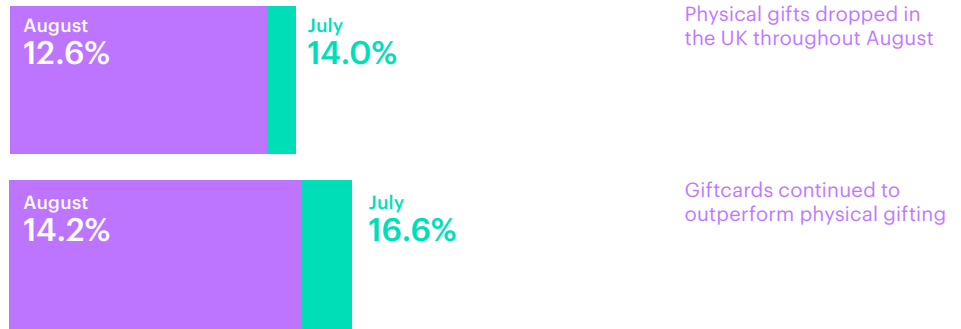


The GCVA is partnering with GlobalData to deliver a monthly snapshot of consumer behaviour and attitudes when it comes to gift cards over 2020. The September fieldwork went to field on September 1st 2020, and was designed to explore habits over August 2020. A UK nationally-representative sample of 2,000 shoppers was surveyed.

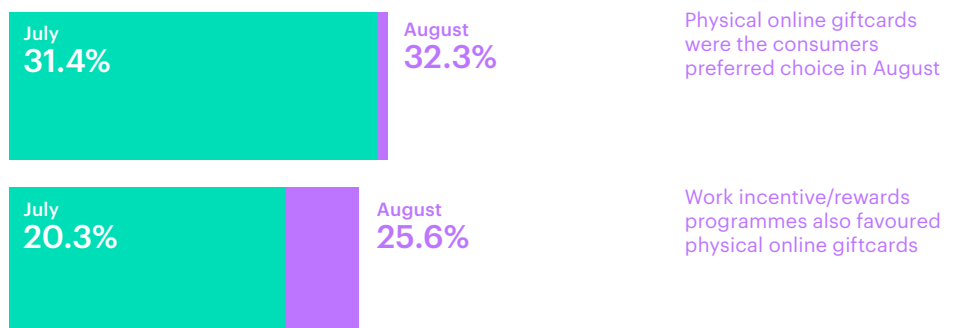
On the time-period comparisons, this wave covers the August calendar month, with comparisons made between August and July.

A slight dip in physical gift buying over August



August saw a dip in gift buying overall – either in the form of physical gifts or gift cards for other people, or self-use gift card purchases – with 28.5% purchasing vs. 31.3% last time around. This decline occurred both across physical gifts (12.6% vs. 14.0%) and gift cards for someone else (14.2% vs. 16.6%). This dip is reflective of an easing of the level of pent-up gifting demand that occurred over June and July amid a removal of some lockdown measures and the return of a semblance of social normality for many.

Physical gift cards outperform...



Physical gift cards were the outperforming gift card type over August. This was driven particularly by the purchase of physical gift cards online (32.3% vs. 31.4% of gift card purchasers) and physical gift cards via work incentive/rewards (25.6% vs. 20.3% of gift card purchasers). This has come amid a rising proportion of consumers returning to spending at physical retailers, foodservice outlets and leisure operators.

...with multi-store gift cards seeing an uplift



Gen x & baby boomers ensure growth for multi store cards

With a rising proportion of shoppers showing a greater preparedness to return to store browsing and shopping for leisure, the proportion of gift card buyers purchasing multi-store gift cards increased from 35.7% to 37.0%. This increase was driven largely by both the Generation X (40.4% of gift card purchasers in August vs. 36.0% in July) and the Baby Boomers consumer groups (22.2% vs. 16.3%).

Eat Out to Help Out drives purchasing of leisure gift cards



Purchase of leisure cards increased helped by new schemes and opening of cinemas



Baby boomers are starting to buy again

August saw the launch of the 'Eat Out to Help Out' campaign, which saw the government effectively subsidising shoppers to go and eat at their local foodservice outlets. Moreover late August saw the release of the blockbuster film, Tenet, signalling the return to normality for some of the key leisure categories. Against this backdrop, it is perhaps no surprise that there was increase in the proportion of gift card purchasers buying leisure gift cards (which includes restaurant gift cards) over August. 14.7% of gift card purchasers bought a leisure gift card in August vs. 11.7% in July. This was a notable increase in purchasing among Baby Boomers, from 2.3% to 6.9%.

Gift cards continue to represent an outlet from which to support local businesses



Slight increase in support to local businesses



Here, it is the Gen Z group which is being most proactive in supporting local businesses, with 35% purchasing gift cards for someone else with this motivation in mind. This compares to just 4.6% of Baby Boomers doing the same.

In addition to the direct support afforded by the Eat Out to Help Out campaign, shoppers continue to see gift cards as a device to support local businesses. 22.7% of those purchasing gift cards for someone else said they do to "support businesses that I like during the current crisis" over August, compared to 20.5% who said they purchased for this reason during July. Gen Z leading the charge gain at 35% compared baby boomers at 4.6%. In a similar vein, there was an increase in agreement with the statements "I have/will purchase gift cards with the intent of supporting companies that I like" (30.7% vs. 28.6%) and "I will buy more due to the current situation" (29.6% vs. 25.8%).