

# Gift Card Gauge from Fiserv

From Stocking Stuffers to Last Minute Gifts, Gift Cards are a Go-To for the Holidays

According to the 2020 Holiday Gift Card Gauge from Fiserv, **81%** of consumers say they are giving at least 1 gift card this holiday season, with **38%** of consumers giving 5 or more.



## Holiday Week is Fast Approaching

- 84%** will choose gift cards as their last-minute gift of choice
- 32%** will make their gift card purchases in the week leading up to the holidays



## It's the Giving Season

- 42%** prefer giving physical gift cards
- 19%** prefer giving digital gift cards

## From where are they purchasing?

- 24%** Online-only merchants
- 17%** Discount store/big box
- 7%** Small business or independent retailer
- 7%** Food supermarket or grocery store



## The Reason for the Gift Card Season

### Why are consumers buying gift cards this holiday season?

- 46%** are not sure what physical gift to purchase
- 44%** like that recipients can choose what to purchase for themselves
- 40%** like not having to shop in a store



## ...And how much are they giving?

- 82%** are giving cards worth more than \$20
- 22%** are giving cards worth more than \$50

## Give More, Get More with Gift Cards

### What incentives most motivate shoppers to purchase a gift card?

- 38%** Bonus cards
- 30%** Dollar off discounts/percentage off
- 13%** Free gift with purchase



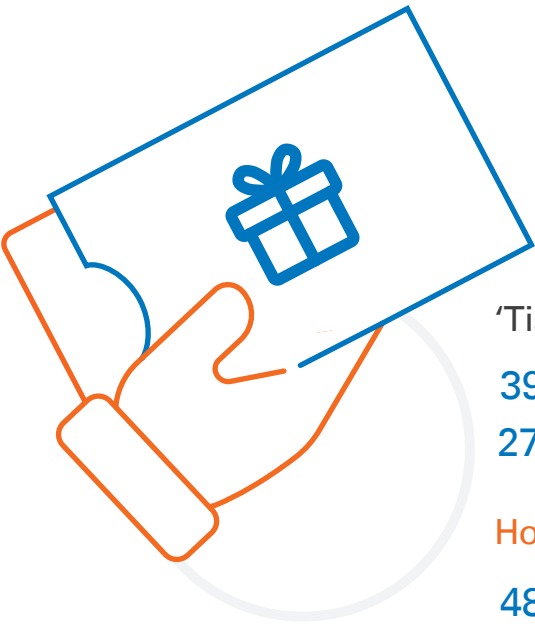
## Holiday Shopping Goes Digital Due to COVID-19

- 67%** have shopped less in stores compared to previous holidays



## Holiday Spending Trends (not limited to gift cards)

- 43%** are spending the same as last year
- 35%** are spending less than last year
- 22%** are spending more than last year



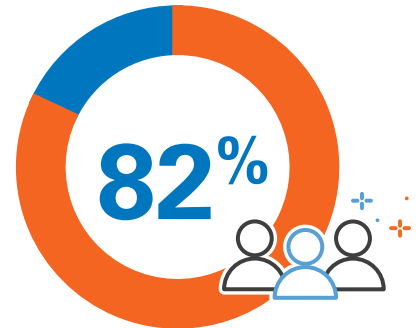
### 'Tis Better to Receive?

- 39% prefer receiving physical gift cards
- 27% prefer receiving digital gift cards

### How will they be spent?

- 48% will primarily spend online
- 18% will primarily spend in-store
- 34% will spend both online and in-store

## Step Aside Fruit Cake, Employees Want Gift Cards



Would prefer receiving a gift card from their employer versus an actual gift this holiday season

## You Get a Gift Card! You Get a Gift Card! You Get a Gift Card!

### Gift card buying goes beyond the family

#### Inside the family

- 68% purchase gift cards for immediate family
- 40% purchase gift cards for extended family

#### Outside the family

- 30% purchase gift cards for close friends
- 17% purchase gift cards for co-workers
- 10% purchase gift cards for teachers
- 10% purchase gift cards for postmen



### Have a Holly Jolly Gift Card Christmas

If a gift card played a holiday song, what song would you want it to play?

33%  
Holly Jolly Christmas

29%  
Rockin' Around the Christmas Tree

20%  
All I Want for Christmas Is You

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

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Data cited in this publication is the result of the 2020 Holiday 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 +/- 2.992%.

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