

Gift Card Gauge from Fiserv

Consumers Looking to Stock Up on Digital Gift Cards this Holiday Season



According to the 2020 October Gift Card Gauge from Fiserv, **65%** of U.S. consumers would likely purchase a digital gift card on Black Friday if a merchant offers an incentive.

Additional findings from the research include:



Most Purchased Gift Cards Since Start of the Pandemic (March 2020)

- 35%** Online only retailers
- 27%** Big box retailers
- 18%** Grocery stores
- 17%** Coffee shops
- 14%** Fast food restaurants

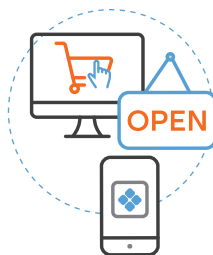
Digital or plastic?

- 38%** Mostly digital gift cards
- 36%** Mostly plastic gift cards

Convenience... It's What's Expected

Consumers are buying gift cards in multiple ways

- 58%** Online
- 57%** In-store
- 12%** Mobile app



Boost Employee Morale with Gift Cards

30% have received a gift card as a gift or reward from an employer during the pandemic



Support Businesses with Gift Cards

37% of consumers have supported a merchant they frequent by purchasing a gift card during the pandemic

Most Purchased Gift Cards Over the Last 30 Days (Mid-September to Mid-October 2020)

- 34%** Online only retailers
- 20%** Big box retailers
- 18%** Coffee shops
- 14%** Fast food restaurants
- 12%** Home improvement or décor store

Digital or plastic?

- 43%** Mostly digital gift cards
- 37%** Mostly plastic gift cards

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 2020 October Gift Card Gauge conducted by Fiserv. This information is being provided for informational purposes only.

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