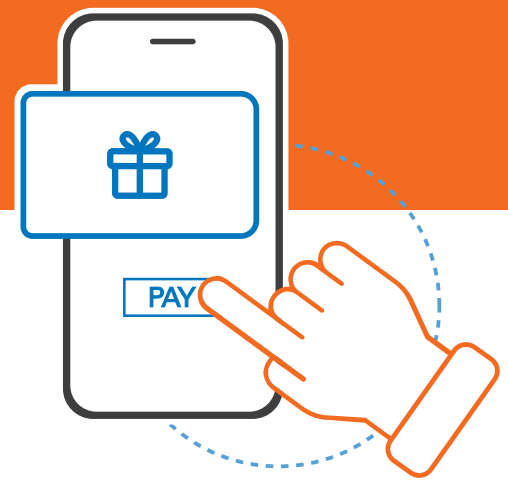


# Gift Card Gauge from Fiserv

Digital Wallets – Satisfying Convenience  
Consumers Crave

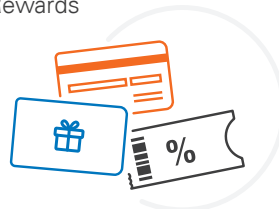


According to the February 2021 Gift Card Gauge from Fiserv, **65%** of consumers are using mobile pay functionalities, with **73%** saying they'll use their digital wallet this year.

## Digital Wallets: More Pocket Space and More Innovation

Consumers are using their digital wallets to house everything traditionally found in their physical wallets.

- 56%** Credit Cards
- 55%** Debit Cards
- 42%** Gift Cards
- 39%** Loyalty Rewards
- 28%** Coupons



## What's Next for Digital Wallets?

When asked what gift card functionalities they want added to digital wallets, consumers focused on consolidation and convenience.

- 50%** Ability to merge multiple gift cards from one brand into one account
- 45%** Ability to convert physical gift cards into digital gift cards



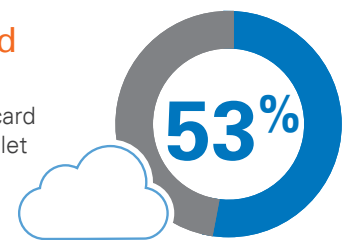
## Digital vs. Physical Security

Consumers are split on which wallet option is more secure.

- 51%** Digital Wallet
- 49%** Physical Wallet

## My Gift Card? It's in the Cloud

53% have made a purchase with a gift card stored in a digital wallet



## Digital Wallets are on the Rise...

Digital wallet adoption is seeing rapid year-over-year growth...

- 60%** used digital wallets the same or more in 2020 compared to 2019
- 68%** plan on using their digital wallet the same or more in 2021 compared to 2020

And more consumers are opting to go digital.

- 65%** use their digital wallet as much or more than their physical one

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

- 1-866-965-8330
- GiftSolutions@firstdata.com
- giftsolutions.com

Data cited in this publication is the result of the February 2021 Gift Card Gauge conducted by Fiserv. This information is being provided for informational purposes only. The Gift Card Gauge from Fiserv is a monthly poll of over 1,000 US consumers. Respondents cover all age groups (18 and older), regions and genders. The margin of error for this Gauge is +/- 3.711%.

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