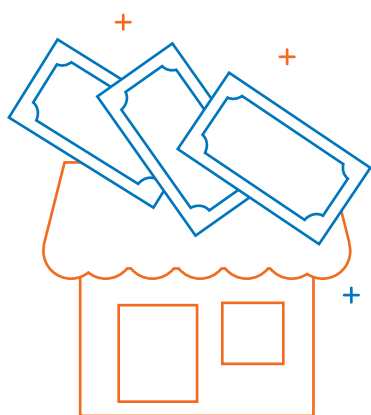


Gift Card Gauge

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.

64% plan on shopping in-store this holiday season

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.

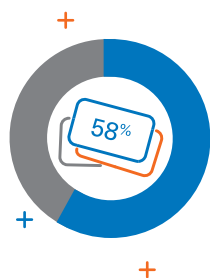
On which shopping event do you plan on splurging this holiday season?

- 41%** Cyber Monday
- 36%** Black Friday
- 15%** Small Business Saturday
- 8%** Super Saturday



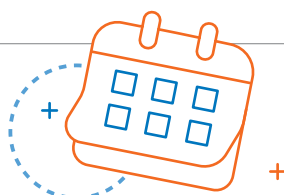
The 2021 Holiday Season is about Getting Physical

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.

- 56%** plan on starting their holiday shopping before November
- 61%** won't complete their holiday shopping until December

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?

	2020	2021
\$20 - \$30	33%	25%
\$50 - \$100	18%	23%
\$40 - \$50	16%	20%

