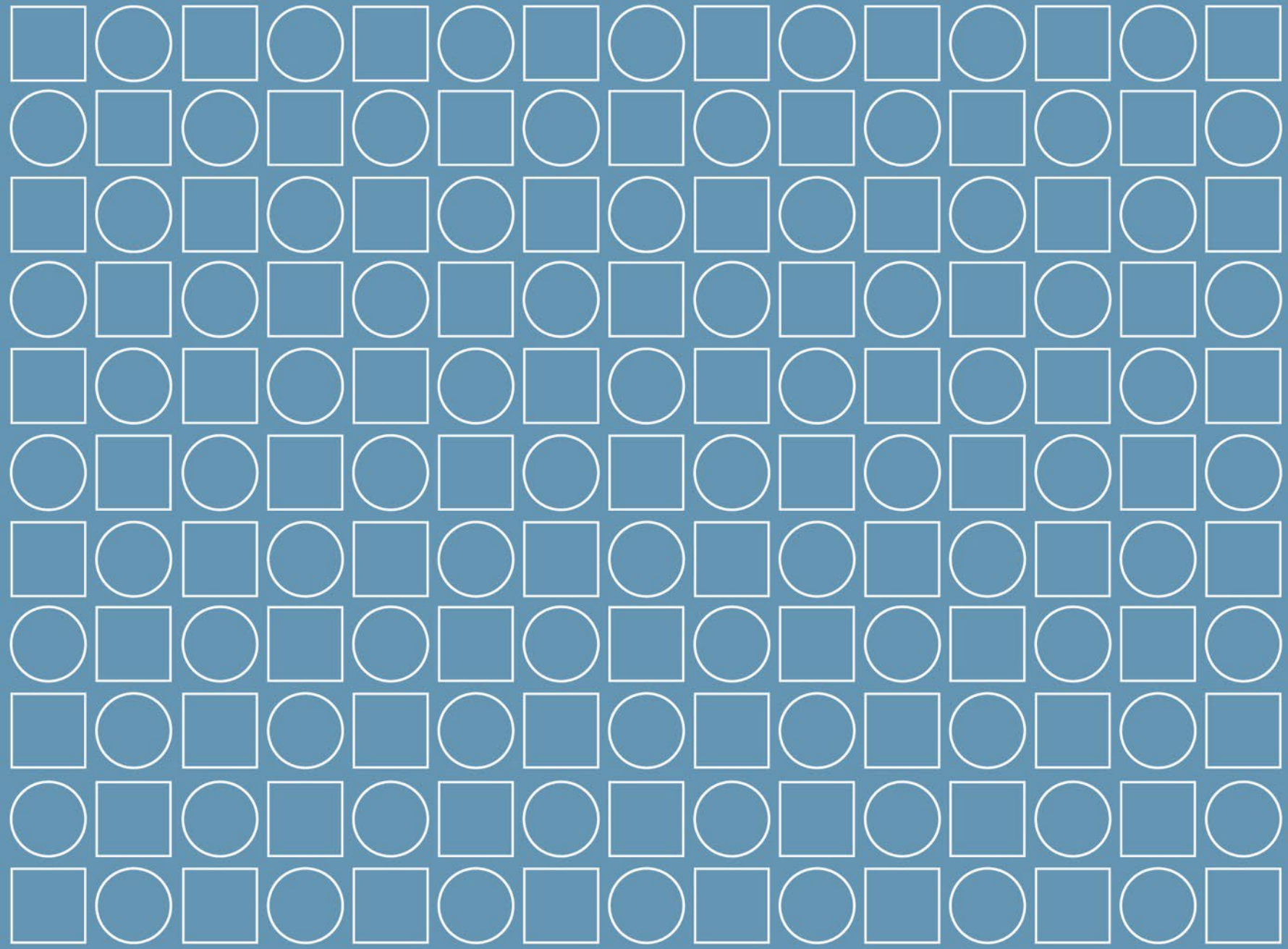


GCVA & PR
Agency One

Press & Media
Coverage

March 2024



GIFTFOCUS

Title: Gift Focus

Date: 18.03.24

Link: <https://www.giftfocus.com/news/27162/research-shows-a-compelling-shift-in-shopping-habits-over-the-festive-season>

MUU: 7,200

DA: 25

Research shows a compelling shift in shopping habits over the festive season

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Despite a festive spending slowdown, the GCVA, in collaboration with Global Data, reveals a compelling shift in shopping habits during the holiday season.



Their nationally representative survey of 2,000 consumers indicates that over 20 million gift cards were exchanged during Christmas 2023, with nearly a third (31 percent) of respondents receiving one.

Interestingly, almost a quarter (24 percent) of those surveyed received more gift cards than in previous years. Younger generations emerged as the primary recipients, with an astonishing 50 percent of those aged 16-24 unwrapping the gift of a gift card, compared to 18 percent among the 55-64 age group. The research also showed diverse reasons why gift cards are a popular choice. In addition to seeking to avoid waste or unwanted gifts, 20 percent chose gift cards with the intention of providing direct support to local businesses, emphasising the contribution of gift cards to the resurgence of community commerce.

Retail Times

be inspired

Title: The Retail Times

Date: 19.03.24

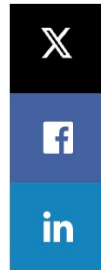
Link: <https://retailtimes.co.uk/gift-cards-driving-bigger-basket-spend-for-retailers-gcva-reports/>

MUU: 23,880

DA: 55

Gift cards driving bigger basket spend for retailers, GCVA reports

by Fiona Briggs — March 19, 2024 Reading Time: 3 mins read



Retailers running successful gift card programmes are experiencing a remarkable surge in sales thanks to the growing trend of shoppers using gift cards to unlock significant savings on larger purchases.

According to the latest State of the Nation 2024 research conducted by the Gift Card & Voucher Association (GCVA) and Global Data, gift cards encourage shoppers to spend more and upgrade their present.

Research found that more than two-thirds (68%) of those redeeming their gift cards over the past 12 months spent more than the value of the card. This means that for over two-thirds of shoppers, gift cards have become a gateway to indulging in higher-priced items while enjoying savings.

CWB:

Title: CWB

Date: 21.03.24

Link: <https://cwb-online.co/how-gift-card-programmes-are-driving-bigger-basket-spend/>

MUU: 4,000

DA: 37

21/03/2024 / RETAIL

How gift card programmes are driving bigger basket spend

BY LAURA TURNER



Retailers running successful gift card programmes are experiencing a surge in sales thanks to the growing trend of shoppers using gift cards to unlock significant savings on larger purchases.

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Title: Fashion Network

Date: 26.03.24

Link: <https://uk.fashionnetwork.com/news/Gift-cards-drive-larger-spend-especially-among-family-age-millennials-report,1618596.html>

MUU: 373,760

DA: 84



Gift cards drive larger spend especially among family-age Millennials - report

Positive news for gift card retailers. Their purchase encourages shoppers to spend more than their face value and upgrade their presents, according to the Gift Card & Voucher Association (GCVA) and Global Data.



This is Money - gift card fraud statement



Title: This is Money

Date: 26.03.24

Link:

<https://www.thisismoney.co.uk/money/beatthescam/article-13235925/Draining-gift-card-scam-arrives-Britain-Victim-loses-150-local-Sainsburys-heres-works.html>

MUU: 2,663,005

DA: 81



Draining gift card scam arrives in Britain: Victim loses £150 in her local Sainsbury's - here's how it works

- Scam new to UK sees crooks steal vouchers from shop shelves, then return them
- They are then topped up with money by gift givers, but criminals have the codes
- Once the recipient tries to spend the cash, they find it is already gone

By [HELEN CRANE](#)

UPDATED: 06:00, 26 March 2024



Shoppers are being warned of a new gift card 'draining' scam imported from the US, which sees criminals siphon off money from vouchers before the recipient has a chance to spend it.

This is Money was alerted to the scam's presence in the UK when reader Lorraine* (not her real name) contacted us to say her family had become victims.

Lorraine bought two Amazon gift cards worth a total of £150 in her local Sainsbury's store in early December.

A couple of weeks later, she sent them away to her niece in another part of the country as a Christmas present - one from Lorraine herself, and one to give on behalf of her elderly mother.