

UK gift card
& voucher association



UKGCVA & PR AGENCY ONE
PRESS & MEDIA COVERAGE

MARCH

Title: Fashion Network

Date: 05.03.19

Link: <https://uk.fashionnetwork.com/news/Gift-card-sales-continue-to-rise-in-UK-despite-weak-consumer-environment,1074928.html#.XMGbr-hKjOh>

FASHION
NETWORK

Gift card sales continue to rise in UK, despite weak consumer environment



By Sandra Halliday

5 March 2019



The UK gift card market is continuing to grow and support the UK retail market, despite the challenging retail conditions, according to the latest industry report from the UK Gift Card & Voucher Association (UKGCVA).



Gift cards are continuing to rise in popularity in the UK

Produced by accountancy and business advisory firm BDO, the report shows an "overall promising picture" with year-on-year growth of 10.73%.

Gift card sales rose across retail, experiential and third-party supplier sectors, with store branded cards showing "particularly impressive growth at 16.64% for the period." This was driven by an increase of 33% through the business-to-business (B2B) channel and 4.5% through the consumer sales channel.

Within the consumer sales channel, which includes gift card malls, online sales and sales of store branded gift cards sold direct from retailers' own stores, gift card malls once again saw the greatest increase, although no figure was given.

But that's no surprise as direct sales from retailers' own stores are still where the majority of gift cards are purchased, accounting for 75.62% of all consumer sales. So growth of 'only' 4.7% for this part of the sector in the period is understandable as it's harder to expand fast when the channel already accounts for most sales.

Digital gift cards are also increasing in popularity and experienced the highest growth in the second half of 2018, when compared to paper and physical cards, the report said, although again, it didn't give an exact figure.

By Sandra Halliday

Title: Engage CX Marketing

Date: 05.03.19

Link: <https://engagecxmarketing.com/gift-card-industry-continues-to-thrive/>

DA: 19



GIFT CARD INDUSTRY CONTINUES TO THRIVE

The UK gift card market is continuing to grow and support the UK retail market, despite the challenging environment, according to latest industry data published by the UK Gift Card & Voucher Association (UKGCVA)

Produced by accountancy and business advisory firm BDO, on behalf of the UKGCVA, the report provides insight into the gift card and voucher market's performance in the second half (H2) of 2018. It paints an overall promising picture, finding that overall growth has increased by 10.73% year on year.

Gift card sales have increased across retail, experiential and third party supplier sectors, with store branded gift cards demonstrating particularly impressive growth at 16.64% for the period. This growth is being driven from an increase of 33% through the business-to-business (B2B) channel and a growth of 4.5% through the consumer sales channel.

Within the consumer sales channel, which includes gift card malls, online sales and sales of store branded gift cards sold direct from retailers' own stores, gift card malls have once again seen the greatest increase, comfortably exceeding online consumer sales. However direct sales from retailers' own stores, with a lower growth rate of 4.7% in the period, is still where the majority of gift cards are purchased, accounting for 75.62% of all gift card consumer sales.

Business-to-business (B2B) sales account for the largest percentage of growth in H2, up by 22%, as more companies utilise gift cards for incentive and reward schemes. In comparison, consumer sales increased by 3.94% in what is historically their better-performing period, leading to an almost equal share of the market in this period between B2B and consumer sales.

Digital gift cards are also increasing in popularity and experienced the highest growth in the second half of 2018, when compared to paper and physical cards.

The report analyses data submitted by UKGCVA *participating members which include leading high street retailers, department stores, supermarkets, online retailers, and is the most authoritative report compiled for this industry.

Gail Cohen, director general for the UKGCVA, said: "It's great to see the gift card industry bucking the trend in the retail sector and sustaining its growth. Overall the results have remained positive for the industry, with retail growth a particular highlight, demonstrating the strong resilience and continued relevance of gift cards in the UK today."

Title: Incentive and Motivation

Date: 05.03.19

Link: <http://incentiveandmotivation.com/gift-card-industry-continuing-thrive-despite-wider-retail-woes/>



[Home](#) > [Gift Cards](#)

Gift card industry continuing to thrive despite wider retail woes

The UK gift card market is continuing to grow and support the UK retail market, despite the challenging environment, according to latest industry data published by the UK Gift Card & Voucher Association UKGCVA)

Produced by accountancy and business advisory firm BDO, on behalf of the UKGCVA, the report provides insight into the gift card and voucher market's performance in the second half (H2) of 2018. It paints an overall promising picture, finding that overall growth has increased by 10.73% year on year.

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The UKGCVA announces the industry's half yearly results, ahead of it's annual flagship event for the gift card and voucher industry, UKGCVA Conference 2019: The Future is Now.

Taking place at the Grange Tower Bridge Hotel in London on 6th and 7th March 2019, the event will bring together industry leaders from around the globe to discuss ongoing trends and developments within the gift card industry.

Title: Retail Times

Date: 05.03.19

Link: <http://www.retailtimes.co.uk/gift-card-industry-continuing-to-thrive-despite-wider-retail-woes/>

Retail Times
be inspired

Gift card industry continuing to thrive despite wider retail woes

Published on 05/03/2019 by Fiona Briggs in Retail News, Retailer News



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Title: Gifts and Home

Date: 08.03.19

Link: <https://www.giftsandhome.net/gift-card-industry-continues-to-thrive/>

DA: 10

GiftsandHome.net



Gift Card Industry Continues to Thrive

By Sue Marks
March 8, 2019



According to latest industry data published by [the UK Gift Card & Voucher Association \(UKGCVA\)](#), the UK gift card market is continuing to grow and support the UK retail market, despite the challenging environment.

Produced by accountancy and business advisory firm BDO, on behalf of the UKGCVA, the report provides insight into the gift card and voucher market's performance in the second half (H2) of 2018. It paints a promising picture overall, finding that overall growth has increased by 10.73% year on year.

"It's great to see the gift card industry bucking the trend in the retail sector and sustaining its growth," commented Gail Cohen, director general for the UKGCVA. "Overall the results have remained positive for the industry, with retail growth a particular highlight, demonstrating the strong resilience and continued relevance of gift cards in the UK today."

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Top: The UK gift card market is continuing to grow and support the UK retail market.



FEATURED JOB

STAR
EDITIONS

Sales Agents
Star Editions
Various, UK

BROWSE JOBS

MOST POPULAR



Announcing The Greats Finalists 2019!
March 8, 2019



Wedgwood Honours The Past
March 7, 2019



They're So Excited, They Just Can't Hide It!
March 8, 2019



The Best Of British
March 4, 2019



Save Our High Street Pleads Gift Shop Owner
March 4, 2019

Title: Insight DIY

Date: 08.03.19

Link: <http://www.insightdiy.co.uk/news/study-shows-consumer-demand-for-gift-cards-remains-high-driven-by-millennials/7002.htm>

Insightdiy Intelligence and Insight for the DIY Industry

Study Shows Consumer Demand for Gift Cards Remains High; Driven By Millennials



Gift cards continue to be a growing and powerful consumer gifting method, according to the latest research published by the [UK Gift Card & Voucher Association](#) (UKGCVA), compiled by GlobalData.

The State of the Nation report, sponsored by First Data, a global leader in commerce-enabling technology and solutions, delves into current attitudes towards gift cards. Out of the 2,000 UK consumers surveyed, it was found that 84% have purchased a gift card at some point in their lifetime, and of those that have, 87% are purchasing gift cards at least once a year.

Reflecting the age-agnostic appeal of gift cards, purchasing penetration was high across all age generations, with 89% of Generation X (35-54) and 86% of Generation Z/Millennial (16-34s) shoppers revealing they have purchased a gift card at some point in their lifetime, compared to a slightly lower 78% of Baby Boomers (55+).

Perhaps more surprisingly, it is the youngest generation (Generation Z/Millennial) of consumers driving the frequency of gift card purchasing, with 44% of Generation Z/Millennials admitting to buying a gift card at least once every two months, compared to 35% of Generation X and just 16% of Baby Boomers.

When purchased as a present, consumers spend an average of £27.64 when purchasing gift cards, yet - in what is unquestionably good news for retailers - 67% of respondents said they normally spend a higher amount than the value originally loaded onto the card, during redemption.

Demonstrating how the true value of gift cards can be felt well beyond the initial outlay, upon redemption, shoppers are spending an average £18.55 more than the actual gift card value, equating to a 67% uplift on stated average load on a gift card purchase (£27.64). And 98.6% of gift card recipients are spending them within a year of receiving them.

While the majority of gift card shoppers (50.1%) are most likely to purchase gift cards from a retailer in a physical store, a growing proportion of shoppers cited online as their preferred purchasing channel, compared to when this research was last undertaken in 2017. The rising influence of digital channels is also evidenced by the factors that influence the purchase of gift cards; 58.6% of respondents said that the ability to redeem online is an influential factor, with over one in 10 (12.5%) saying the same for availability of the gift card on mobile.

Gail Cohen, director general of the UKGCVA, commented: "The 2019 research confirms the growing importance and relevance of the gift card as a consumer proposition across each generation of UK shoppers. However, with Generation Z and Millennials leading the way in terms of gift card purchasing frequency, it is now more essential than ever that the gift card industry evolves to meet the changing needs and desires of the modern consumer."

Dom Morea, senior vice president, head of gift solutions at First Data and sponsor of the State of the Nation report, commented: "This research reaffirms our belief in the sustainable nature of the rapidly evolving gifting market. Furthermore, it clearly underscores the key opportunities that we, as an industry, need to embrace to ensure our products and services are highly relevant and deliver benefits across the entire ecosystem. First Data is proud to support this research project."

Source : Insight DIY Team and [UK Gift Card & Voucher Association](http://www.ukgcva.co.uk) (www.ukgcva.co.uk)

For all the very latest news and intelligence on the UK's largest home improvement and garden retailers, sign up for the [Insight DIY weekly newsletter](#).

Title: Fashion United

Date: 11.03.19

Link: <https://fashionunited.uk/news/retail/gift-cards-still-in-strong-demand-for-young-consumers/2019031142051?PageSpeed=noscript>

FASHIONUNITED

RETAIL

Gift cards still in strong demand for young consumers

Danielle Wightman-Stone | Monday, 11 March 2019

Gift cards continue to be a growing and powerful consumer gifting method, especially for younger consumers, according to the latest research published by the UK Gift Card and Voucher Association (UKGCVA), compiled by GlobalData.

The research found that young consumers are driving the frequency of gift card purchasing, with 44 percent of Generation Z/Millennials (16-34 years old) admitting to buying a gift card at least once every two months, compared to 35 percent of Generation X (35-54 years old) and just 16 percent of Baby Boomers (aged over 55).

The 'State of the Nation' report, sponsored by First Data, a global leader in commerce-enabling technology and solutions, also noted that gift cards also drive consumers to spend more, as when they redeem shoppers spend on average 18.55 pounds more than the actual gift card value, equating to a 67 percent uplift on stated average load on a gift card purchase, which is 27.64 pounds.

While the majority of gift card shoppers (50.1 percent) are most likely to purchase gift cards from a retailer in a physical store, a growing proportion of shoppers cited online as their preferred purchasing channel, compared to when this research was last undertaken in 2017.

The rising influence of digital channels also influences the purchase of gift cards, with 58.6 percent of the 2,000 UK consumers who responded stating that the ability to redeem online is an influential factor, with 12.5 percent saying the same for availability of the gift card on mobile.

Gail Cohen, director general of the UKGCVA, said in a statement: "The 2019 research confirms the growing importance and relevance of the gift card as a consumer proposition across each generation of UK shoppers. However, with Generation Z and Millennials leading the way in terms of gift card purchasing frequency, it is now more essential than ever that the gift card industry evolves to meet the changing needs and desires of the modern consumer."

Title: A1 Retail

Date: 12.03.19

Link: <https://www.a1retailmagazine.com/latest-news/new-research-reveals-consumer-demand-for-gift-cards-remains-high/>

DA: 35



New research reveals consumer demand for gift cards remains high



Gift cards continue to be a growing and powerful consumer gifting method, according to the latest research published by the UK Gift Card & Voucher Association (UKGCVA), compiled by GlobalData.

The State of the Nation report, sponsored by First Data, a global leader in commerce-enabling technology and solutions, delves into current attitudes towards gift cards. Out of the 2,000 UK consumers surveyed, it was found that 84% have purchased a gift card at some point in their lifetime, and of those that have, 87% are purchasing gift cards at least once a year.

Reflecting the age-agnostic appeal of gift cards, purchasing penetration was high across all age generations, with 89% of Generation X (35-54) and 86% of Generation Z/Millennial (16-34s) shoppers revealing they have purchased a gift card at some point in their lifetime, compared to a slightly lower 78% of Baby Boomers (55+).

Perhaps more surprisingly, it is the youngest generation (Generation Z/Millennial) of consumers driving the frequency of gift card purchasing, with 44% of Generation Z/Millennials admitting to buying a gift card at least once every two months, compared to 35% of Generation X and just 16% of Baby Boomers.

When purchased as a present, consumers spend an average of £27.64 when purchasing gift cards, yet – in what is unquestionably good news for retailers – 67% of respondents said they normally spend a higher amount than the value originally loaded onto the card, during redemption.

Demonstrating how the true value of gift cards can be felt well beyond the initial outlay, upon redemption, shoppers are spending an average £18.55 more than the actual gift card value, equating to a 67% uplift on stated average load on a gift card purchase (£27.64). And 98.6% of gift card recipients are spending them within a year of receiving them.

While the majority of gift card shoppers (50.1%) are most likely to purchase gift cards from a retailer in a physical store, a growing proportion of shoppers cited online as their preferred purchasing channel, compared to when this research was last undertaken in 2017. The rising influence of digital channels is also evidenced by the factors that influence the purchase of gift cards; 58.6% of respondents said that the ability to redeem online is an influential factor, with over one in 10 (12.5%) saying the same for availability of the gift card on mobile.

Gall Cohen, director general of the UKGCVA, commented: "The 2019 research confirms the growing importance and relevance of the gift card as a consumer proposition across each generation of UK shoppers. However, with Generation Z and Millennials leading the way in terms of gift card purchasing frequency, it is now more essential than ever that the gift card industry evolves to meet the changing needs and desires of the modern consumer."

Dom Morea, senior vice president, head of gift solutions at First Data and sponsor of the State of the Nation report, commented: "This research reaffirms our belief in the sustainable nature of the rapidly evolving gifting market. Furthermore, it clearly underscores the key opportunities that we, as an industry, need to embrace to ensure our products and services are highly relevant and deliver benefits across the entire ecosystem. First Data is proud to support this research project."

Title: Retail Tech Innovation Hub

Date: 12.03.19

Link: <https://retailtechinnovationhub.com/press-releases/2019/3/12/new-research-reveals-consumer-demand-for-gift-cards-remains-high>

DA: 37



New research reveals consumer demand for gift cards remains high

GIFT CARDS

12th March 2019 - Gift cards continue to be a growing and powerful consumer gifting method, according to State of the Nation research published by the UK Gift Card & Voucher Association (UKGCVA), compiled by GlobalData.

Out of the 2,000 UK consumers surveyed, it was found that 84% have purchased a gift card at some point in their lifetime, and of those that have, 67% are purchasing gift cards at least once a year. Purchasing penetration was high across all age generations, with 89% of Generation X (35-54) and 86% of Generation Z/Millennial (16-34) shoppers revealing they have purchased a gift card at some point in their lifetime, compared to a slightly lower 78% of Baby Boomers (35+).

Perhaps more surprisingly, it is the youngest generation (Generation Z/Millennial) of consumers driving the frequency of gift card purchasing, with 44% of Generation Z/Millennials admitting to buying a gift card at least once every two months, compared to 35% of Generation X and just 16% of Baby Boomers.

When purchased as a present, consumers spend an average of £27.64 when purchasing gift cards, yet - in what is unquestionably good news for retailers - 67% of respondents said they normally spend a higher amount than the value originally loaded onto the card, during redemptions.

Demonstrating how the true value of gift cards can be felt well beyond the initial outlay, upon redemption, shoppers are spending an average £18.55 more than the actual gift card value, equating to a 67% uplift on stated average load on a gift card purchase (£27.64). And 98.6% of gift card recipients are spending them within a year of receiving them.

While the majority of gift card shoppers (50.1%) are most likely to purchase gift cards from a retailer in a physical store, a growing proportion of shoppers cited online as their preferred purchasing channel, compared to when this research was last undertaken in 2017. The rising influence of digital channels is also evidenced by the factors that influence the purchase of gift cards: 58.6% of respondents said that the ability to redeem online is an influential factor, with over one in 10 (12.9%) saying the same for availability of the gift card on mobile.

Gail Cohen, Director General of the UKGCVA, commented: "The 2019 research confirms the growing importance and relevance of the gift card as a consumer proposition across each generation of UK shoppers. However, with Generation Z and Millennials leading the way in terms of gift card purchasing frequency, it is now more essential than ever that the gift card industry evolves to meet the changing needs and desires of the modern consumer."

Doni Morris, Senior Vice President, Head of Gift Solutions at First Data and sponsor of the State of the Nation report, comments: "This research reaffirms our belief in the sustainable nature of the rapidly evolving gifting market. Furthermore, it clearly underscores the key opportunities that we, as an industry, need to embrace to ensure our products and services are highly relevant and deliver benefits across the entire ecosystem. First Data is proud to support this research project."

Scott Thompson

Latest Article



Yet more big retail technology plays in 2019

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Title: Talking Retail

Date: 18.03.19

Link: <https://www.talkingretail.com/news/industry-news/consumer-demand-gift-cards-remains-high-research-reveals-18-03-2019/>



Consumer demand for gift cards remains high, research reveals

By Liz Wells | In Industry News | 18th March 2019



Gift cards continue to be a growing and powerful consumer gifting method, according to research published by the UK Gift Card & Voucher Association (UKGCVA), compiled by GlobalData.



The State of the Nation report – which surveyed 2,000 UK consumers – found that 84% have purchased a gift card at some point in their lifetime, and of those that have, 87% are purchasing gift cards at least once a year.

The research found that purchasing penetration was high across all age generations, with 89% of Generation X (35-54) and 86% of Generation Z/Millennial (16-34s) shoppers revealing they have purchased a gift card at some point in their lifetime, compared to a slightly lower 78% of Baby Boomers (55+).

It is the youngest generation (Generation Z/Millennial) of consumers driving the frequency of gift card purchasing, according to the research, with 44% of Generation Z/Millennials admitting to buying a gift card at least once every two months, compared to 35% of Generation X and just 16% of Baby Boomers.

When purchased as a present, consumers spend an average of £27.64 when purchasing gift cards, the survey found.

The research revealed that while the majority of gift card shoppers (50%) are most likely to purchase gift cards from a retailer in a physical store, a growing proportion of shoppers cited online as their preferred purchasing channel, compared to when this research was last undertaken in 2017.

Gail Cohen, director general of the UKGCVA, said: "The 2019 research confirms the growing importance and relevance of the gift card as a consumer proposition across each generation of UK shoppers. However, with Generation Z and Millennials leading the way in terms of gift card purchasing frequency, it is now more essential than ever that the gift card industry evolves to meet the changing needs and desires of the modern consumer."

Title: InTouch Rugby

Date: 22.03.19

Link: <https://www.intouchrugby.com/magazine/feature-segment-mothers-day-gifts-ideas-the-perfect-chance-to-tell-mum-we-love-her-look-at-all-the-gifts-we-got-for-you-what-a-great-day/>

INTOUCH RUGBY

New research reveals consumer demand for gift cards remains high



Gift cards continue to be a growing and powerful consumer gifting method, according to the latest research published by the UK Gift Card & Voucher Association (UKGCVA), compiled by GlobalData.

The State of the Nation report, sponsored by First Data, a global leader in commerce-enabling technology and solutions, delves into current attitudes towards gift cards. Out of the 2,000 UK consumers surveyed, it was found that 84% have purchased a gift card at some point in their lifetime, and of those that have, 67% are purchasing gift cards at least once a year.

Reflecting the age-agnostic appeal of gift cards, purchasing penetration was high across all age generations, with 89% of Generation X (35-54) and 86% of Generation Z/Millennial (16-34s) shoppers revealing they have purchased a gift card at some point in their lifetime, compared to a slightly lower 78% of Baby Boomers (55+).

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Demonstrating how the true value of gift cards can be felt well beyond the initial outlay, upon redemption, shoppers are spending an average £18.55 more than the actual gift card value, equating to a 67% uplift on stated average load on a gift card purchase (£27.64). And 98.6% of gift card recipients are spending them within a year of receiving them.

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Title: The Florist

Date: 22.03.19

Link: <https://theflorist.co.uk/the-florist-magazine-news/2747-gift-cards-vouchers-for-retail-continue-to-grow-in-popularity>

FLORIST
— EST. 1949 —

Gift cards & vouchers soar in popularity

0 Comments



The UK gift card market is continuing to grow and support the UK retail market, despite the challenging environment, according to latest industry data published by the **UK Gift Card & Voucher Association** (UKGCVA).

With research covering the second half of 2018, the report showed overall growth has increased by 10.73% year on year. Gift card sales have increased across retail, experiential and third-party supplier sectors, with store branded gift cards demonstrating particularly impressive growth at 16.64% for the period. This growth is being driven from an increase of 33% through the business-to-business (B2B) channel and a growth of 4.5% through the consumer sales channel.

Within the consumer sales channel, which includes gift card malls, online sales and sales of store branded gift cards sold direct from retailers' own stores, gift card malls have once again seen the greatest increase, comfortably exceeding online consumer sales. However direct sales from retailers' own stores, with a lower growth rate of 4.7% in the period, is still where the majority of gift cards are purchased, accounting for 75.62% of all gift card consumer sales.

Business-to-business (B2B) sales account for the largest percentage of growth, up by 22%, as more companies utilise gift cards for incentive and reward schemes. In comparison, consumer sales increased by 3.94% in what is historically their better-performing period, leading to an almost equal share of the market in this period between B2B and consumer sales.

Digital gift cards are also increasing in popularity and experienced the highest growth in the second half of 2018, when compared to paper and physical cards.

Title: Rugby Rep

Date: 22.03.19

Link: <http://rugbyrep.com/feature-segment-mothers-day-gifts-ideas-the-perfect-chance-to-tell-mum-we-love-her-look-at-all-the-gifts-we-got-for-you-what-a-great-day/>

RUGBY REP

New research reveals consumer demand for gift cards remains high



Gift cards continue to be a growing and powerful consumer gifting method, according to the latest research published by the UK Gift Card & Voucher Association (UKGCVA), compiled by GlobalData.

The State of the Nation report, sponsored by First Data, a global leader in commerce-enabling technology and solutions, delves into current attitudes towards gift cards. Out of the 2,000 UK consumers surveyed, it was found that 84% have purchased a gift card at some point in their lifetime, and of those that have, 87% are purchasing gift cards at least once a year.

Reflecting the age-agnostic appeal of gift cards, purchasing penetration was high across all age generations, with 89% of Generation X (35-54) and 86% of Generation Z/Millennial (16-34s) shoppers revealing they have purchased a gift card at some point in their lifetime, compared to a slightly lower 78% of Baby Boomers (55+).

Perhaps more surprisingly, it is the youngest generation (Generation Z/Millennial) of consumers driving the frequency of gift card purchasing, with 44% of Generation Z/Millennials admitting to buying a gift card at least once every two months, compared to 35% of Generation X and just 16% of Baby Boomers.

When purchased as a present, consumers spend an average of £27.64 when purchasing gift cards, yet – in what is unquestionably good news for retailers – 67% of respondents said they normally spend a higher amount than the value originally loaded onto the card, during redemption.

Demonstrating how the true value of gift cards can be felt well beyond the initial outlay, upon redemption, shoppers are spending an average £18.55 more than the actual gift card value, equating to a 67% uplift on stated average load on a gift card purchase (£27.64). And 98.6% of gift card recipients are spending them within a year of receiving them.

While the majority of gift card shoppers (50.1%) are most likely to purchase gift cards from a retailer in a physical store, a growing proportion of shoppers cited online as their preferred purchasing channel, compared to when this research was last undertaken in 2017. The rising influence of digital channels is also evidenced by the factors that influence the purchase of gift cards; 58.8% of respondents said that the ability to redeem online is an influential factor, with over one in 10 (12.5%) saying the same for availability of the gift card on mobile.

Gail Cohen, director general of the UKGCVA, commented: "The 2019 research confirms the growing importance and relevance of the gift card as a consumer proposition across each generation of UK shoppers. However, with Generation Z and Millennials leading the way in terms of gift card purchasing frequency, it is now more essential than ever that the gift card industry evolves to meet the changing needs and desires of the modern consumer."

Dam Mores, senior vice president, head of gift solutions at First Data and sponsor of the State of the Nation report, commented: "This research reaffirms our belief in the sustainable nature of the rapidly evolving gifting market. Furthermore, it clearly underscores the key opportunities that we, as an industry, need to embrace to ensure our products and services are highly relevant and deliver benefits across the entire ecosystem. First Data is proud to support this research project."

Title: Entirely Retail

Date: 22.03.19

Link: <https://www.entirelyretail.com/news/southeast/sussex/new-research-reveals-consumer-demand-for-gift-cards-remains-high1945>

DA: 19



New research reveals consumer demand for gift cards remains high



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Gail Cohen, director general of the UKGCVA

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