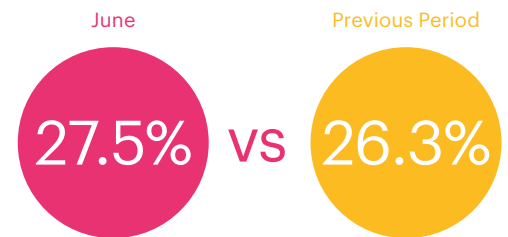


The GCVA is partnering with GlobalData to deliver a monthly snapshot of consumer behaviour and attitudes when it comes to gift cards over 2020. The July fieldwork went to field on July 1st 2020, and was designed to explore habits over June 2020. A UK nationally-representative sample of 2,000 shoppers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

On the time-period comparisons, this wave covers the June calendar month, with comparisons made between June and the longer period between the beginning of lockdown (in March) and the end of May.

### An uptick in gift buying

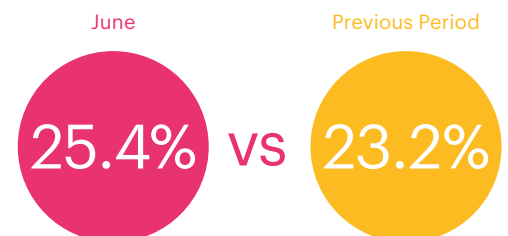
June saw an increase in gift buying overall with 27.5% purchasing a gift vs 26.3% during the previous period



June saw an increase in gift buying overall – either in the form of physical gifts or gift cards for other people, or self-use gift card purchases – with 27.5% purchasing a gift vs. 26.3% during the previous period. This is perhaps unsurprising given the relaxation of lockdown rules impacting both shopping and social interactions. However, there are clear signs of post-lockdown polarisation between younger and older generations. While gift purchasing increased amongst both Gen Z (16-24) and Gen X (35-54) shoppers, there was a decline among Baby Boomers (55+), from 20.5% to 18.8%.

### A rise in purchasing physical cards through work incentive programmes

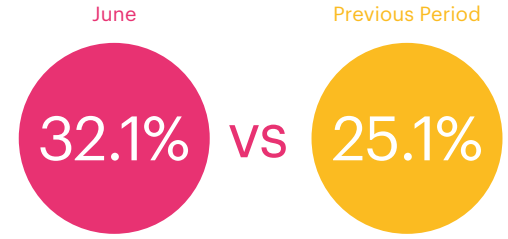
In June 25.4% of gift card purchasers bought physical gift cards via work incentive/reward programmes



25.4% of gift card purchasers bought physical gift cards via work incentive/reward programmes during June vs. 23.2% who said they had done so between the start of the lockdown and the end of May. However, digital gift card purchasing via work programmes declined from 17.3% to 8.4%.

Increasing influence of digital gift cards

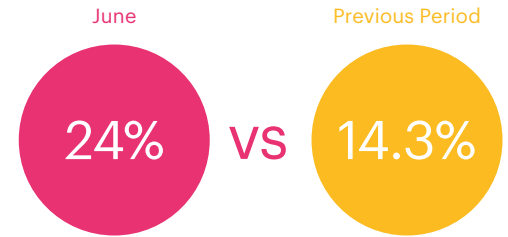
Purchases of digital gift cards grew by 7% in June



32.1% of gift card buyers purchased a digital gift card from a retailer/gift card issuer online over June, compared to just 25.1% who did so during the previous period. This switch towards digital – accelerated by the lockdown – looks set to have a long lasting impact on gift card shopping habits, with 26.6% agreeing with the statement “I have converted to digital gift cards” (compared to 22.3% agreement during the previous period).

Leisure cards back on the menu

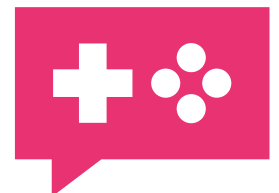
Gen Z shoppers drove the increase in the purchase of leisure gift cards in June



14.2% of gift card purchasers bought leisure gift cards during June vs. 10.2% who said they had done so between the start of lockdown to the end of May. This increase was driven by younger Gen Z shoppers, with 24% of Gen Z gift card purchasers buying leisure gift cards in June vs. 14.3% who did so in the previous period.

Moreover, there was a less significant uptick in the proportion purchasing experience gift cards: 16.7% vs. 16.1%.

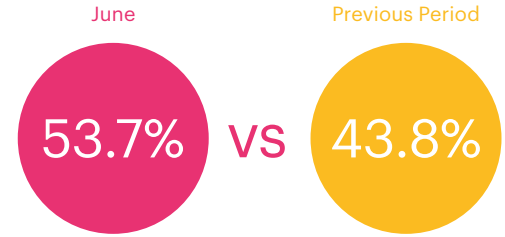
Greater social freedom has hit demand for gaming gift cards



While previously benefitting from having a largely captive audience, a loosening of lockdown rules has contributed to a decline in the proportion of gift card purchasers buying gaming gift cards – from 14.7% during the previous period, to 11.8% during June. Inevitably this decline has been particularly reflected among Gen Z gift card purchasers, where the proportion purchasing gaming gift cards declined from 24.7% to 21%.

## A return to single retailer cards, as more shops open their doors

Purchases of high street retailers and store brand gift cards grew during June



53.7% of gift card purchases bought gift cards for a specific high street retailer or a store brand during June vs. 43.8% who did so between the start of the lockdown to end of May. At the same time, there was an ensuing decline in multi-store gift card purchasing, from 38.0% to 29.3%.

## Increase in purchasing to support businesses

An emerging trend highlighted in last month's update is the growing proactivity among consumers in supporting favoured brands during this difficult period. This seems to be growing in influence, with 22.3% of those purchasing gift cards for someone else, doing so to "support businesses that I like during the current crisis", compared to 21.2% who said they purchased for this reason during the previous period. This trend is gaining particular traction among Gen X shoppers, with 29.1% stating they purchased gift cards for other people due to this reason vs. 18.8% who said they did so during the previous period.

In a similar vein, there was an increase in agreement (31.8% vs. 29.4%) with the statement "I have/will purchase gift cards with the intent of supporting companies that I like."

Generation Z refers to shoppers aged 16-24  
 Millennials refers to shoppers aged 25-34  
 Generation X refers to shoppers aged 35-54  
 Baby Boomers refers to shoppers aged 55+