

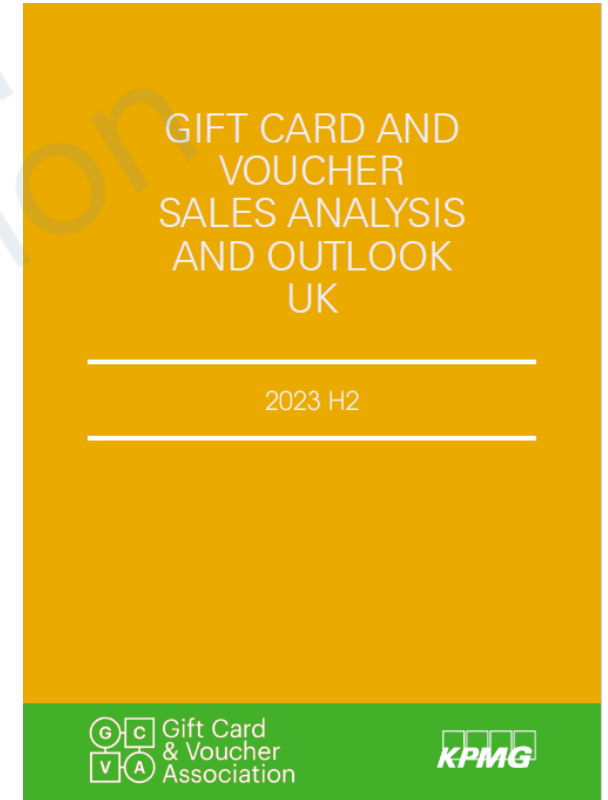
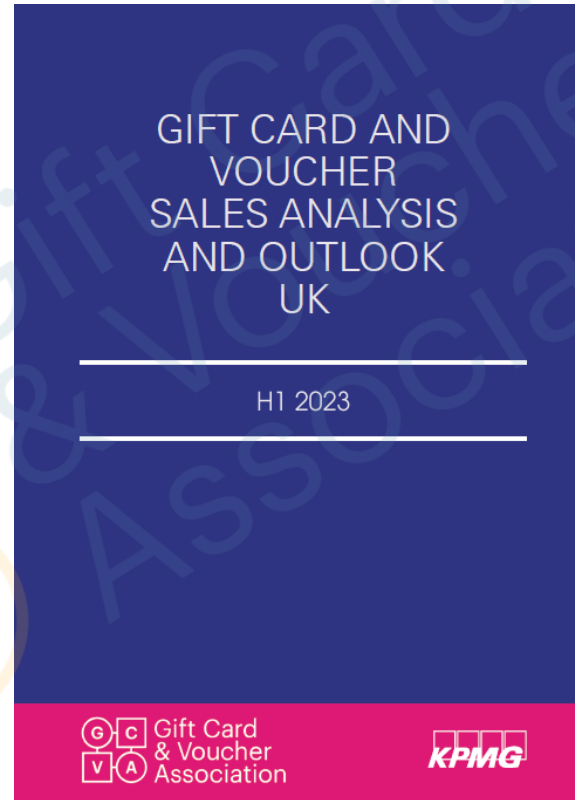
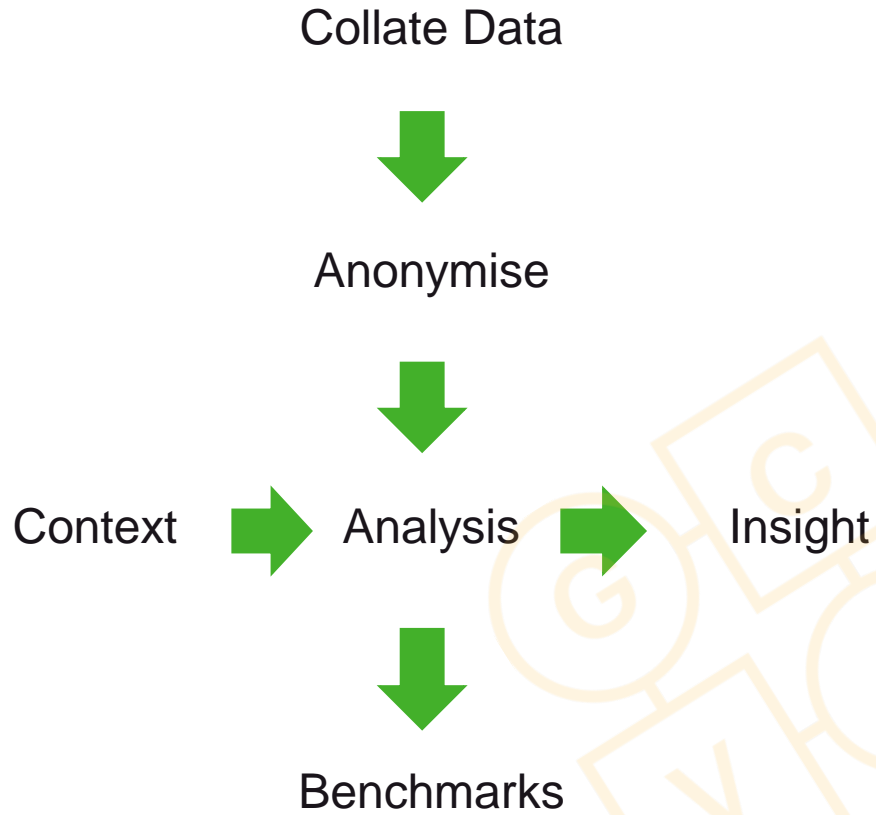


2023 Gift Card and Voucher Sales Data

Alastair Cowen

Data and Analytics, KPMG

Working together to assess industry performance



2023 headlines

£3.4bn

Face value sold by GCVA in 2023 by
data submitting members

↑ 7.8%

Like-for-like growth vs 2022

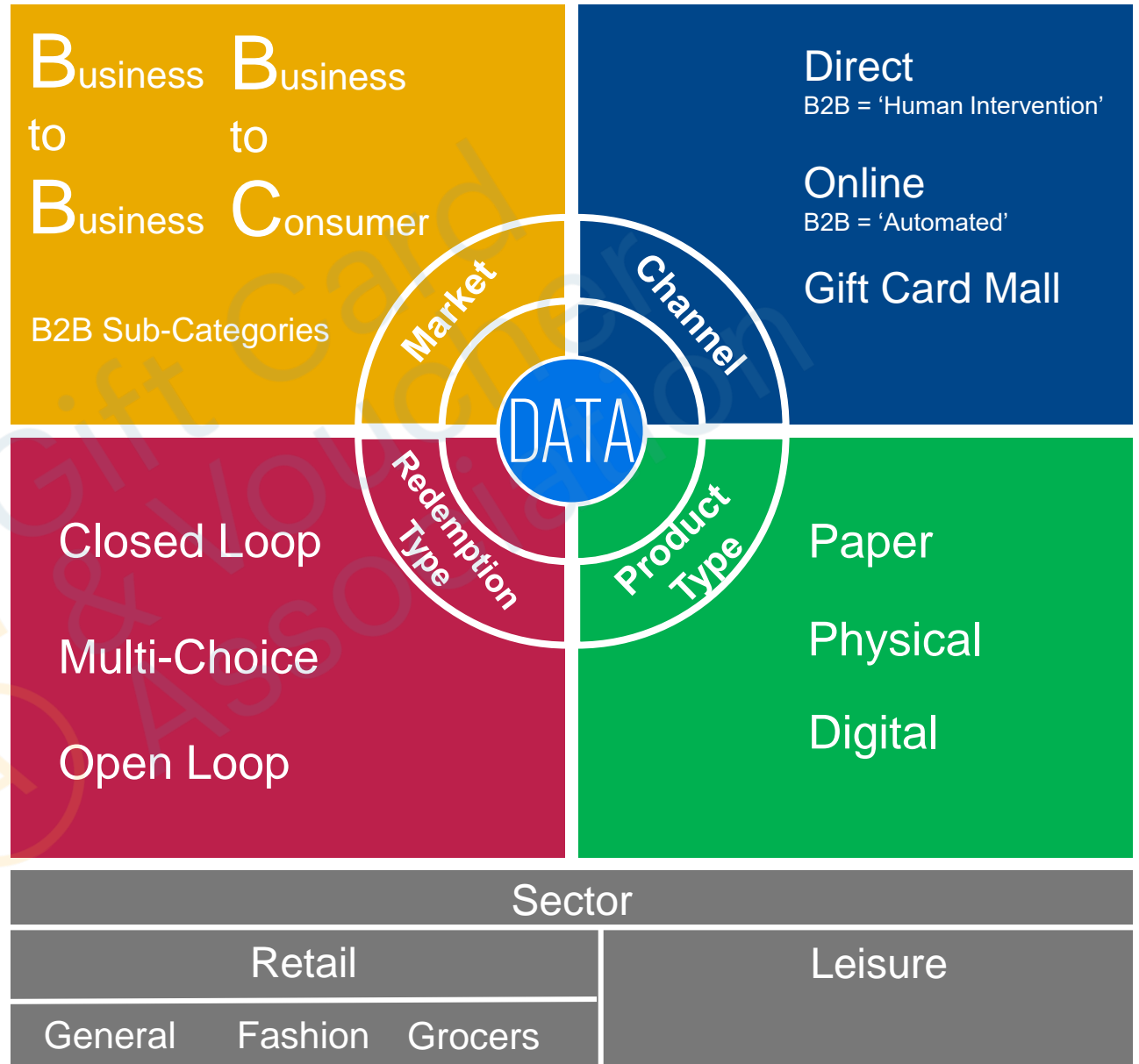
**2x faster growth
than Retail**

3.6% from KPMG x Retail Sales
Monitor

**B2B the largest
driver**

84% of the 2023 growth

A look at the data through different lenses



A look at the data through different lenses



B_{usiness} to B_{usiness}

B_{usiness} to C_{onsumer}

B2B Sub-Categories

Market

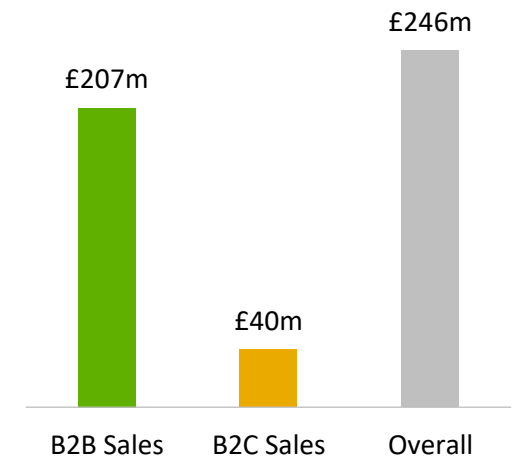
Both B2B and B2C saw growth

B2B grew more strongly at 10.6%, increasing its majority share

Employee Benefits etc. contributed most growth – 59% of the overall uplift in all gift card sales

B2C's 3.2% growth more in line with Retail overall

Growth by Market



A look at the data through different lenses

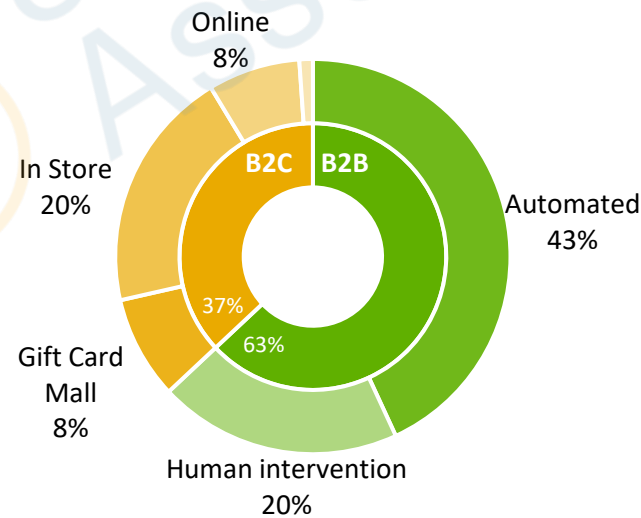


Traditional In Store saw a slight dip of 2%

More than offset by growth in Gift Card Malls of 16%



Share by Market and Channel



Online slower this year at just 3% growth

Both B2B channels contributed similarly to its growth of 10%

Fourth consecutive year of Automated increasing its share

A look at the data through different lenses

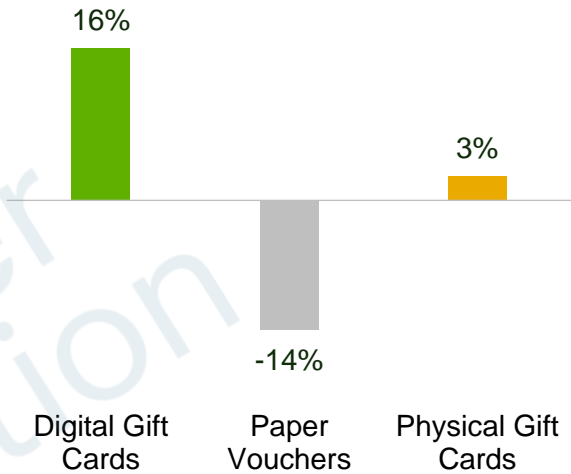


Digital Gift Cards the top growing product type, looking set to takeover

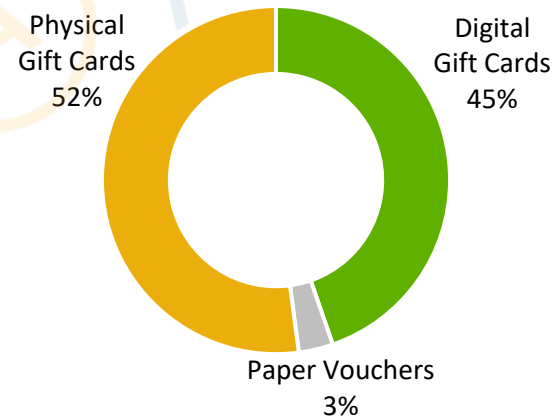
Paper vouchers are a small and waning component

Physical Gift Cards return to some modest growth

Product type growth



Product type share



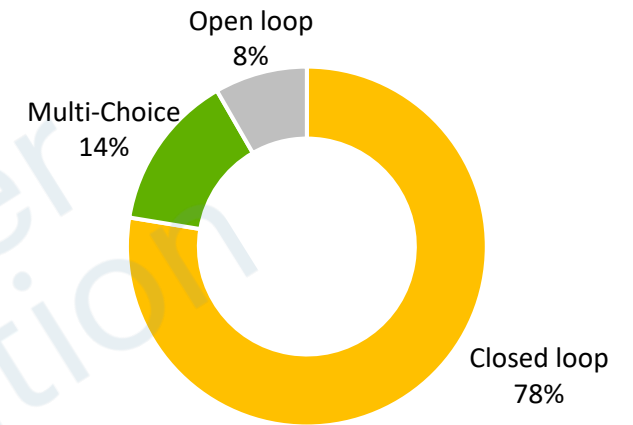
A look at the data through different lenses



Strong growth in Closed Loop increases its overall share

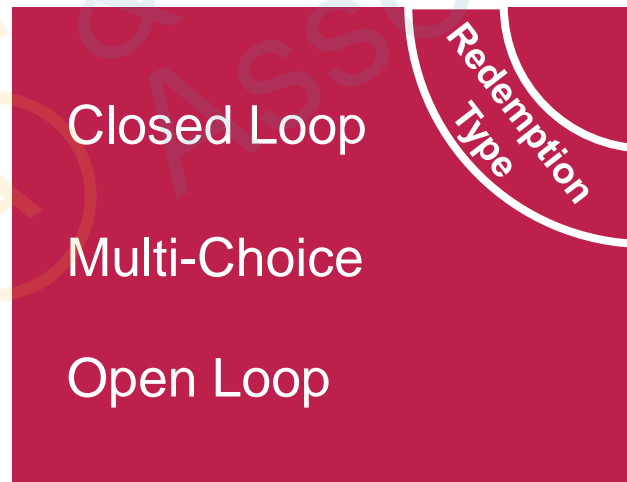
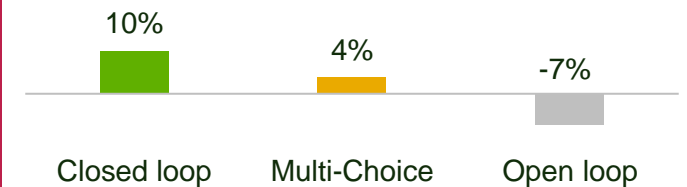
Multi-Choice sees modest growth overall, boosted underneath by B2C, which saw 18%

Redemption type share



Open Loop declined in the majority of categories, continuing a recent trends

Redemption type growth



A look at the data through different lenses



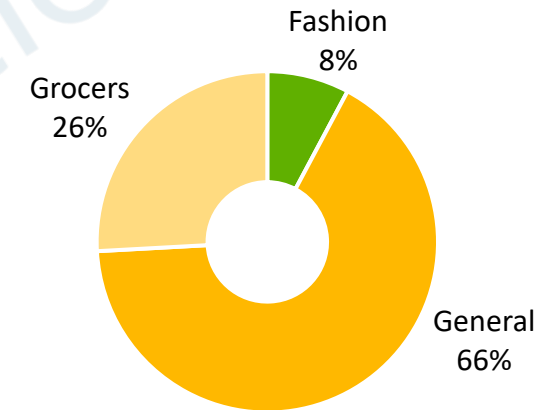
Most data submitting members do so to the Retail sector

General part of the sector grew just under 2% reflecting wider challenges

Grocers were the engine of growth, up by over 20%

Fashion saw 6% overall, but a mixed picture amongst the data submitting members

Retail sector share by sub-sector



Sector			
Retail			Leisure
General	Fashion	Grocers	

A look at the data through different lenses



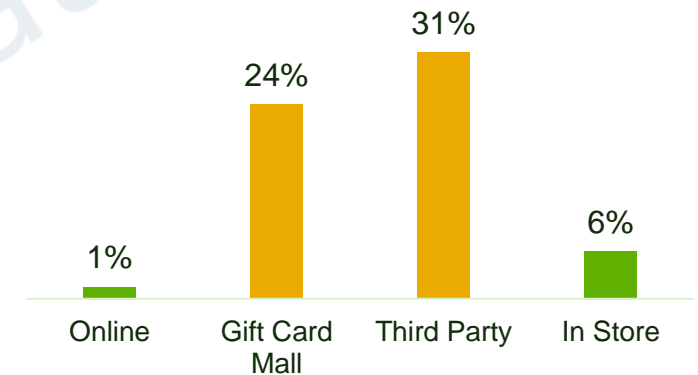
Leisure sees growth of 15% overall, but mixed amongst the submitting members

Third Party and Gift Card Malls driving growth in the consumer market

Online channel showing sign of maturity

Digital Gift Cards did significantly well, growing over 43%

Leisure Sector growth by B2C Channel



Sector			
Retail			Leisure
General	Fashion	Grocers	

Some thoughts*

1. Partner with B2B platform providers
2. Invest in Gift Card Malls
3. Invest in Digital products
4. Understand and analyse your customers
5. Improve on convenience

*No liability accepted!