GIFT CARD AND VOUCHER SALES ANALYSIS AND OUTLOOK UK

2024 H2

Gift Card & Voucher Association

KPMG

GCVA DATA ANALYSIS 2024 H2

Gift card and voucher sales saw double digit growth both like-for-like and in the rolling year for the first time since H1 2021, led by spending on essentials.

Executive Summary

Despite a faltering, low-growth economic environment, data from the gift card and voucher data submitting membership showed an impressively strong performance in H2 2024, with like-for-like sales growth of 11.39% compared to H2 2023 and a rolling year increase of 10.64%. This was the first period since H1 2021 that both like-for-like and rolling year growth have been in double digits – all the more striking an achievement given the challenges experienced more widely in the retail and leisure sectors. For the seventh period in a row, growth was strongest in Leisure with a like-for-like increase of 13.3% and 11.9% over the rolling year, although Retail was not far behind at 11.3% and 10.6% respectively. Given that Retail accounts for around 95% of sales, the uplift in sales recorded in this category makes up the great majority of growth.

As in previous periods, performance across Retail sub-categories varied – and once again it was Grocers that led the way, accounting for approximately 50% of growth, with General Retail slightly more modest and Fashion struggling to creep into positive territory. In terms of markets, B2B was the driver of growth, recording a 13.7% like-for-like increase and 12.8% rolling year – not far off double the uplift seen in the B2C sector (7.9% and 6.8%) even though the second half of the year is traditionally a strong time for consumer sales due to the Christmas period.

Meanwhile, in a notable first, digital sales took the majority market share over the rolling year (50.3%) – even if they didn't quite pass that threshold in H2 as physical cards continued to be an important gift item between consumers in the festive period. Closed Loop sales saw the highest growth during H2 (12.6%), ahead of Multi Choice (8.1%) with the dominance of B2B sales perhaps being the explanation for this.

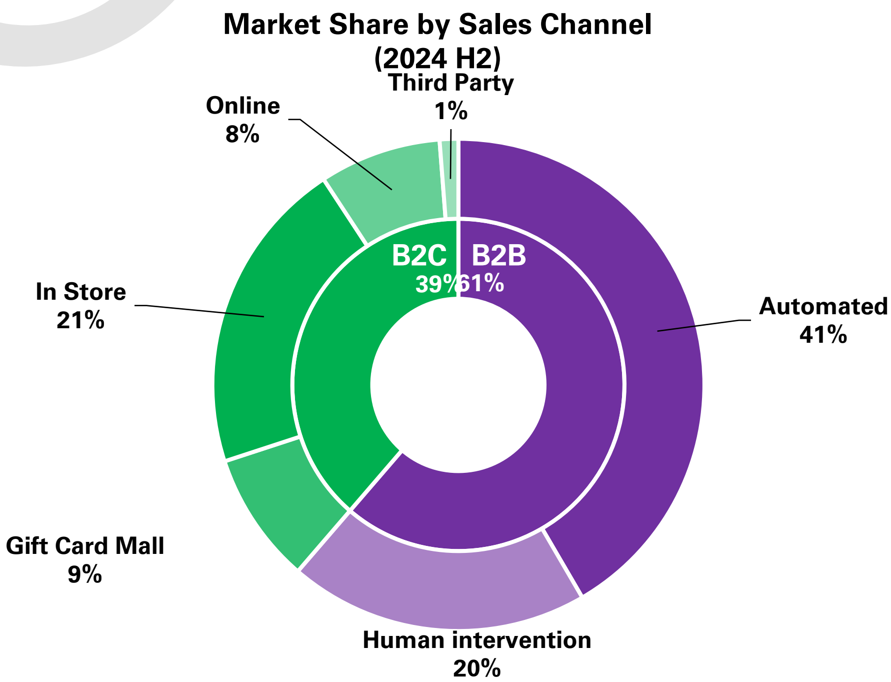
Headline figures

11.4%
Like-for-like period growth
From 2023 H2 to 2024 H2

10.6%
Rolling year growth
From 2023 to 2024

28
Contributors
Submitting their gift card and voucher sales

£2.24bn
Total 2024 H2 sales
Gift card and voucher sales from submitters



TOP TAKEAWAYS

01

Overall rise of 11.4% in like-for-like sales and 10.6% in rolling year sales for H2 - across all sectors and market channels.

02

Digital gift cards claimed majority market share of 50.0% for the first rolling year period, after growing by 19.4% like-for-like.

03

Retail saw healthy overall growth of 11.3% like-for-like, with real growth primarily driven by groceries.

04

Leisure saw another period of high growth at 13.3%, with most members reporting an uplift.

TOP TAKEAWAYS

05

B2B had a further dominant H2, with 13.7% overall like-for-like growth.

06

Physical retained its H2 market share majority after moderate like-for-like growth of 4.7%.

07

Closed loop was the highest growing redemption type like-for-like at 12.6%, reflecting H2's B2B dominance.

08

Employee Benefits was once again the highest performing B2B submarket with 16.7% like-for-like growth.

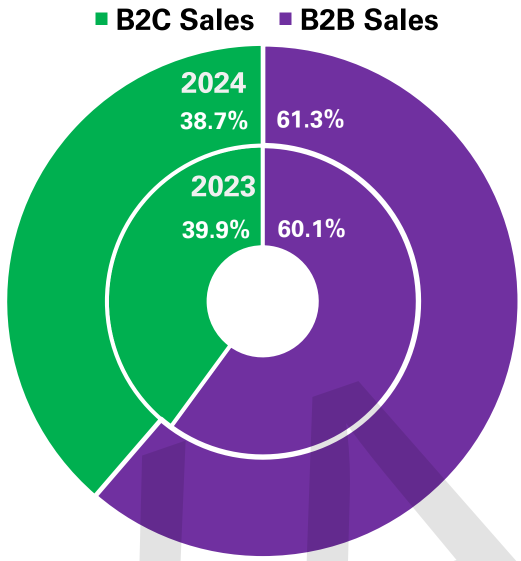
Overview

With 2024 another year of challenging economic conditions in which the retail and leisure industries have had to fight hard for growth, the double-digit performance of the gift card and voucher sector is noteworthy. It has been quite a turnaround from two years ago when, in H2 2022, both like-for-like and rolling year sales saw a contraction.

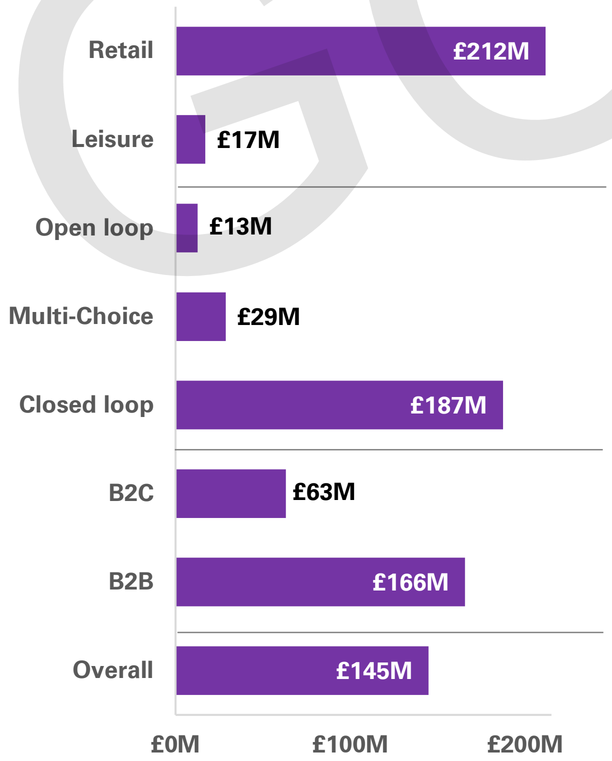
While the Leisure sector once again repeated the feat of recording higher growth than their Retail cousins, the difference has narrowed – and it is Retail that is firmly the driver of volume in the gift card market. The standout performance of Grocers suggests that for many users, gift cards remain a way of making essential purchases go further; particularly in the employee benefit use case.

It is B2B that continues to drive the lion's share of gift card sales, with Employee Benefits and Rewards & Incentives the strongest sub-markets within this. B2C experienced moderate growth, and it is notable that in-store sales still account for over 50% of the B2C market. Gift card malls once again proved popular, recording like-for-like growth of 14% due to the flexibility and choice they offer to the recipient.

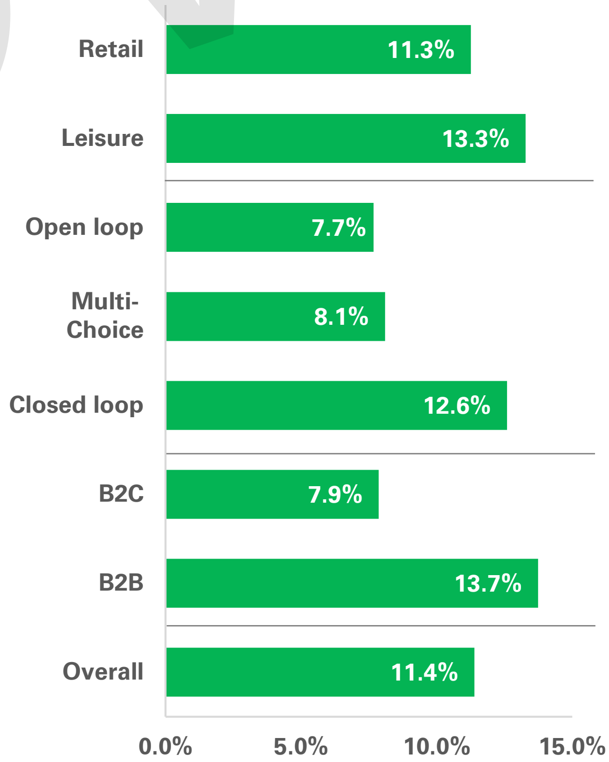
B2B retains largest share (2023 H2 vs 2024 H2)



Absolute growth in the like-for-like period (2023 H2 - 2024 H2)



Percentage growth in the like-for-like period (2023 H2 - 2024 H2)



B2B Overview

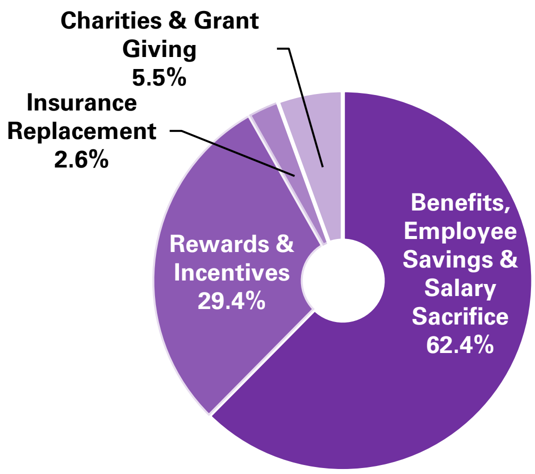
B2B has seen another uncharacteristically dominant double-digit growth of 13.7% in the typically B2C oriented second half of 2024.

Benefits, Employee Savings & Salary Sacrifice remained the primary engine for growth in the B2B market, with LFL growth of 18.5% on a market share of 62.4%; echoing a similar performance in 2024 H1. This was followed closely by Rewards & Incentives. Gift cards continue to be central to the ways consumers navigate the ongoing high costs of living.

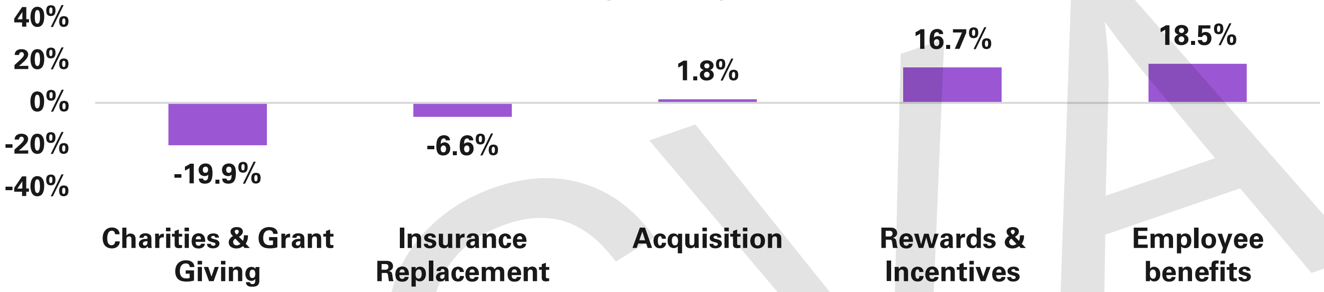
In contrast, Charities & Grant Giving and Insurance Replacement continued their decline from H2 2023, which might be expected in a climate where consumers prioritise essentials.

The strong performance of B2B in H2 2024 bodes well for the more conventionally B2B forward H1 of 2025.

B2B Share by submarket



B2B Sub-Categories Growth (2024 H2)



B2C Overview

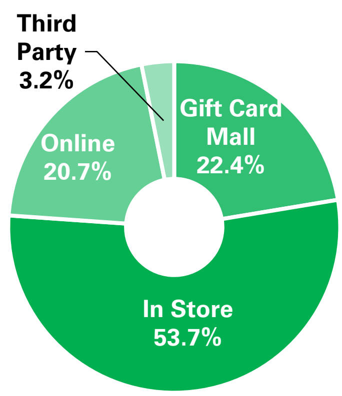
B2C saw more moderate growth of 7.6% as consumer confidence gradually returned in the run up to December 2024.

All channels of the B2C market saw growth in H2 2024. In Store remained the market leader, narrowly beating Gift Card Mall in pound value growth despite having the lowest % growth. Not to be outdone, Gift Card Mall achieved the second highest % growth of 13.6%. Third party led in relative growth at 14.6%, although on a smaller market share than its rivals. Online reported moderate growth of 7.0%.

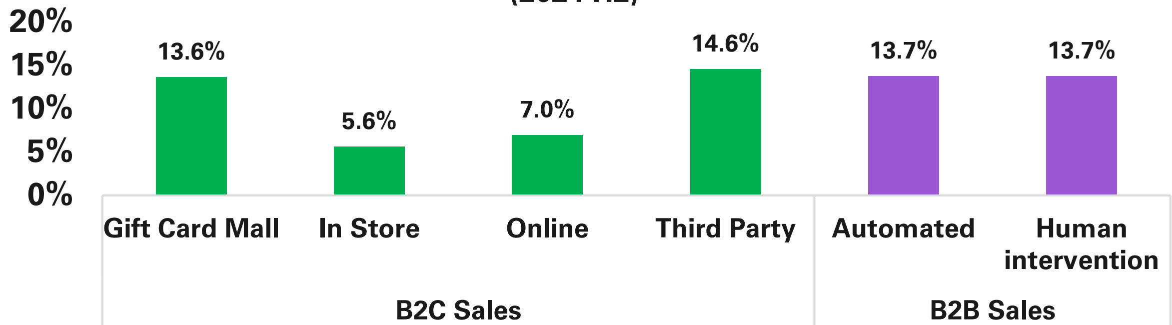
As In Store continued to be outgrown in relative terms by all other B2C channels, we may soon see it lose its market share majority, having decreased its share by another 2% with consumers seeking flexibility and convenience for purchases.

Nevertheless, In Store is likely to remain dominant for at least 2025.

Market Share by Sales Channel (2024 H2)



Growth by Sales Channel (2024 H2)



Sector Focus

Retail

Times have been tough on the High Street with Christmas bringing limited cheer to retailers – so the robust performance of Retail gift card and vouchers sales will have come as a welcome tonic. An 11.3% uplift in the second half of the year gave rise to a 10.6% increase in volumes across the year as a whole.

Digital was in demand as more consumers make that their default mode of shopping, but nevertheless physical cards remain a valued asset too and these also recorded growth. Paper vouchers, meanwhile, saw continuing declines – with sales now representing just 3% of total volumes, they could become all but extinct in the coming years.

Retail Sub-Sectors

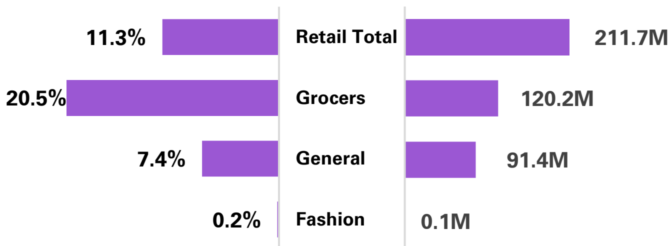
Looking at the Retail market in more detail across the three categories of General, Fashion and Grocers, we see a number of interesting divergences and trends.

Retail General – This still represents the largest portion of the Retail gift card market as a whole (in the region of 65%), but with many shoppers remaining cautious in an uncertain environment, sales growth was relatively modest at 7.44% on a like-for-like basis.

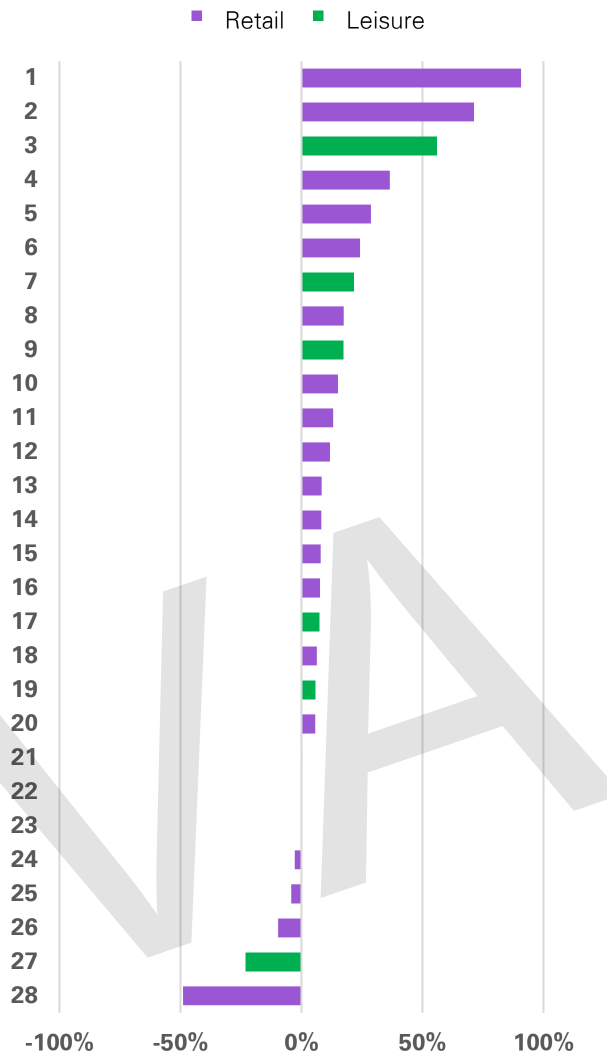
Retail Fashion – If conditions were a little muted in Retail General, in Fashion it was considerably tougher as consumers restricted their spending – or tightened their belts, perhaps. This may also have been fuelled by growing interest, especially amongst younger generations, in the resale market with online marketplaces for pre-worn clothes becoming more popular. Growth was fractional at 0.71% and in fact in B2C there was a decline of -6.8%. It was an increase of 9.55% in B2B sales (even if this a much smaller segment in absolute terms) that helped Fashion stay in positive territory.

Retail Grocers – Food once again drove Retail gift card and voucher sales, up 20.48% on a like-for-like basis and performing well in both B2B and B2C markets. However, it is B2B that is the key here as this now makes up over 80% of Grocers' gift card sales. B2B sales rose 25.7% on a like-for-like basis, underlining the fact that many employers see this as a key way to pass on valuable discounts and benefits to staff. The B2C channel also grew, by 5.9%, as here too consumers recognised how valued a food and drink related gift card can be to loved ones, especially if budgets are tight. As economic uncertainty remains at the forefront of consumers' minds, grocers could be well-placed to see further growth into 2025; particularly in B2B.

Retail sector Pound value and Percentage growth



Individual member growth



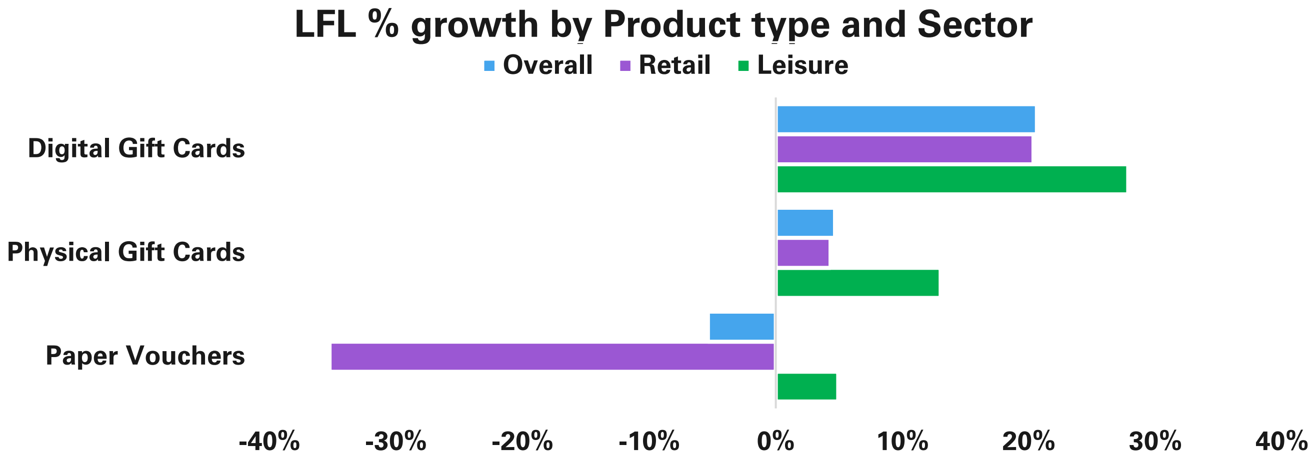
Growth in gift card and voucher sales for submissions by individual members to leisure and retail channels, giving an indication of the spread of the market.

Leisure

The Leisure sector once again led the way in terms of headline growth figures, with a 13.3% uplift on a like-for-like basis and 11.9% for the rolling year. This is an impressive outturn considering that the market for leisure spend as a whole was mixed, with consumers still cautious and selective, prioritising value for money and more affordable experiences.

Both B2B and B2C were in strong positive territory – with the B2B increase likely to be particularly welcomed following flat performance in H1. B2C saw growth across all channels, with Gift Card Mall and Third Party reporting the highest percentage growth. B2B growth was attributable to 15.35% growth in Automated, which offset a small decline of -1.19% in Human Intervention (e.g. speaking directly to a gift card provider to arrange the purchase of gift cards for staff). This continued the trend noted in the first half of the year.

Product and Redemption Type Focus



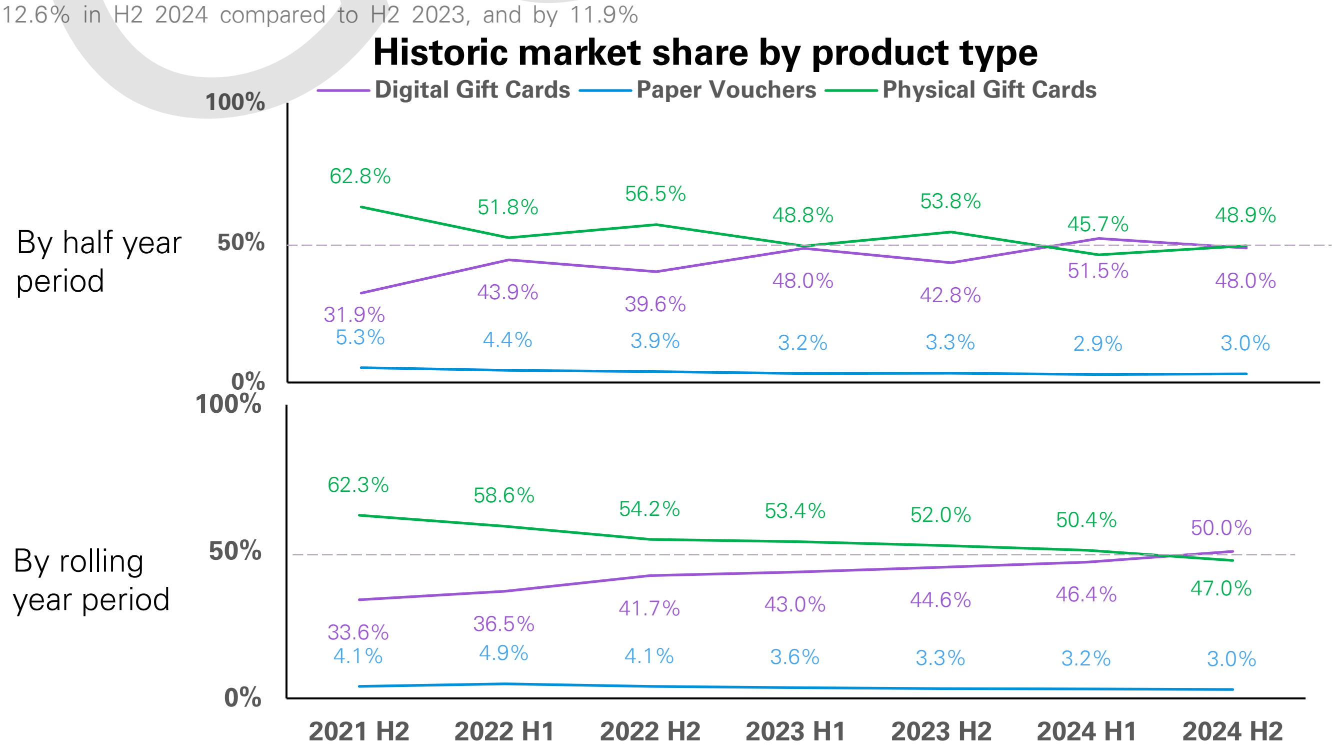
We are in a digital age – and Digital gift card sales grew strongly once again, by 20.6% in H2 2024 compared to H2 2023, and by 19.4% across the rolling year. The digital format has consistently outgrown both other product lines across multiple periods, culminating in a majority rolling year market share of 50.3% – the first time it has crossed the 50% threshold for a complete year since we began compiling this data. It's a watershed moment in its way that looks unlikely to be reversed in the future.

Nevertheless, Physical gift card sales also grew, by 4.7% in H2 2024 compared to H2 2023, and by 3.7% across the rolling year. They remain an important feature of the market. Meanwhile, paper vouchers have continued to decline as more members discontinue the product. While the 35.7% drop is large in relative terms, this represents a 0.3% change in market share and therefore a small pound-value change.

In terms of redemption types, Closed Loop sales grew by 12.6% in H2 2024 compared to H2 2023, and by 11.9% across the rolling year. Contrary to what members might be expecting, this was once again the highest growing redemption type - likely a result of B2B dominance. Looking ahead to the traditionally B2B oriented H1 of 2025, a third period of strong growth may be expected.

Multi Choice sales grew by 8.1% in H2 2024 compared to H2 2023, and by 4.6% across the rolling year. This is much stronger than the previous period and likely more in line with member expectations. Open Loop sales meanwhile also grew, up 7.7% in H2 2024 compared to H2 2023, and by 6.5% across the rolling year.

In the B2B market, Employee Benefits is very much the largest sub-market (60.91%) and saw strong growth (18.52%) along with Rewards & Incentives (16.65%). Two other elements, Insurance and Charities, have fallen back after growth in prior periods. As noted earlier, in-store sales still account for the majority of sales in the B2C market, while gift card malls are especially popular.



ECONOMIC AND RETAIL OVERVIEW

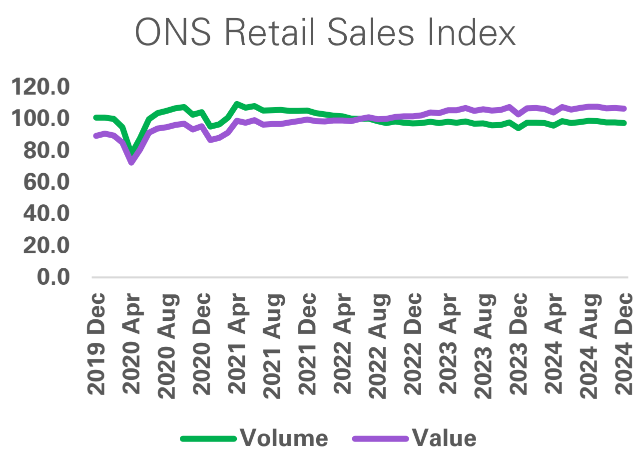
UK Retail and Leisure Sector Faces Economic Challenges, While Gift Card and Voucher Sales Show Resilience and Growth

The pattern of recent years continued in 2024, with economic growth hard to come by in most developed economies. The UK economy stuttered rather than fired, although there were some positives – inflation fell back nearer to normal levels and close to the Bank of England's 2% target, while interest rates also began to moderate. This eased some of the pressure on businesses and consumers, although the cost of living continues to be a real issue given that prices, once increased, generally remain elevated.

To this we can add another prevalent issue that looks set to continue into 2025 – unpredictability. 2024 was a year of considerable change, with the highest number of political elections for many years including in the UK and the US. The uncertainty elections create can act as a brake on investment and growth as businesses await the outcome and try to read the likely path of the future. They can also affect consumer confidence and willingness to spend.

Greater certainty was, however, installed when the Labour party won a decisive victory in the summer General Election, making economic growth their central mantra. The autumn Budget sought to raise significant funds to channel into spending on public services and infrastructure, with businesses bearing the brunt of increases to National Insurance contributions as well as changes to the inheritance tax regime (business property relief). An increase to the national living wage is also scheduled to take effect from 1 April 2025.

For retail and leisure businesses, while the election outcome increased certainty, there was little uplift in market conditions over the second half of the year. The BRC-KPMG Retail Sales Monitor found that total retail sales increased by only 0.7% across the year compared to 2023, with non-food sales actually declining by -1.5%. The crucial 'golden quarter' including Christmas disappointed, with growth of just 0.4% year-on-year – leading to the headline that "Christmas fails to save 2024 trading."



Turning to official figures, the readout is even gloomier, with the Office for National Statistics finding that retail sales fell -0.8% in the golden quarter from their level in Q3 and were down -0.3% in December compared to November.

> ***"From a retailer perspective, with the on-going cost of living challenges, it was no surprise to see the continued strong growth of grocers, led by spending on essentials, as our customer base continue to look for the best value for money, often via accessible, high performing employee benefit platforms, which offer great value and choice."***
>
> - Alisdair Cameron, GCVA Executive Board member and Strategy Manager, Gift Cards & Energy/GM Commercial at Sainsbury's

Linda Ellett, Head of Retail, Consumer and Leisure at KPMG, said that the minimal growth recorded reflected "the ongoing careful management of many household budgets during a time when many costs remain at a heightened level compared to past years."

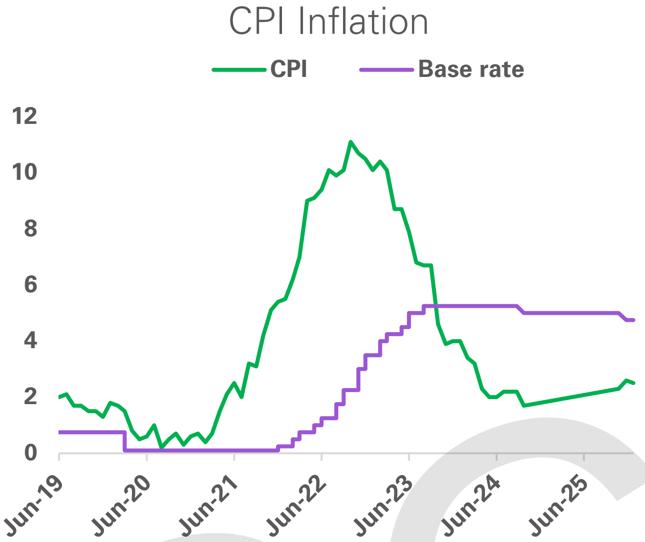
There may also be little prospect of a significant upturn in fortunes in 2025. The BRC predicts sales growth of 1.2% during the year – below the expected rate of inflation of 1.8%. As Helen Dickinson, CEO of the BRC, observes: "This means volumes are likely to fall this year, all while the regulatory and tax burden on retailers will increase costs by £7bn from rising National Insurance Contributions, increasing national living wage, confirmed in the Budget, and new packaging levies."

Against this backdrop, the performance of gift card and voucher sales detailed in Section One forms a stark contrast. Moreover, GCVA research with GlobalData reveals that, while Christmas retail trading as a whole was disappointing, gift card sales were a bright spot – estimating that nearly half (47.2%) of consumers bought physical gifts, gift cards or made self-use gift card purchases over December 2024 – and that this was a small increase from December 2023 (45.9%).

1. https://brc.org.uk/news-and-events/news/corporate-affairs/2025/ungated/christmas-fails-to-save-2024-trading/
2. https://www.ons.gov.uk/businessindustryandtrade/retailindustry/bulletins/retailsales/december2024

Economy in 2025

The outlook for the economy in 2025 is extremely hard to call, more so than ever given the election of Donald Trump to the White House. In the early days of his presidency, Mr Trump has already begun levying or threatening to levy tariffs on imports from various other countries and on whole classes of goods such as aluminium and steel. This raises the prospect of a new and elevated era of trade wars, changing the dynamics of global trade patterns and impacting different industries to different degrees. The UK economy could feel the impacts, whether or not it escapes direct tariffs from the US. All of this comes on top of an already potent cocktail of global geopolitical tensions and regional conflicts.



This makes forecasting economic growth a perilous activity, with the outlook liable to change at any time. Nevertheless, most analysts seem agreed that the UK economy will experience modest growth this year, and that levels will represent an increase on 2024.

In its January comparison of economic forecasts for the UK, HM Treasury found that the average expectation is for GDP to grow by 1.2% during 2025, up from 0.8% in 2024. The range of expectations for 2025 stretches from a low of 0.7% to a high of 1.7%. Inflation is expected to average 2.7% - a slight rise from 2.5% in Q4 2024.

The forecast from KPMG is in similar territory, with GDP growth in 2025 predicted to be 1.7% (up from 0.8% in 2024) and inflation of 2.4%. KPMG also anticipates that the Bank of England base rate (4.5% at the time of writing) will fall to 4.0% by the end of the year.

These forecasts offer moderate encouragement, therefore, that growth will edge up in 2025 and make conditions a little more benign for retail and leisure businesses. However, there will be plenty of headwinds to negotiate.

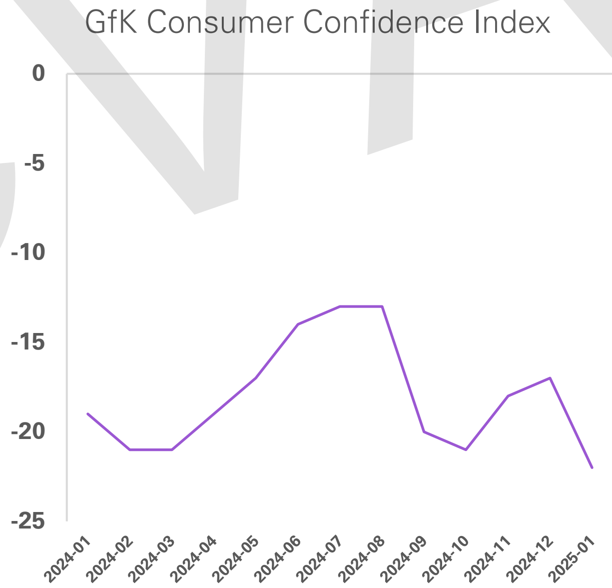
The impacts of the autumn Budget are a prime case in point, with potentially significant increases to the cost of employment.

KPMG observes that: "Latest surveys show a modest deterioration in overall business confidence in the wake of the Budget as firms gauge the additional costs that the announced measures could generate… We expect around half of the increase in costs to be passed on through higher prices during the early part of 2025 as well as through some softening in the pace of hiring."

Indeed, the increases could have an especially pronounced impact on the retail and leisure sectors due to the high number of part-time staff employed – significantly more of these will attract employer's National Insurance from April.

Nevertheless, indicators are that 2025 has begun in relatively positive fashion, with the S&P Global Flash UK PMI published in late January reporting that UK private sector output expanded marginally in January with the rate of growth reaching a three-month high. The main driver for this was growth in the service economy, while manufacturing output dipped slightly.

However, consumer confidence – which had been on a modest upward curve – has dropped in the New Year. The GfK Consumer Confidence Index uncovers "steep falls in perceptions of the UK economy" with all five measures that the Index tracks down significantly in January, leading to an overall five point drop to -22. This leads Neil Bellamy, Consumer Insights Director, NIQ GfK, to say quite simply: "These figures underline that consumers are losing confidence in the UK's economic prospects." Additionally, the study reports a rise in consumers' intention to build up their savings, as increased insecurity over the future leads more individuals to look to put money aside "for safety".



What does this mean for retail?

As retailers and leisure businesses look ahead into 2025, there are many factors that look to be beyond their control, particularly on the geopolitical and trade war front. However, there are other factors that they can influence – with perhaps the key one being consumer spending.

https://www.gcva.co.uk/knowledge-hub/consumer-report-january-2025
https://assets.publishing.service.gov.uk/media/6790b5a3e2b9324a911e263e/Forecasts_for_the_UK_economy_January_2025.pdf
https://kpmg.com/uk/en/home/insights/2018/09/uk-economic-outlook.html

SECTOR OUTLOOK

Despite Weakened Consumer Confidence, UK Household Savings Provide Spending Potential, with Promotions and Loyalty Incentives Key to Unlocking Demand

Trends in incentives from the US

While consumer confidence has dampened as 2025 gets underway, encouragement can nevertheless be taken from the fact that many households have built up, or are building, financial reserves, as the GfK intention to save finding demonstrates. The challenge is to entice them to spend it.

The KPMG Economic Outlook is indeed fairly bullish on this point, observing: "Consumer spending is expected to become a key source of growth for the UK economy this year, underpinned by several factors. Household balance sheets are robust – the latest data for Q3 2024 showed savings stood at 10.1%. The rise in the savings rate over the past two years can be partly explained by elevated interest rates, with households moving their cash to deposit accounts yielding a modest return."

A KPMG pulse survey of 3,000 consumers conducted in December 2024 is also relevant here. This found that nearly three times more people felt secure (57%) than insecure (21%) about their financial situation as 2024 ended. This meant that:

- Half said they felt able to spend freely, although larger purchases needed to be planned for by four in ten
- A third were 'managing' but budgeting their discretionary spending each month
- One in ten felt 'impacted' and were having to limit or cut discretionary spend to pay for essential costs
- Only three percent were unable to pay essential bills or were incurring debt to do so.

Despite mixed opinion on the economic outlook – with four in ten believing it was worsening whole only a quarter believed it to be improving – 80% of consumers planned to make big ticket purchases in 2025, most commonly saying they will spend on a holiday (39%).

Critically, a third of consumers said that retailer promotional events could convince them to part with more money during the course of the year, while a quarter said that improved loyalty scheme prices would.

Consumers say they will be triggered to spend in 2025 by

39%
A wage increase

30%
A bonus

30%
Retailer promotional events
45% for age 18-24

23%
Improved retailer loyalty scheme prices

In 2025, which, if any, of the following would make you more inclined to spend more money on the things you want to buy compared to 2024?*

6. https://www.pmi.spglobal.com/Public/Home/PressRelease/dfff1e95dabe4dd3afcb7b2d68a1b7f7
7. https://nielseniq.com/global/en/news-center/2025/uk-consumer-confidence-down-five-points-to-22-in-january/

SECTOR OUTLOOK

Leveraging the power of AI

This underlines that the retailers who succeed will be those who offer value for money to price sensitive customers, present a range of offers and discounts that have genuine appeal, create strong personalisation that makes customers feel valued and understood individually, and back this up with high levels of service across a seamless omnichannel offering that makes it easy for the customer to do business.

As we explored in the last edition of this report, the use of customer data and in particular AI can be instrumental here, increasing the effectiveness of campaigns and outreach through more targeted personalisation and relevance. KPMG's report It's time for AI-X explores in detail how AI can be incorporated across key pillars of the customer experience to drive up effectiveness, engagement and customer loyalty.

Tapping into re-use trends

There is also considerable potential to unlock customer spend by tapping into emerging themes, especially amongst younger customer cohorts. For example, Millennials are increasingly interested in the notion of reselling and/or re-use. One study estimated the second-hand clothes market in the UK to be worth £2.5 billion , with respondents to a survey saying that around a quarter of their wardrobe was second-hand – rising to a third of those aged 18-34.

This is partly a matter of economy, but it is also sustainability-related. Alongside second-hand clothes outlets (including online marketplaces as well as charity shops), there is also rising interest in fashion rental, as well as repair. Re-use, recycling and renewal are suddenly cool again. Some retailers are entering these markets via offshoot brands and/or partnerships. Examples of retailers or brands offering garment repair services include John Lewis, M&S, Nudie Jeans, Patagonia and SoJo; while rental is available from multiple brands such as Girl Meets Dress, Hurr, John Lewis, My Wardrobe HQ and Rent the Runway. Empowering consumers to participate in the circular economy is central to navigating a retail landscape shaped by increasing focus on sustainability. As more businesses refine their ESG strategies and embrace the circular economy, a natural question is how gift cards and vouchers can facilitate consumer adoption.

A growing question for gift card divisions therefore is whether these can be redeemed against second-hand, rental or repair services, including online. Are there agreement opportunities to be sealed with the UK's proliferation of charity shop chains and outlets?

How to get the most out of the growing circular economy:

Position gift cards and vouchers for redemption on repair and resale services

Invest in relationships with sustainable brands and start ups

Empower consumers to use gift cards and vouchers to save on reuse products and services

Use vouchers to build loyalty with trade-in programmes

Positive outlook for employer incentives

Such agreements could also extend into the crucial B2B rewards market which, as we have seen, is a key driver of gift card sales growth. Employees may be looking not only for discounted gifting offers for essentials such as food and drink, but resale or rental opportunities too.

Overall, the prospects for non-cash reward programmes look strong, as the 2025 industry outlook from the US-based Incentive Research Foundation shows. Their study found that optimism amongst rewards industry professionals had risen at the end of 2024 compared to 2025, in both US and European markets. In Europe, gift cards account for 41% of all rewards contributions, comfortably ahead of experiences (30%) and merchandise (29%). Non-cash expenditure in Europe has also shown growth, from a per-person average of €909 in 2023 to €924 in 2024. Average gift card values have also increased. It is notable that gift cards redeemable at exclusively online retailers are the preferred choice in both markets.

8. https://kpmg.com/uk/en/home/services/consulting/customer-consulting/customer-experience-excellence.html
9. https://ww.fashionnetwork.com/news/Uk-secondhand-fashion-market-worth-almost-2-5bn-last-year-survey,1632241.html
10. https://assets.kpmg.com/content/dam/kpmgsites/xx/pdf/2024/10/circular-economy-report.pdf
11. https://theirf.org/research_post/industry-outlook-for-2025-merchandise-gift-cards-and-event-gifting/

METHODOLOGY

GCVA Data Analysis

KPMG collect on GCVA's behalf, gift card sales data from data submitting members of the GCVA. The sales data is analysed across various dimensions, including market (business-to-consumer or business-to-business), sector (leisure or retail), by product (physical card, paper voucher, digital or e-voucher), by channel (direct, online, gift card malls or via third party), and also by method of redemption (closed loop, multi-choice or open loop).

The data relates to sales made in H1 – January to June; or H2 – July to December. Like-for-like growth compares sales for the half-year to the same half-year of the prior calendar year.

The data submitting members are retailers/issuers, and the data reflects the sales of their own gift cards. These members may be reflective of different stages of maturity in relation to gift card sales, from some members being at a start-up level to other members being well established in the industry. This may have an impact on member-level analysis, for instance, if a member has recently established a gift card programme.

When data submitting members begin or cease submitting to this analysis, historical data for their prior periods is collected or removed respectively. Like-for-like growth is therefore in relation to the same set of data submitting members, within the context of a given report.

The submissions are subject to a quality assurance process that includes commentary on significant movements by the data submitting members. However the data has not been subject to any formal assurance procedures, and accordingly no assurance can be provided by this report and related commentary on the accuracy of the data.

GLOSSARY

Statistics	**Like-for-like growth**	Growth of this period vs the same period 12 months ago i.e. 2024 H1 vs. 2023 H1
	Rolling Year Growth	Growth of the most recent 12 months vs the previous 12 months i.e. 2024 H1 + 2024 H1 vs. 2023 H2 + 2023 H1.
Markets	**B2B**	Business-to-business. Sales made to other businesses or organisations.
	B2C	Business to consumer. Consumer vouchers and cards sold to consumers or individuals for personal use or gifting.
Sectors	**Retail**	Products sold that allow consumers to primarily redeem against retail products, e.g. clothing or electrical goods.
	Leisure	Products sold that allow consumers to primarily redeem against leisure services, e.g. experiences, hospitality, travel, and entertainment.
Redemption Types	**Closed Loop**	Gift cards that are issued and redeemed by the same company. Closed loop cards are usually facilitated using the issuers till systems and do not require the use of a network such as a Visa or MasterCard. This redemption type does not include category cards such as Book Tokens.
	Multi-Choice	Gift cards that are accepted at a select range of retailers. Usually requires the use of a network such as Visa or MasterCard or a link between participating members' systems. This redemption type includes category cards such as Book Tokens and Restaurant Choice cards.
	Open Loop	Gift cards that require the use of a network such as Visa or MasterCard and are accepted at any outlet displaying the network logo.
Products	**Paper Vouchers**	Traditional paper gift vouchers transacted via a bar code or serial number.
	Physical Gift Cards	Card vouchers transacted via a bar code or serial number.
	Digital Gift Cards	Virtual or digital vouchers used for online purchases and redemptions only. There is no physical card or voucher given to a customer as the e-voucher is sent via an email. This excludes all promotional codes.
B2C Channels	**Direct Sales**	Sales made direct to a consumer from within a store or over the counter.
	Online	Sales made via the member's own online purchasing facility or through an online affiliate.
	Gift Card Mall	Sales made via another retailer's gift card mall. All sales via gift card malls should be recorded as consumer sales. This is your gift card sales only, if you host a gift card mall do not include the sales of other gift cards, these will be reported by the issuer of the gift card.
	Third Party	Sales made via any other retailer or channel direct to the consumer. These are physical sales and not online sales. E.g. if you have an agreement with another retailer.
B2B Channels	**Human Intervention**	Sales made to B2B Customers that require human intervention to place the order e.g. via a call centre or account manager.
	Automated	Sales made to B2B Customers that did not require human intervention to place the order e.g. via a web portal or API.

GLOSSARY

B2B Sub Markets	**Benefits, Employee Savings & Salary Sacrifice**	Sales made to B2B Customers for the purposes of providing that business's employees with benefits, savings or salary sacrifice benefits.
	Rewards & Incentives	Sales to B2B Customers for the purposes of providing that business's stakeholders (suppliers, customers, vendors) with rewards and incentives for doing business with them.
	Acquisition	Sales to B2B Customers for the purposes of that business acquiring new customers.
	Insurance Replacement	Sales to B2B Customers for the purposes of that business providing insurance replacements to their customers.
	Charities & Grant Giving	Sales to B2B Customers for the purposes of charitable donations or grant giving to volunteers.
Redemption	**In store**	Gift-card/vouchers redeemed via a physical point of sale in-store. (This excludes 'Click and Collect' & 'Online Food Ordering' where redemption is via an online channel).
	Online	Gift-card/vouchers redeemed via an online channel. This includes 'Click and Collect' & 'Online Food Ordering' where redemption is via an online channel, though the physical collection/consumption of the good may happen in-store.
Mobile Wallets	**Provisioning**	Digital gift-cards/vouchers issued then subsequently provisioned into either a digital wallet (e.g. Apple Pay, Google Pay), generic voucher App, or brand specific Apps that allows credit to be added - e.g. like the Starbucks App. (For completeness, this excludes emails/SMS containing e-codes/barcodes/QR codes, etc).

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