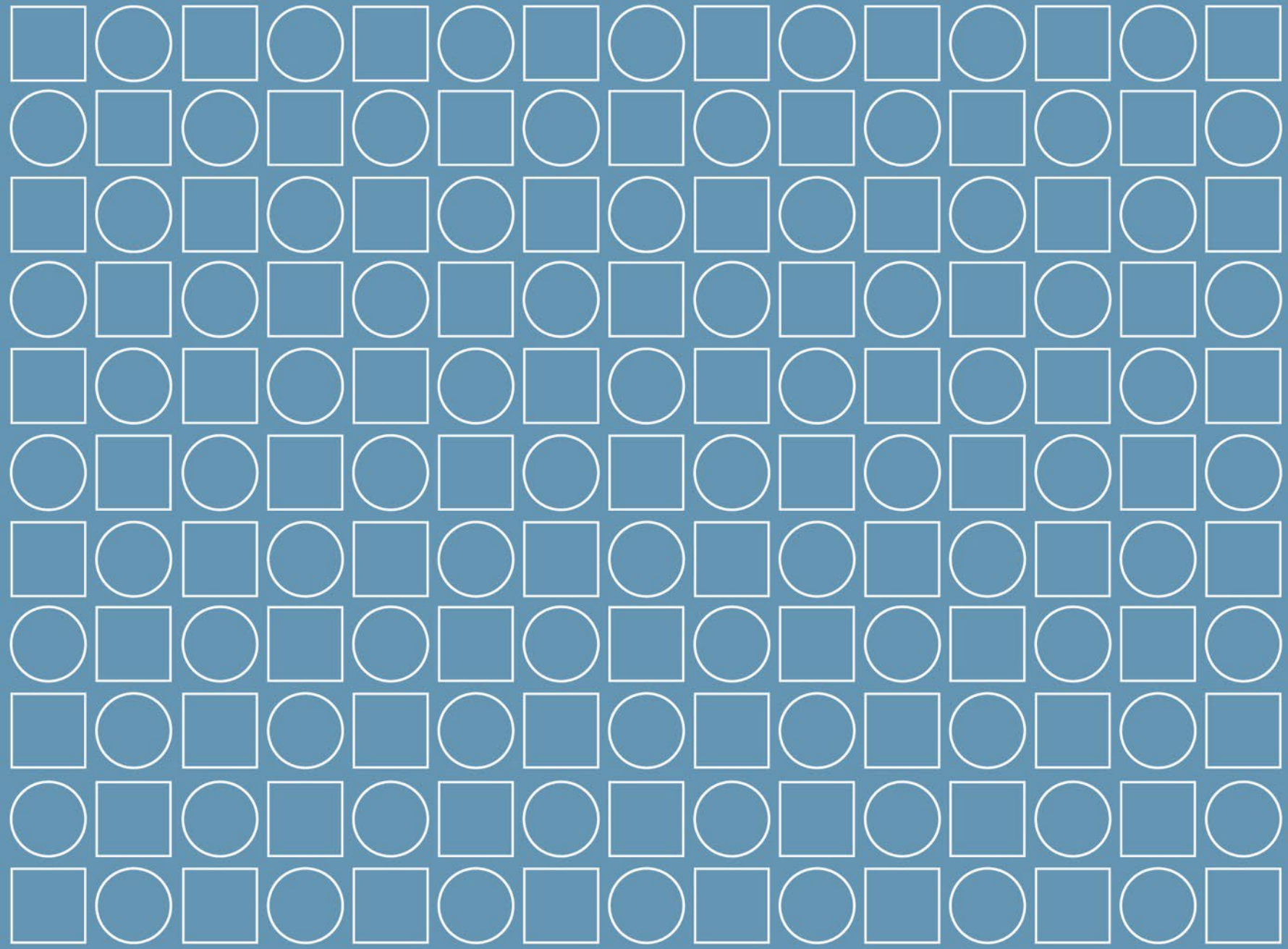


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February 2024



Retail Times

be inspired

Title: The Retail Times

Date: 14.02.24

Link: <https://retailtimes.co.uk/research-reveals-a-compelling-shift-in-shopping-habits-over-the-holiday-season/>

MUU: 24,000

DA: 56



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Research reveals a compelling shift in shopping habits over the holiday season

by Fiona Briggs — February 14, 2024 in Data Reading Time: 2 mins read



Despite a festive spending slowdown, the GCVA, in collaboration with Global Data, reveals a compelling shift in shopping habits during the holiday season. Their nationally representative survey of 2,000 consumers indicates that over 20 million gift cards were exchanged during Christmas 2023, with nearly a third (31%) of respondents receiving one. Interestingly, almost a quarter (24%) of those surveyed received more gift cards than in previous years.

Younger generations emerged as the primary recipients, with an astonishing 50% of those aged 16-24 unwrapping the gift of a gift card, compared to 18% among the 55-64 age group.

The research also showed diverse reasons why gift cards are a popular choice. In addition to seeking to avoid waste or unwanted gifts, 20% chose gift cards with the intention of providing direct support to local businesses, emphasising the contribution of gift cards to the resurgence of community commerce.

Another 18% turned to gift cards when faced with the unavailability of physical gifts in stores, showing their value as a dependable option amidst the challenges of the retail environment.

Additionally, 21% valued the convenience of having gift cards delivered, compared to the cost and hassle of wrapping and posting large physical presents.

Retail Insight Network

Title: Reward Insight Network

Date: 15.02.24

Link: <https://www.retail-insight-network.com/news/multi-brand-vegan-gift-card-uk/?cf-view>

MUU: 20,000

DA: 52

Multi-brand vegan gift card launched in UK

The gift card features a curated selection of established vegan-friendly brands to grow support for the vegan industry.

Claire Jenns | February 15, 2024

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