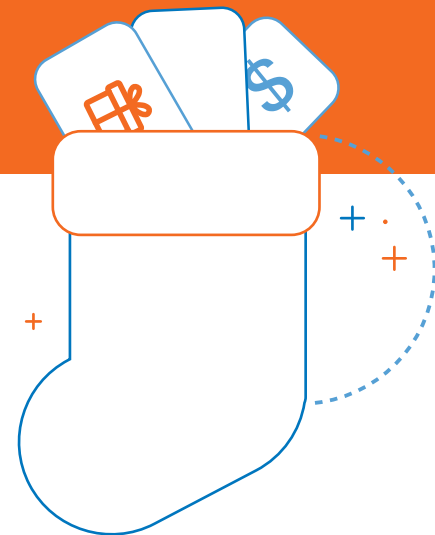


Gift Card Gauge

Holiday Shopping Amid Supply Chain Crunch: What You Need to Know

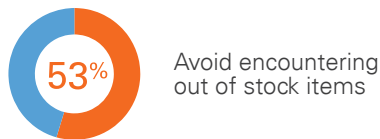


Consumers are returning to experiences as the holiday season ensues. According to the December 2021 Gift Card Gauge, **54%** of consumers are planning on spending more on holiday experiences than last year. However, supply chain concerns are casting a shadow on holiday cheer, with **55%** of respondents concerned about delivery delay and out of stock items impacting their holiday shopping.

A Head Start on the Holiday Hustle and Bustle

Shoppers are recognizing supply chain issues and taking action, with 60% already starting their holiday shopping, and 22% saying they are already done.

What prompted the early start?



Why haven't consumers finished shopping yet?

68% Still figuring out what to get

37% Waiting for key shopping events (Black Friday, Cyber Monday)



Delivery Delays are Looking Frightful...

Consumers understand supply chain issues may cause them to identify alternative gifts this holiday season.

In which categories are consumers most concerned about delivery delays or out of stock items?

70% Electronics

42% Clothing and Accessories

36% Toys



...But Gift Card Sales are Looking Delightful

As supply chains bring uncertainty to holiday shopping, consumers may turn to gift cards to help out.

44% Would grab a gift card if a gift was needed last minute




33% Would purchase a gift card if they were unable to get a particular item this holiday season

29% Plan on purchasing more gift cards this holiday season due to supply chain disruptions and/or low store inventories



Consumer Gift Card Holiday Habits

When asked about their gift card purchasing behaviors this holiday season, consumers provided the following insights.

-  **81%** Spending less than \$50 per gift card
-  **75%** Giving at least one gift card this holiday season
-  **65%** Purchasing gift cards in stores



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Data cited in this publication is the result of the December 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 U.S. consumers. Respondents cover all age groups (18 and older), regions and genders. The margin of error for this Gauge is +/- 3.056%.

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