purchasing for self-use, over 50% cited “to help with saving money” as a key driver, while just under 30% said that they purchased due to a promotion on the cards that they purchased.

Figure 3:

Did you purchase any of the following:

■ A gift card for yourself



Digital gift cards outperformed, with physical options falling back. At a time when many are holidaying, digital options can prove more convenient.

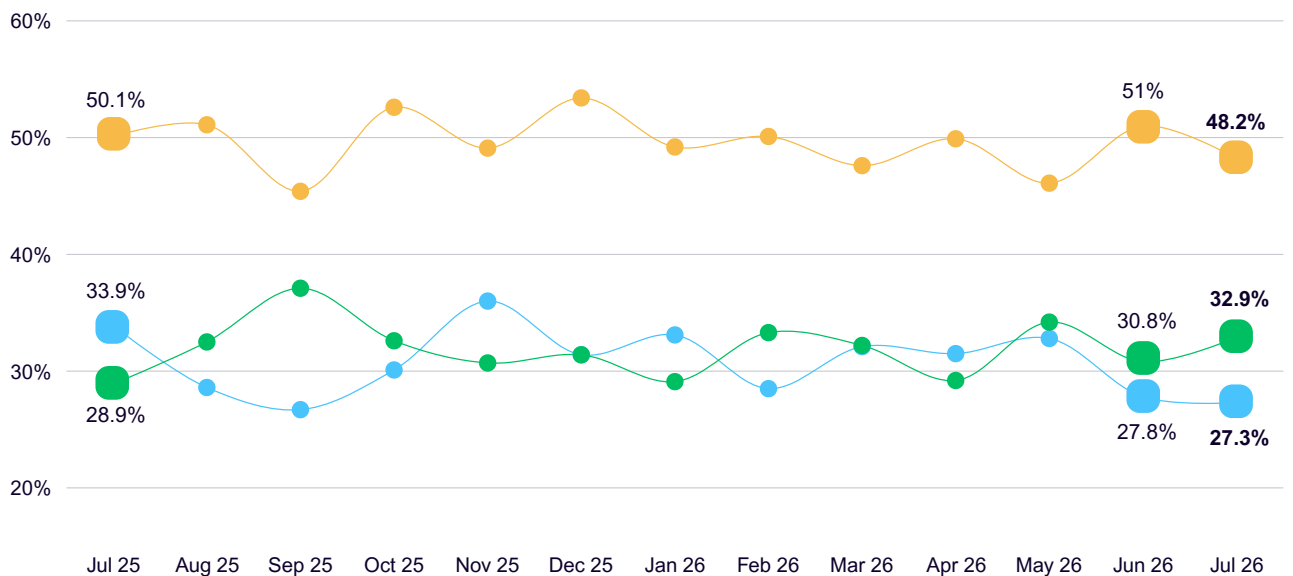
Figure 4:

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

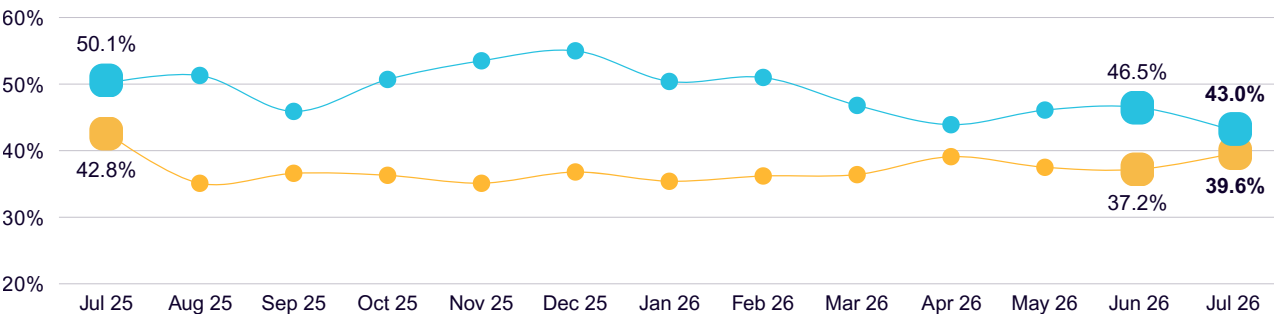
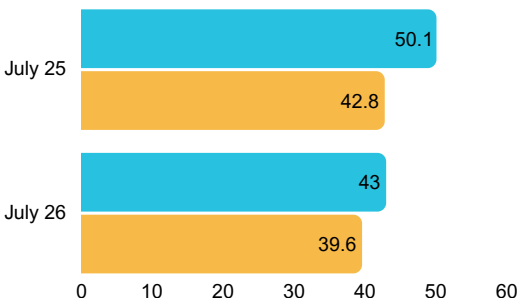


Both single and multi-store gift cards suffered declining purchasing vs. July 2025, albeit multi-store saw some momentum vs. June 2026.

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

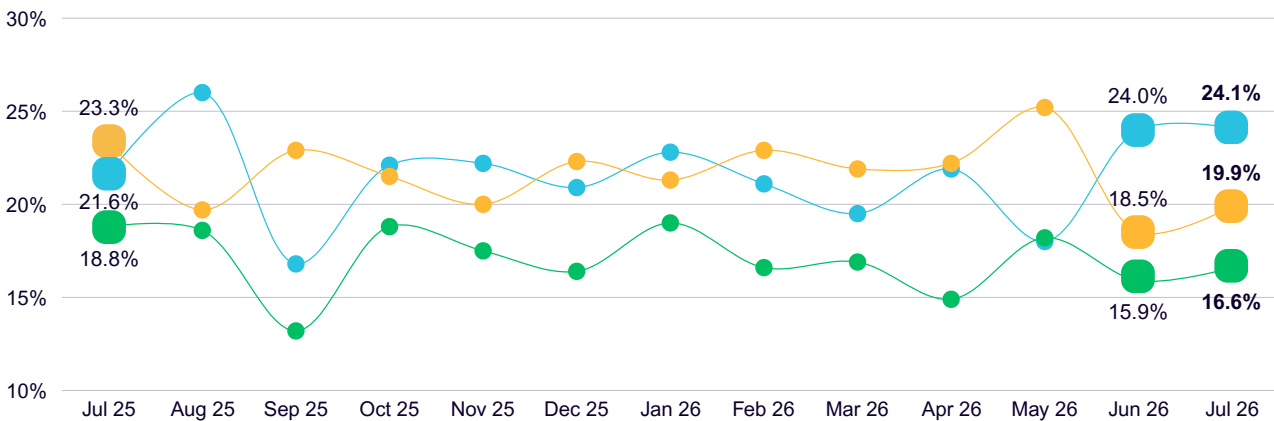


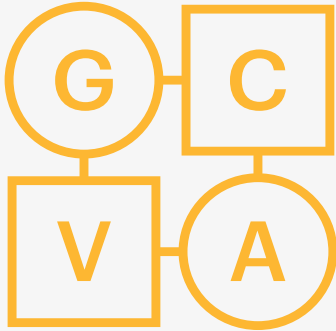
Experience gift cards enjoyed a strong performance, boosted by these options representing strong gifting options during the summer period.

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 July 2026, with comparisons made between July 2026 and July 2025. Where relevant, comparisons have also been made to the wider tracking period.

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🌐 Gift Card Voucher Association (GCVA)

