

Gift Solutions

Gift Card Gauge

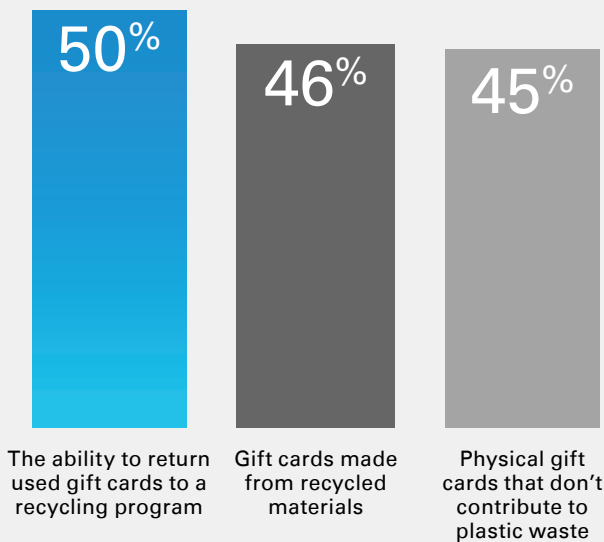
New trends and passing fads characterize the 2023 gift card market

The gift card industry is ever-evolving to keep up with consumer purchasing preferences. Far beyond just what card products are being offered by retailers, consumer preferences today also include a merchant’s social positioning, sustainability, and more. According to the Q2 2023 Gift Card Gauge, **71%** of consumers are likely to spend more with a company whose cultural position aligns with their own. In fact, **59%** say a company’s environmental, social and governance positioning (ESG), will influence their decision to use a gift card on the purchase of one of their products.

Sustainability matters

Consumers are paying more attention to sustainable practices and expect merchants to follow suit.

What are the consumers focusing on?



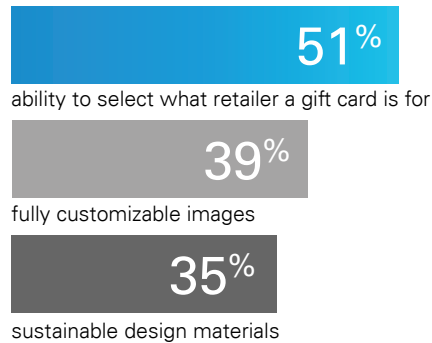
Gift card GPT

- 67%** feel that using ChatGPT/OpenAI to create a gift card message is a passing fad.
- 54%** would consider purchasing a gift card that features AI-designed artwork.

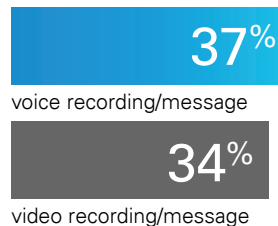
Design innovations

Several gift card innovations are making their way into the marketplace, but not all of them may be here to stay.

Design innovations consumers are most interested in:



Design innovations consumers think are passing fads:



Why?

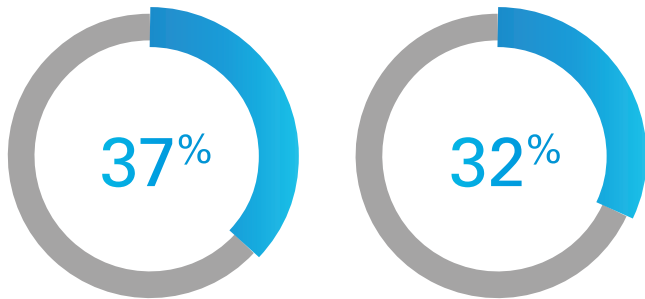
51% of consumers are not willing to pay more to be able to create a personalized voice or video recording.

Loyalty programs remain important with consumers

On top of innovations, consumers want to feel appreciated by retailers, and linking loyalty programs with gift card rewards continues to be a consumer favorite.

About **39%** of consumers have already used loyalty rewards points to purchase a new gift card.

Loyalty benefits consumers are most interested in:



Using loyalty reward points for the purchase of a new gift card

Transferring loyalty reward points to an existing gift card

36% of consumers say receiving a merchant gift card in exchange for points would keep them engaged in a loyalty program.

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

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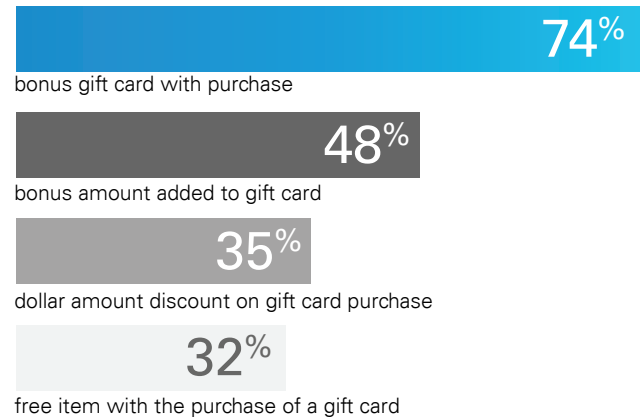
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Data cited in this publication is the result of the Q2 2023 Gift Card Gauge conducted by Fiserv. This information is being provided for informational purposes only. The Gift Card Gauge from Fiserv is a quarterly poll of over 1,000 U.S. consumers. Respondents cover all age groups (18 and older), regions and genders. The margin of error for this Gauge is +/- 2.939%.

What the people want

While nearly **a third** of consumers say they are buying fewer gift cards due to inflation, **47%** say they have already taken advantage of a gift card promotion this year to help combat higher prices.

Most popular gift card promotions:



Freedom of choice

57% of consumers wish there were more gift cards with multi-vendor options.

What's important by age group:

