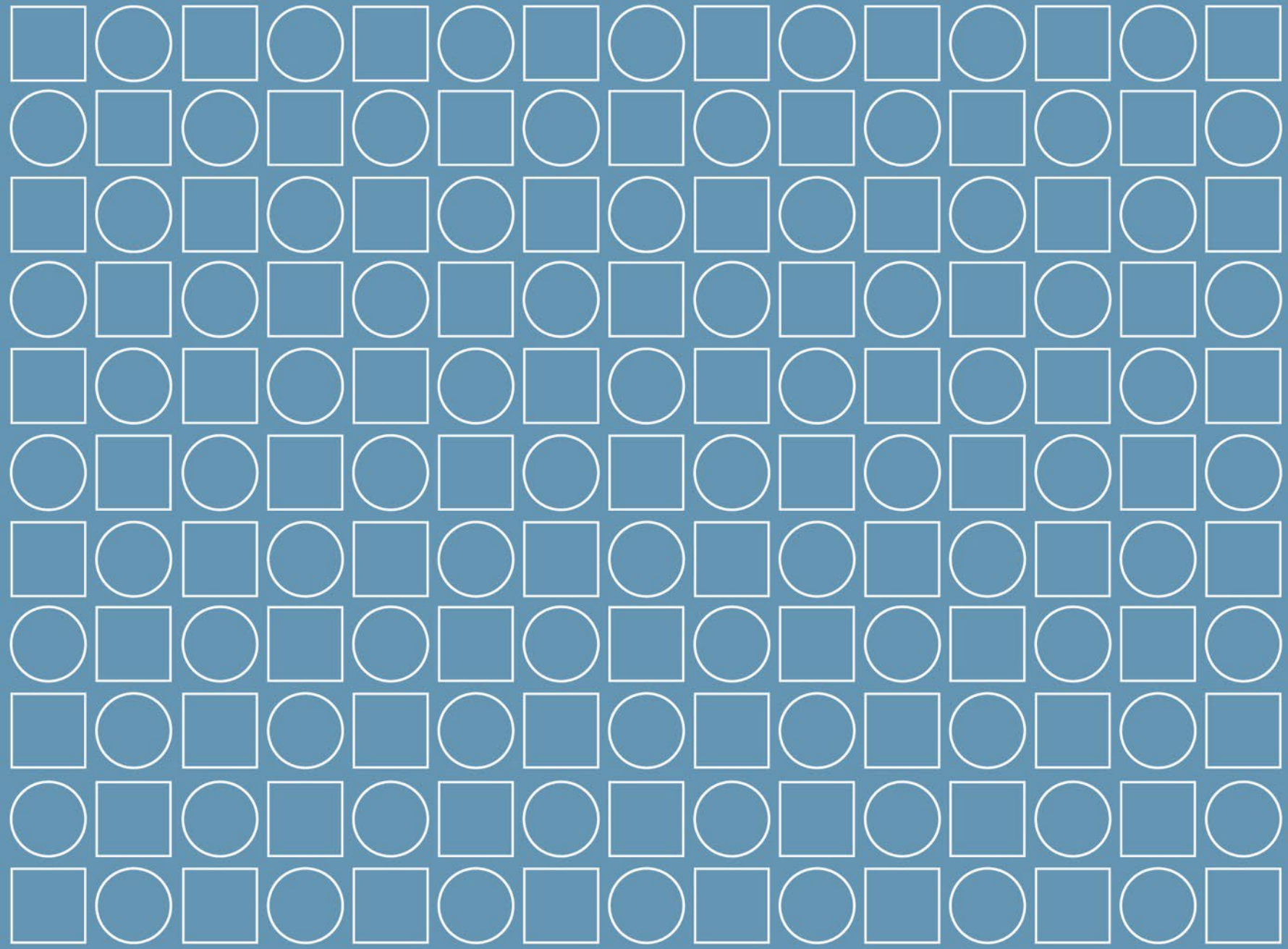


GCVA & PR  
Agency One

Press & Media  
Coverage

May 2023



# GIFTFOCUS

**Title:** Gift Focus

**Date:** 02.05.23

**Page:** 8

**MUU:** 2,000



## RISE OF THE 'NON-GIFT' CARD; INCREASING APPLICATIONS CREATE TIPPING POINT IN £8 BILLION UK GIFT CARD SECTOR

When adults in the UK receive a gift card it is now more likely not to be a gift, with alternative uses for the versatile product outstripping gifting for the first time according to research from the [Gift Card and Voucher Association](#) (GCVA).

The study of 2,000 UK adults, commissioned for the association's 'What's in a Name' whitepaper (supported by KPMG and sponsored by Tillo), found that 54.1% of UK adults (equivalent to 28.8 million people) received at least one gift card in the last year.

Just under a quarter of the population (24.84%) received at least one as a gift from family or friends. However, 29.26% received gift cards solely for non-gifting reasons.

The sector has been moving to this tipping point for some time, but recently the combination of lockdowns and the cost-of-living crisis have further boosted these non-gifting applications according to industry experts.

The latest industry data, compiled by KPMG from GCVA member's data, revealed that in the second half of 2022, business to business sales of gift cards represented 57% of the market.

Gail Cohen, director general at the GCVA, commented: "Gift cards are a simple, secure and well-loved financial product. We've all been using them since we were about six years old and they require little or no explanation. Over the decade they have evolved to allow online shopping and digital gift cards that can be added to mobile wallets. All of these factors have seen an explosion in applications, which now means gift cards are a crucial part of society."

Amongst these diverse uses are as a tool for businesses seeking to reward customers or offer cashback and incentives (10.29%

of UK adults received a gift card for this reason in the last 12 months). Also, as an employer reward, mini-bonus or (more recently) as a form of cost-of-living support (8.1% of UK adults).

Gift cards are also used by insurance companies as part of a claim or as an emergency interim payment (5.66% of UK adults). As well as by government as a way to quickly distribute benefits, a recent example being children's national free school meals operated during pandemic school closures.

Cohen adds: "Many sectors have embraced the gift card as it combines the simplicity of cash, but still allows payments to be controlled and monitored (e.g. for a specific purpose), for balances to be checked and topped up remotely and for recipients to redeem their gift card online."

"We've also seen an explosion in innovative applications, especially post-lockdown. For example, cards being used to promote local towns and high-streets (with cards restricted to geographic locations) or as a way for companies to help employees access wellbeing services without feeling like their employer is looking over their shoulder."

Alex Preece, CEO and Co-Founder of Tillo, a platform that empowers companies to innovate and discover new use-cases for digital gift cards, comments: "Tillo has been helping businesses to uncover new and exciting use-cases for digital gift cards for some time now, and the results of this GCVA whitepaper only serve to reinforce what we have known for some time - Gift Cards are no longer just for gifting. Tillo has always been at the forefront of gift card innovation, powering the distribution of school vouchers for the Free School Meals programme, which is used by over 1.3 million families a week, and providing the necessary infrastructure from which Fintechs can continue to innovate."



**Title:** Direct Commerce

**Date:** 16.05.23

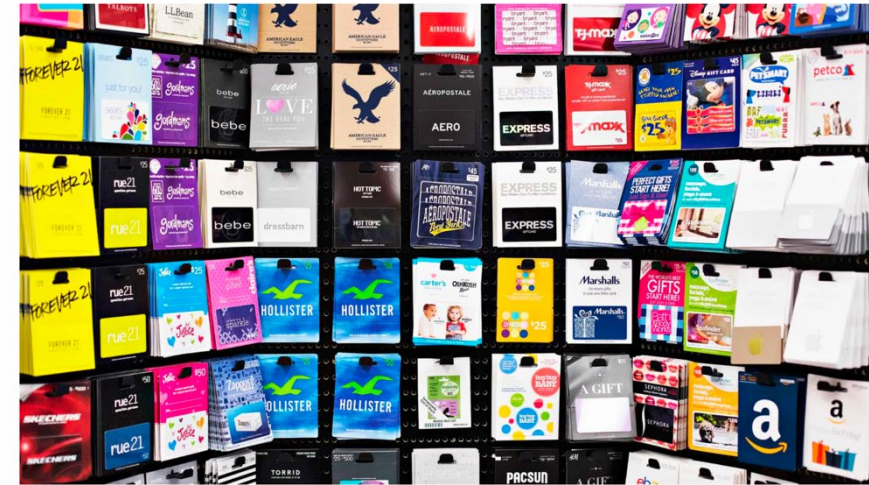
**Link:** <https://homeofdirectcommerce.com/news/retail-gift-card-sector-grows-amid-cost-of-living-crisis/>

**MUU:** 8,000



## RETAIL GIFT CARD SECTOR GROWS AMID COST-OF-LIVING CRISIS

📅 16th May 2023



New research has reinforced the relevance of gift cards in the modern retail environment as both a tool for gifting and financial planning, amidst the ongoing cost-of-living crisis.

and GlobalData, found that gift cards have remained resilient through 'a year of two halves' in 2022; the first half generally picking up as the UK continued to pull away from the effects of the pandemic, followed by a downturn as the cost-of-living crisis started to bite.

The research shows that retail gift cards proved a popular choice, with the average proportion of monthly gift card buyers increasing to 52.3 per cent in 2022 vs. 49.1 per cent in 2021. The rising penetration of retail gift cards reflects the increased appetite from shoppers to undertake the same types of social, in-store shopping trips as they did pre-pandemic. This was especially the case over the Christmas period, which saw 53 per cent of UK gift card buyers purchase physical gift cards in-store in December 2022, compared to 49 per cent in December 2021.

Data also highlighted the popularity of digital and multi-channel gift cards across generations, proving that cross-channel fluidity is no longer an expectation exclusive to younger generations. The monthly average of gift buyers who expect all gift cards to be cross-channel was fairly consistent across all age groups and increased to 52.9 per cent in 2022, up from 40.8 per cent in 2021.

Gift cards remain an effective tool for reaching new customers, with 50.4 per cent of Gen Z and 53.3 per cent of millennials saying that they were introduced to a brand through receiving a gift card. In addition, retailers continue to benefit from additional spend, with two-thirds of shoppers typically spending more than the value of the gift they received in 2022. This is particularly true for younger shoppers, some of which are willing to spend triple the amount of the gift card being redeemed.

# Retail Insight Network

**Title:** Retail Insight Network

**Date:** 19.05.23

**Link:** <https://www.retail-insight-network.com/news/retail-gift-card-sector-grows/>

**MUU:** 20,000

## Retail gift card sector grows amid cost-of-living crisis

GlobalData research shows an rise in consumer purchasing of gift cards to the benefit of retailers.

By Claire Jenns



**G** [lobalData](#) and the Gift Card and Voucher Association (GCVA) have carried out research on the role of gift cards for shoppers struggling with the cost-of-living crisis.



# Electronic Payments International

**Title:** Electronic Payments International

**Date:** 22.05.23

**Link:** <https://www.electronicpaymentsinternational.com/news/demand-for-cross-channel-gift-cards-increases-across-generations/>

**MUU:** 10,060

**DA:** 39



News | May 22, 2023

## Demand for cross-channel gift cards increases across generations

Research from the Gift Card & Voucher Association and GlobalData reveals that a growing number of consumers across all generations expect to be able to use gift cards across various physical, digital and mobile channels

By Douglas Blakey

Digital and multi-channel gift cards are no longer an expectation exclusive to younger consumers. The proportion of respondents that expect gift cards to be cross-channel is fairly consistent across all age groups. Indeed, it has increased to 52.9% in 2022, up from 40.8% in 2021 and 26.2% in 2020 according to the [State of the Nation 2023 report](#), released by GCVA and GlobalData, publishers of EPI.

This growth in expectations among older generations is thought to be due to learned behaviours from the pandemic, when online shopping became more commonplace.

### Channel preferences vary by generation

However, the research still identified a difference in channel preference and popularity between generations.

Almost half (47.7%) of consumers who received at least one gift card during 2022 did so via email. This figure only increases through the generations. 54.6% of boomers received an emailed gift card, in contrast to just 35% of Gen Z.

However, millennials are still the most likely generation to redeem a gift card they received online, as a convenient time-saving solution.

Almost half (48%) of millennials who had received a gift card in the last 12 months redeemed it via a retailer website and 29.8% did so via a retailer app.



**Title:** yahoo!news

**Date:** 24.06.23

**Link:** <https://news.yahoo.com/millions-risk-losing-money-confusion-refunds-builder-disputes-230117721.html>

**MUU:** 43,000,000



yahoo!finance

## Millions at risk of losing money amid confusion over refunds and builder disputes



**Pedro Goncalves** · Finance Reporter, Yahoo Finance UK

May 24, 2023 · 3 min read

Confusion over scams, refunds and builder disputes is leaving millions of people at risk of getting stung by financial losses.

A survey by consumer group [Which?](#) revealed that Britons are not always aware of their rights as consumers in situations where ignorance can cost thousands of pounds.

In the last half of 2022, as much as £1.96bn was spent on gift cards, according to the Gift Card and Voucher Association, but almost four in 10 people (37%) are not confident of their rights when purchasing them.

# UK Tech News

**Title:** UK Tech News

**Date:** 30.05.23

**Link:** <https://uktechnews.co.uk/2023/05/30/demand-for-cross-channel-gift-cards-increases-across-generations/>

**MUU:** 24,750

**DA:** 56



## Demand for cross-channel gift cards increases across generations

New data has shown that digital and multi-channel gift cards are no longer an expectation exclusive to younger consumers, with a growing number of consumers across all generations expecting to be able to use gift cards across various physical, digital and mobile channels.

The State of the Nation 2023 research, carried out by the Gift Card & Voucher Association (**GCVA**) and GlobalData found that the proportion of respondents that expect gift cards to be cross-channel is fairly consistent across all age groups and increased to 52.9% in 2022, up from 40.8% in 2021 and 26.2% in 2020. This growth in expectations among older generations is thought to be due to learned behaviours from the pandemic, when online shopping became more commonplace.

However, the research still identified a difference in channel preference and popularity between generations.

Almost half (47.7%) of consumers who received at least one gift card during 2022 did so via email, and this figure only increases through the generations. 54.6% of Boomers received an emailed gift card, in contrast to just 35% of Gen Z.

However, Millennials are still the most likely generation to redeem a gift card they received online, as a convenient time-saving solution. Almost half (48%) of Millennials who had received a gift card in the last 12 months redeemed it via a retailer website and 29.8% did so via a retailer app.

Meanwhile, Gen Z consumers were the generation most likely to receive a gift card through social media or messaging platforms (14%). This is expected to increase for all generations in the near future as social media becomes embedded as an even bigger part of our daily lives.