

Gift Solutions

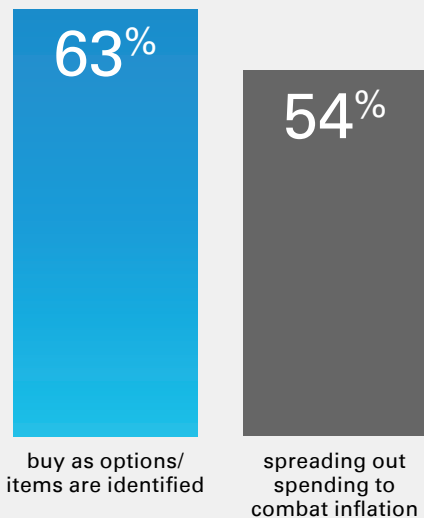
Gift Card Gauge

Consumers are preparing for a costly holiday season

The cost of everyday goods continues to rise, leaving its mark as consumers prepare for the 2023 holiday season. According to the Q3 2023 Gift Card Gauge from Fiserv, over **1 in 4** U.S. consumers (**27%**) plan to spend more on gift purchases this year than in 2022 (**21%**). While consumers are prepared for higher prices, that doesn't mean they'll settle for paying full price. In fact, **28%** are already taking advantage of discounts and promotions, while another **31%** are waiting on holiday annual shopping events like Black Friday to make their move.

Getting a jump on season shopping

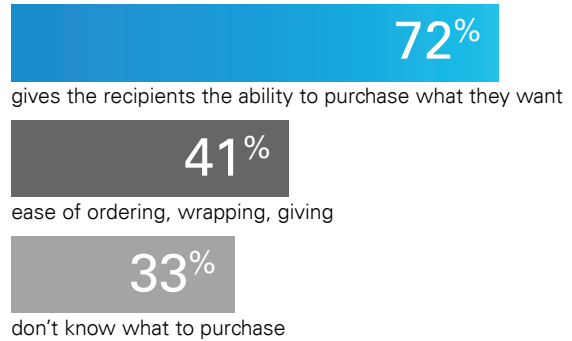
More consumers are getting a head start on their holiday shopping, as **40%** have already made purchases, compared to **32%** last year. Why the early start? Price and availability are major factors.



The perfect gift...balance

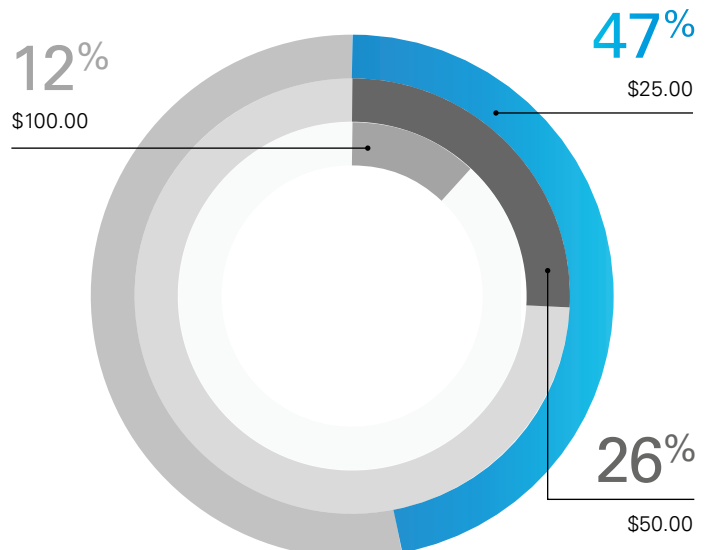
Long considered a "cop-out" or last-minute gift, consumers now see gift cards as a means of giving recipients the freedom to choose whatever they want.

Why are you purchasing gift cards this holiday season?



When it comes to receiving gift cards this holiday season, less than **7 percent** of consumers would expect to receive a gift card with a balance under \$25.

What is the minimum amount you would expect to receive on a gift card this holiday season?



Gift card placement matters

With over **2 in 3** consumers (**68%**) planning to purchase gift cards this holiday season, opportunities abound for retailers. How can they prepare?

65% of consumers will purchase directly from the retailer where the gift card will be used.

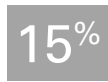
Where will shoppers be looking for gift cards?



near checkout lanes



endcaps toward the front of the store




with greeting cards





40% will use a greeting card to “wrap” their gift card, so consider placing both in the same display to bring additional ease to in-store shoppers.

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 Q3 2023 Gift Card Gauge conducted by Fiserv in July 2023. 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 +/- 3.05%.

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Embrace the season with designs

Gift cards representing the holiday season will be at the top of shoppers’ wish lists, so retailers should stock up accordingly.

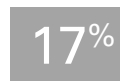
Preferred holiday gift card designs



holiday-themed image



wintery landscape



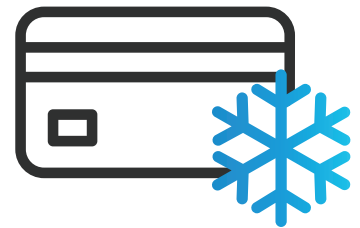
patterned design



wrapping paper



retailer logo



Create an experience

Consumers are becoming more receptive to gift cards that create a complete experience.

66% would be interested in gift cards that feature partnerships from multiple companies (dinner and a movie, for example)

44% want to include tipping in the gift card value when purchasing a gift card for a service (massage, manicure, etc.)