

Gift Card Gauge

Holiday Shopping Habits Unwrapped: What's Impacting Consumer Spend?

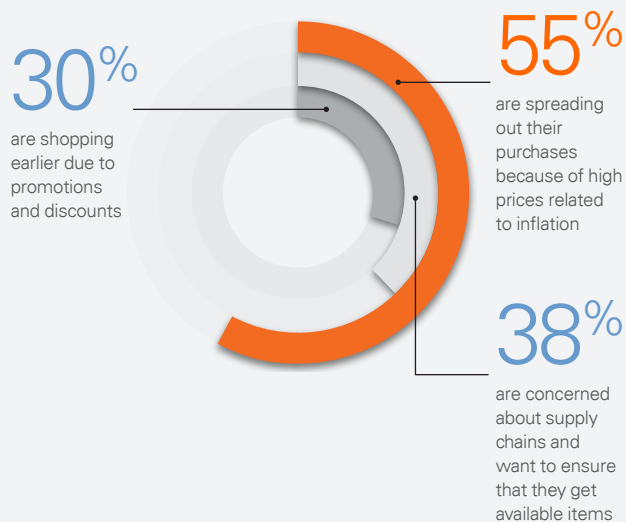
As market inflation and supply chain woes dominate headlines, consumers are poised to adjust their holiday spending. According to the Q3 2022 Gift Card Gauge from Fiserv, nearly 1 in 4 consumers will be spending less this holiday season – a **100%** increase from 2021 – while nearly **60%** will spend roughly the same as last year.

The current market is dictating expectations

Consumers don't expect today's turbulent market to change ahead of the holiday season, which is reflected in their holiday shopping concerns:

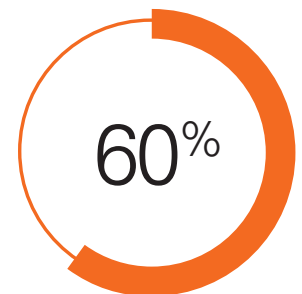
- 83%** Items being out of stock
- 74%** Being able to afford what they want to purchase
- 61%** Lack of product selection

In fact, of the **32%** that have already started their holiday shopping:



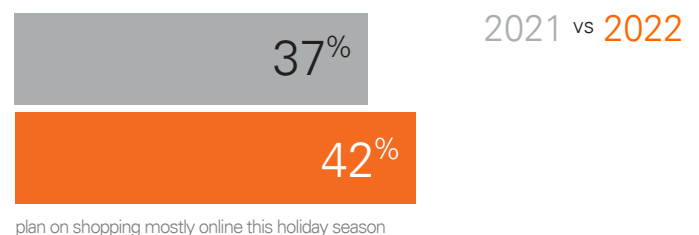
Supply chain concerns could increase gift card sales

With supply chains likely to impact product availability, **60%** of consumers say they will buy gift cards to fill the void.

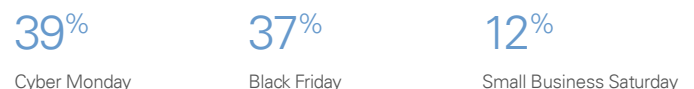


Look for the digital holiday rush to continue

Be it high gas prices, limited in-store product availability or a mix of both, consumers are continuing to rely on the digital marketplace to fill their shopping needs.



39% plan on taking advantage of Cyber Monday deals, placing this shopping holiday ahead of Black Friday and Super Saturday for the second year in a row.





Despite inflation, gift card spending habits remains unchanged

When purchasing a gift card, how much money are you putting on the card?

	2021	2022
\$20 - \$30	25%	25%
\$50 - \$100	23%	20%
\$40 - \$50	20%	19%

Where will you most likely purchase gift cards from this holiday season?

2021

41%

Online-only retailer

33%

Discount store/big box

26%

Coffee shop

2022

42%

Discount store/big box

38%

Online-only retailer

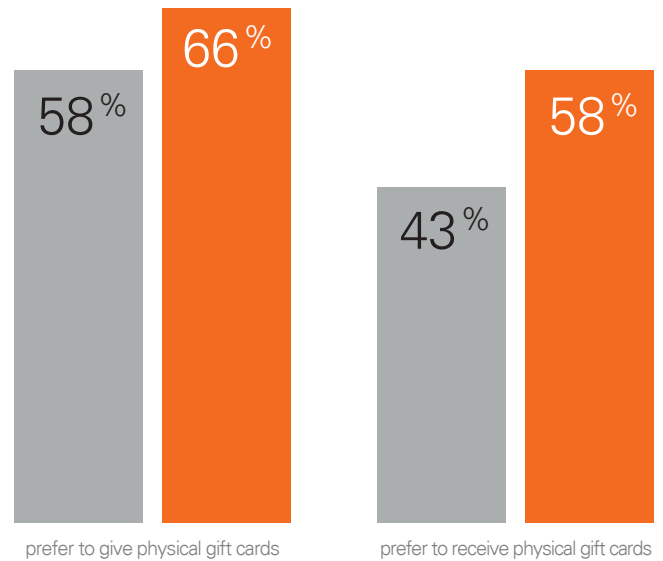
32%

Coffee shop

Physical gift cards reign supreme

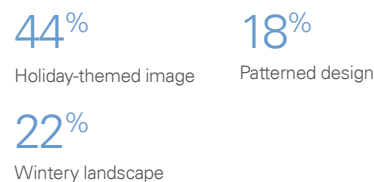
While consumers may be looking to digital channels to fulfill their shopping needs, they still prefer the feel of a physical gift card when it comes to giving and receiving gifts.

2021 vs 2022



Boost sales (and cheer) with holiday designs

Whether physical or digital, consumers want gift card designs that reflect the season.



Connect With Us

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

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Data cited in this publication is the result of the Q3 2022 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 +/- 3.025%.