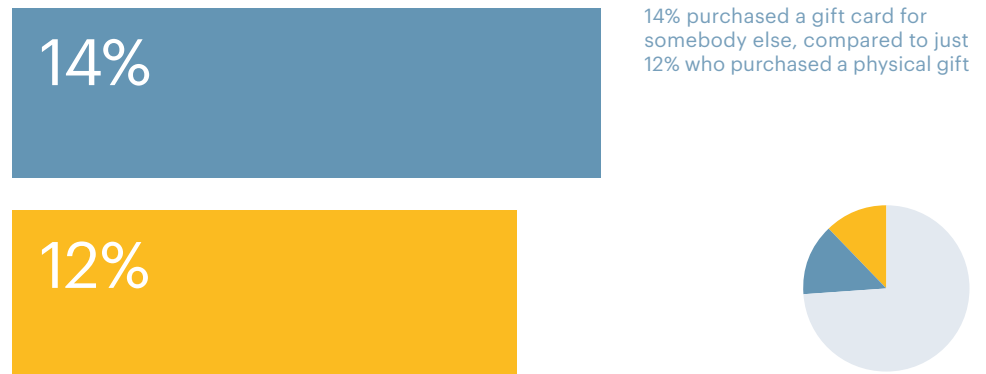


Gift Card industry
consumer behaviour

The GCVA is partnering with GlobalData to deliver a monthly snapshot of consumer behaviour and attitudes when it comes to gift cards over 2020. The June fieldwork was undertaken during w/c June 1st 2020, and was designed to explore habits since the beginning of the lockdown. A UK nationally-representative sample of 2,000 shoppers was surveyed.

Gift cards have been the most popular gifting choice since the start of the lockdown



Almost three-quarters (74%) of respondents said that they haven't purchased any physical gifts or gift cards either for others or for themselves since the start of the lockdown. However, of those that did purchase, 14% bought a gift card for somebody else, compared to just 12% who said that they bought a physical gift.

UK shoppers have inevitably found purchasing physical gifts more difficult

Of those that purchased gift cards for someone else during the lockdown, 21% said they did so to support favoured brands during this difficult period

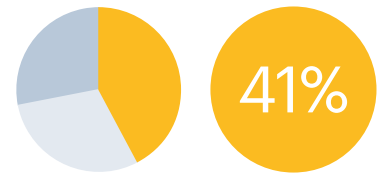


That gift cards have proved a more popular gifting choice than physical gifts is an inevitable reflection of the growing difficulty shoppers have found in purchasing the latter. Indeed, of those that purchased gift cards for others during the lockdown, 30% did so due to difficulty purchasing physical gifts, while 25% did so due to it being easier to get gift cards delivered.

Another emerging factor during the lockdown period has been growing proactivity among consumers in supporting favoured brands during this difficult period – 21% of those purchasing gift cards for somebody else since the lockdown did so for this reason. This trend has been particularly prevalent among younger consumers, with 32.5% of 16-24 and 33.8% of 25-34 consumers purchasing for this reason – demonstrating a social conscience.

5% have purchased a gift for themselves since the start of the lockdown

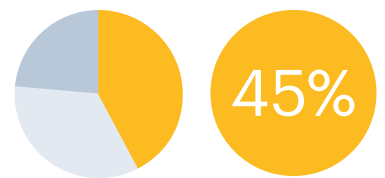
41% of gift card self-purchases bought to help with saving money



Of those that have purchased gift cards for themselves since the lockdown, the most important reason (with the exception of it being a regular habit) was to help with saving money – cited by 41%. The current circumstances have placed significant financial pressures on many consumers, and gift cards are represent a good device to aid with saving and budgeting. Elsewhere, self-purchase is also facilitating the growing requirement for shoppers to spend across digital channels; 29% purchased to make it easier to shop online and 27% purchased due to it being the only way to buy the products they wanted.

Despite the lockdown restrictions, just under half of purchasers bought instore

45% of gift card buyers have purchased physical gift cards from physical stores since the lockdown



Perhaps reflecting the popularity of supermarkets and convenience stores for gift card purchasing – and these stores remaining open during the lockdown – 45% of gift card buyers have purchased physical gift cards from physical stores since the lockdown. Nonetheless, the wider picture highlights the importance of online and digital during the current time, with over a third (36%) buying a physical gift card online from a retailer/gift card issuer and a quarter (25%) purchasing a digital gift card online from a retailer/gift card issuer.

Retail gift cards have proved most popular since the lockdown

16% purchased experience and 10% leisure gift cards



Of those that have purchased gift cards since the lockdown, retail gift cards (purchased by 44%) and multi-store retail gift cards (purchased by 38%) were most popular. One category that has received a boost during this period is gaming (purchased by 15%), which has benefitted from a captive stay-at-home audience. Gaming gift cards have proved particularly popular among younger age-groups with 24.7% of the 16-24 and 21.6% of 25-34 age brackets purchasing since the lockdown.

Elsewhere, just 16% have purchased experience gift cards, and 10% leisure gift cards, reflecting the uncertainty around many of these related businesses will be able to re-open and in what form.