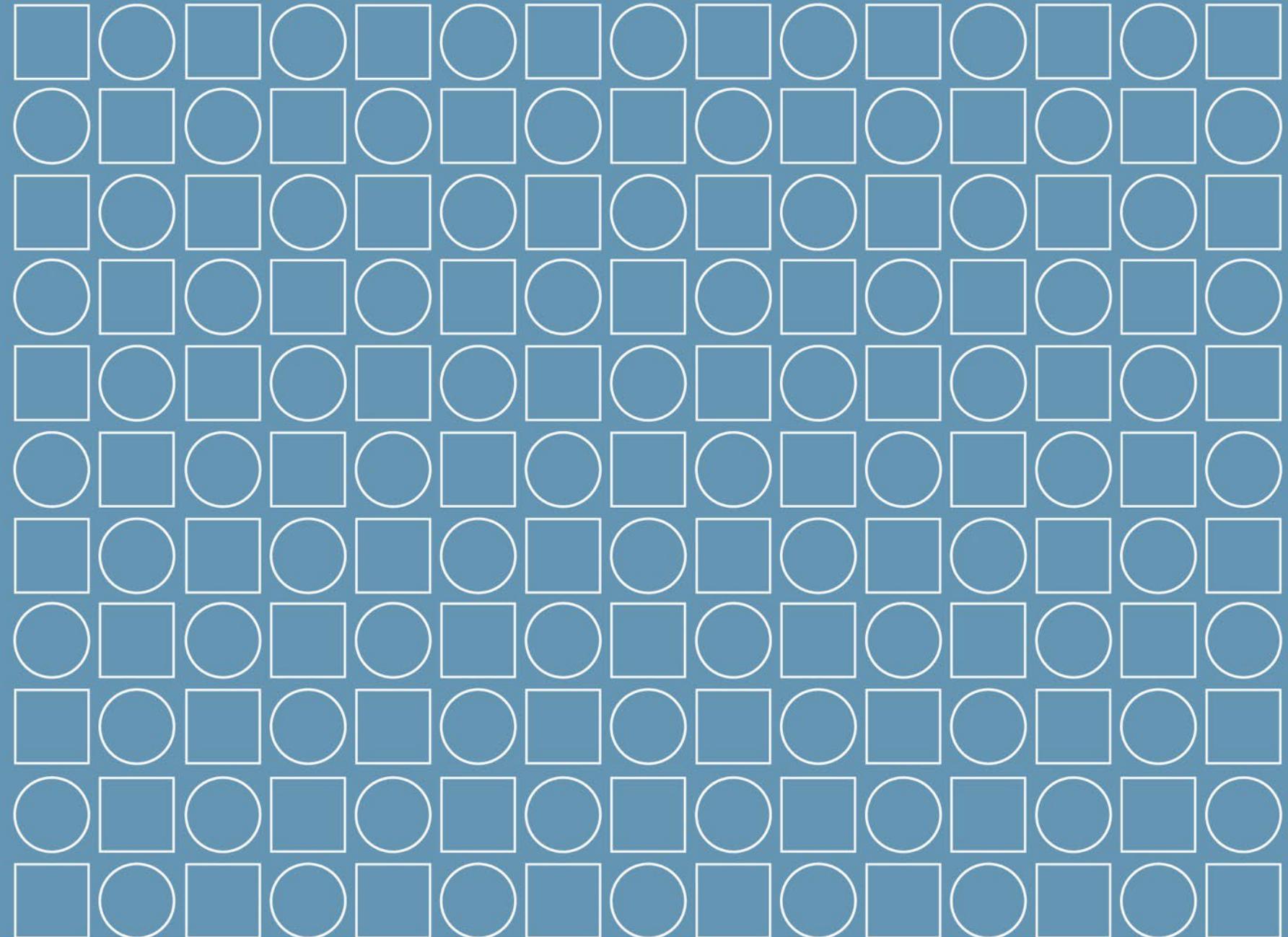


GCVA & PR
Agency One

Press & Media
Coverage

Dec 2025 –
Jan 2026



Christmas release

Title: Gifts and Home

Date: 11.12.2025

Link: <https://www.giftsandhome.net/a-new-report-reveals-a-shift-in-festive-spending-habits/>

MUU: 2,447

GiftsandHome.net



**A New Report Reveals A
Shift In Festive
Spending Habits**

Title: UK News Latest

Date: 22.12.2025

Link: <https://uknewslatest.co.uk/2025/12/22/shift-in-gift-cards-from-christmas-presents-to-everyday-budgeting-tools/>

MUU: 1,950

UK News



Shift in gift cards from Christmas presents to everyday budgeting tools

Title: SME Business News

Date: 22.12.2025

Link: <https://smebusinessnews.co.uk/2025/12/22/shift-in-gift-cards-from-christmas-presents-to-everyday-budgeting-tools/>

MUU: 2,680



Shift in gift cards from Christmas presents to everyday budgeting tools



Title: Daily Business Now

Date: 22.12.2025

Link: <https://dailybusinessnow.com/2025/12/22/shift-in-gift-cards-from-christmas-presents-to-everyday-budgeting-tools/>

MUU: 1,950

DAILY BUSINESS NOW

Daily Business News – Business News from NTSI



Shift in gift cards from Christmas presents to everyday budgeting tools

Rise in gift card scams as victims lose millions

Title: BBC News
Date: 22.12.2026
Link: <https://www.bbc.co.uk/news/articles/c997jy8k7rpo>
MUU: 18,500,00

Hannah Shimko, managing director of the Gift Card and Voucher Association, said the vast majority of gift cards were bought with no difficulty and "are supported by established consumer protections".

She added retailers and issuers spent a lot on security, transaction monitoring and staff training, and shared intelligence.

She previously told the BBC putting gift cards behind the counter would add "unnecessary friction" and could lead to a 30% drop in sales, based on industry experience.

She added: "Gift cards continue to be one of the most popular and trusted ways to give, particularly at Christmas, and the industry remains committed to protecting customers and supporting genuine use."



Shift in gift cards from Christmas presents to everyday budgeting tools

Title: UK Business News

Date: 22.12.2026

Link: <https://uk-business-news.co.uk/2025/12/22/shift-in-gift-cards-from-christmas-presents-to-everyday-budgeting-tools/>

MUU: 1,950



Title: News from the North

Date: 22.12.2025

Link: <https://newsfromthenorth.co.uk/2025/12/22/shift-in-gift-cards-from-christmas-presents-to-everyday-budgeting-tools/>

MUU: 1,209



Shift in gift cards from Christmas presents to everyday budgeting tools



Need to See IT – Independent Digital News Publishers

Shift in gift cards from Christmas presents to everyday budgeting tools



Title: Need To See It News

Date: 22.12.2025

Link: <https://needtoseeitnews.co.uk/2025/12/22/shift-in-gift-cards-from-christmas-presents-to-everyday-budgeting-tools/>

MUU: 1,950

Running Insights

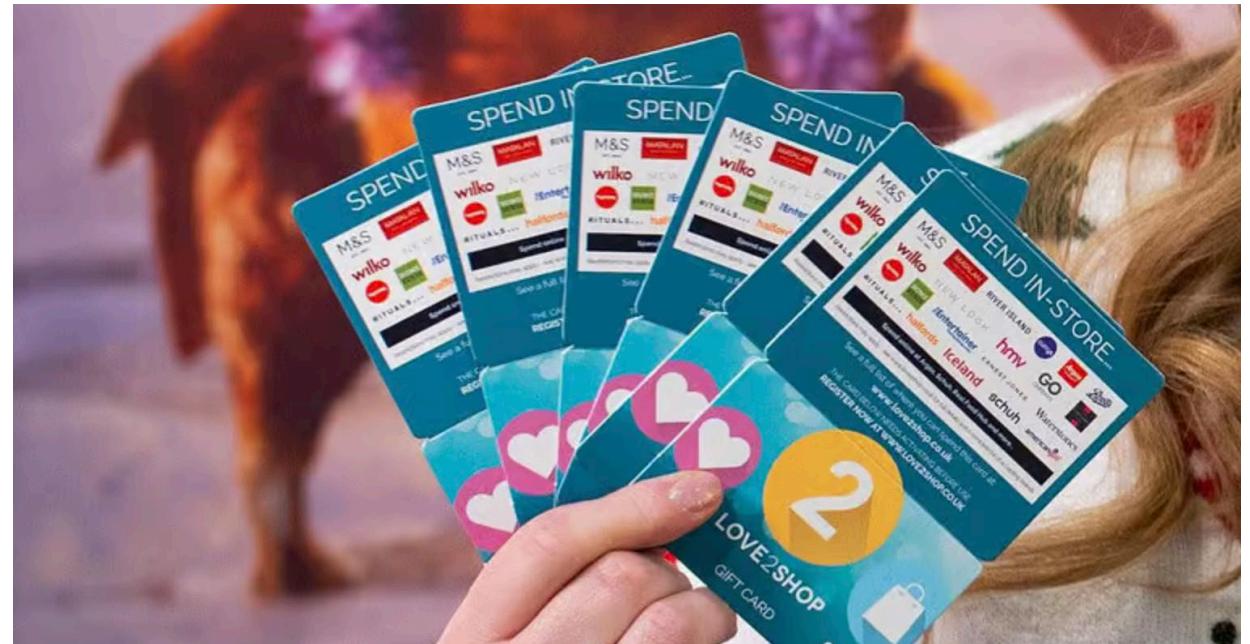
Festive spending highlights shift in gift cards from Christmas presents to everyday budgeting tools

Title: Running Insights

Date: 01.01.2025

Link: <https://www.running-insights.com/insight-update/festive-spending-highlights-shift-in-gift-cards-from-christmas-presents-to-everyday-budgeting-tools/>

MUU: 5,031



Gift card fraud

Title: BBC Breakfast

Date: 22.12.2025

Link: <https://www.bbc.co.uk/programmes/m002nws2>

MUU: 525,000,000

