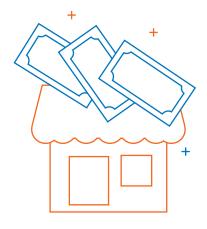
Gift Card Gauge

Early Holiday Planning: Get a Jumpstart on the Busiest Season

To prepare for the hustle and bustle of the holiday season, consumers are making a list and checking it twice. According to the June 2021 Gift Card Gauge from Fiserv, almost 60% of consumers will start their holiday shopping before November.



Expect More From Consumers in 2021 The economy is rebounding, along with consumers spending habits.

26[%] of consumers plan on spending more for the 2021 holiday season compared to 2020

As are consumers' desires to go back to shopping in stores.



The 2021 Holiday Season is about Getting Physical

Expect physical gift cards to make a return in 2021.



58%

prefer to give physical gift cards during the holidays, up from 42% in 2020

58%

prefer to receive physical gift cards as gifts, up from 39% in 2020

Plan for a Long Shopping Season

The holiday shopping season is expanding, as shoppers are starting earlier and still spending well into the holidays.

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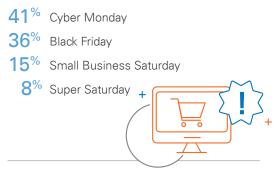
56[%] plan on starting their holiday shopping before November

61% won't complete their holiday shopping until December

Be Prepared for the Digital Holiday Rush

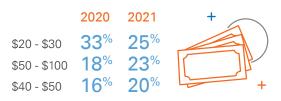
The battle for holiday splurge events is favoring the digital marketplace in 2021, with Cyber Monday overtaking Black Friday.

On which shopping event do you plan on splurging this holiday season?



Spending More Doesn't Just Apply to Gifts, but Gift Cards as Well:

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





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Data cited in this publication is the result of the June 2021 Gift Card Gauge conducted by Fiserv. This information is being provided for informational purposes only. The Gift Card Gauge from Fiserv is a bi-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 +/- 3.102%.

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