

Gift Solutions

# Gift Card Gauge

## Gift cards and inflation: consumers are split on the impact

Amidst ongoing economic uncertainty, consumers are split on the impact inflation will have on their gift card purchases, as well as where they will direct these purchases. According to the Q1 2023 Gift Card Gauge, **54%** of consumers say today's economic environment will change their views on gift cards while **51%** denote that an item of need will drive them to use gift cards. While this uncertainty can cause havoc on merchant planning, consumer trends provide insights that can help merchants excel in this environment.

### The shifting use of gift cards

Market inflation means the value of gift cards is shifting for many consumers, who now rely on these gifts to afford basic necessities.

**I am using gift cards to:**

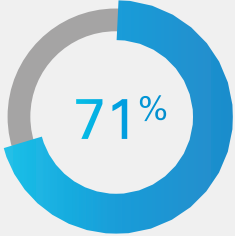
- 27%** Purchase items of needs
- 22%** Offset prices of everyday items



**42%**  
A sales/promotional event will drive them to spend a gift card.

### Every cent counts

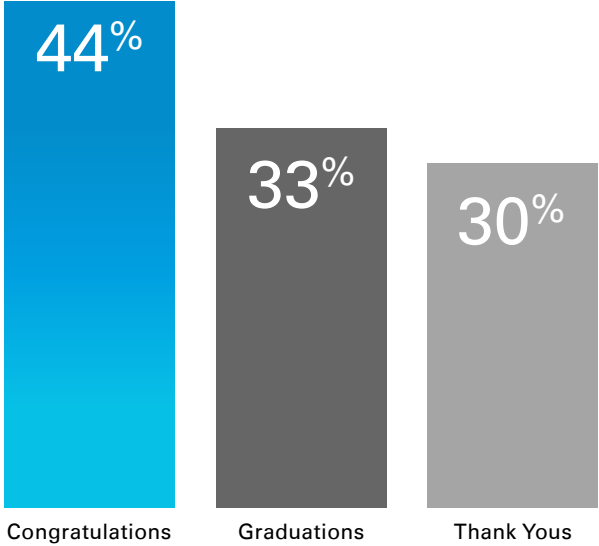
**71%** of consumers would save a gift card with \$.50 left on it to use on a future purchase.



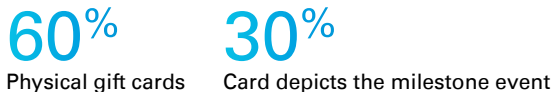
## Consumers continue to rely on gift cards for milestone celebrations

Gift cards remain a go-to for consumers in early 2023, with **61%** noting that they will turn to gift cards for milestone events.

Other than birthdays and winter holidays, what other milestones are consumers buying gift cards for:

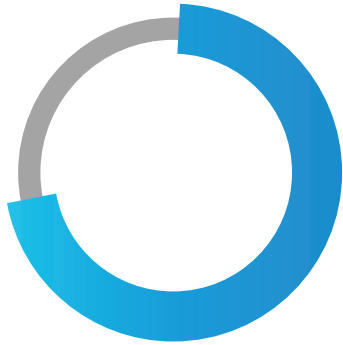


### What designs/styles do consumers want?



## Loyalty programs + gift cards = happy shoppers

Consumers are hoping to get more out of their loyalty programs to reduce costs, with gift cards serving as a viable option.



**73%**  
of consumers say they join loyalty programs.



**78%**  
of consumers say they would use loyalty points to buy a gift card, including over **75%** of those aged 18-44.

### Connect with us

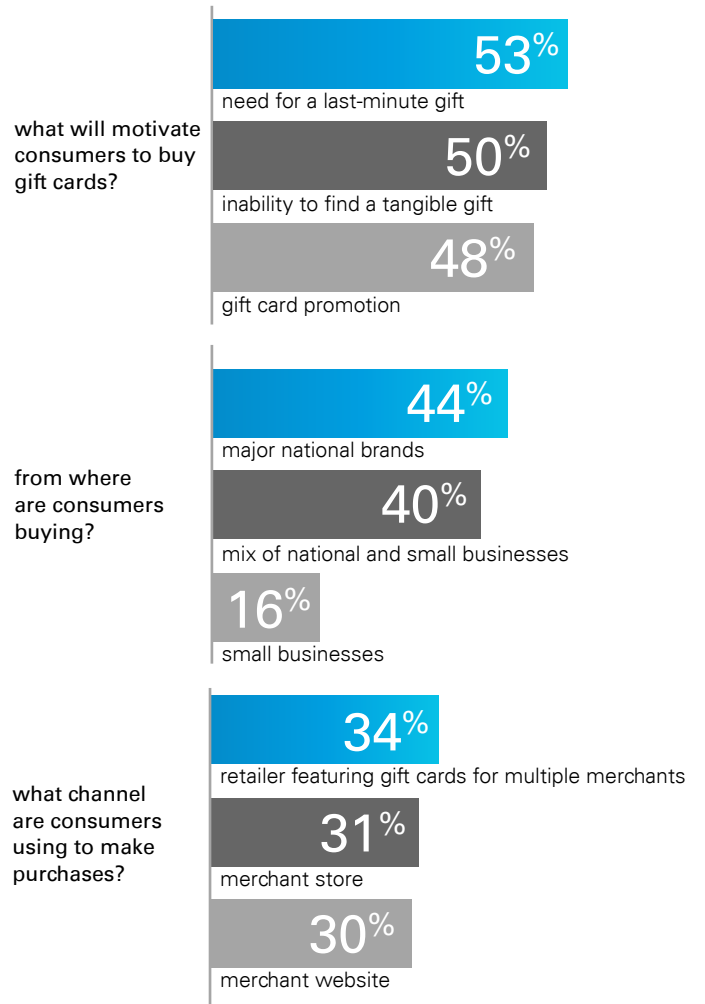
Are you gift card ready? We can help get you there.

-  1-866-965-8330
-  GiftSolutions@Fiserv.com
-  Giftsolutions.com

Data cited in this publication is the result of the Q1 2023 Gift Card Gauge conducted by Fiserv. This information is being provided for informational purposes only. The Gift Card Gauge from Fiserv is a quarterly poll of over 1,000 U.S. consumers. Respondents cover all age groups (18 and older), regions and genders. The margin of error for this Gauge is +/- 3.066%.

## What will drive gift card sales in 2023

While consumers may be looking to digital channels to fulfill their shopping needs, they still prefer the feel of a physical gift card when it comes to giving and receiving gifts.



**41%**  
aged 45 and up prefer purchasing from retailers that have multiple merchant gift cards.

**37%**  
aged 18-44 say they prefer to purchase gift cards from merchant websites.