



Press release

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Gift card use soars as employers look to support staff through cost of living crisis

As employers seek innovative ways to support their staff through the cost of living crisis, new research has revealed that use of gift cards as an employee benefit has increased significantly.

According to the latest analysis by the [Gift Card and Voucher Association](#) (GCVA) and [KPMG UK](#), sales of gift cards to businesses for use as an employee benefit have soared by 59.2%. This is a result of increased efforts from businesses to provide their employees with access to discounted offers on products and essentials to help to tackle rising costs.

The use of gift cards for rewards and incentives has also risen by 26.8%, reflecting the increasing need for employers to motivate and retain staff, as well as attract new talent, as the recruitment markets becomes more competitive.

Further research by the GCVA, carried out in June, found that the power of incentive and motivation schemes to foster loyalty to a company has increased in the first half of this year. Of those surveyed, 47% said that an incentive, such as a £50 gift card, would have more impact on their loyalty and productivity than before the cost of living crisis hit. With 20% of people saying this increase in impact would be significant.

Gail Cohen, Director General of the GCVA said: “It’s great to see that an increasing number of businesses are seeing the real value of gift cards and the role that they can play in supporting employees through challenging financial circumstances. The increased power of rewards and incentives has clearly been felt by businesses looking to recognise the hard work of their staff and foster new talent with attractive employee benefits.

“This research shows that the B2B market as a whole has grown significantly, with employee benefits and rewards and incentives taking the lions share of the market. B2B remains a vital area for gift card sales, making up 67.4% of the whole market, so it’s extremely encouraging to see continued enthusiasm for their use. Once again, this research illustrates how gift cards can be used in a multitude of ways to support a business.”



Don Williams, Retail Partner at KPMG, said: “The economic outlook is set to be challenging for the next year or more and this will require employers to find new ways to support their employees, similarly to retailers making a renewed effort to attract and maintain customers, as everyone looks for ways to save.

“Despite these challenges, this backdrop may well provide abundant opportunities for the gift card and voucher sector. This can be seen through the strength and growth of employee benefit schemes within the B2B market, highlighting how the gift card industry will play an important role in how employers support their staff.”

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Notes to Editors

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About the GCVA

The Gift Card & Voucher Association (www.gcva.co.uk) was established as a trade body to represent the key players in what is today a £7 billion gift card and stored value solutions market. With 90 members representing key retailers, issuers and suppliers the GCVA provides an information and reference point for the Gift Card & Voucher industry and is at the forefront of the issues affecting the industry.

Its main objective is to provide a platform and infrastructure for the industry and to raise the profile and use of gift cards and vouchers within the UK, promoting the industry to consumers, businesses, government and other interested parties.

The GCVA is the key industry organisation to share new ideas, innovate and promote best practice with the UK gift card and voucher industry. It runs a programme of events, meetings, research projects and updates throughout the year, including its flagship



Conference. The industry event of the year, the GCVA Conference returned in person, in a brand new venue, in London, on 2-3 March 2022.

The GCVA conference is the highlight of the industry calendar and provides the platform to bring all major players across the UK and international gift card community, together.

For two action-packed days, delegates will be immersed in the gift card eco-system, comprising: A UK & global retail space; industry innovation; consumer needs, evolving marketing strategies; hot topics; market trends, inspirational speakers, exhibition hall and the very best networking opportunities.