

Gift Card Gauge

Q3 2025

In an uncertain economy, gift cards offer versatility

With **69%** of consumers saying economic conditions have impacted their holiday spending and **80%** specifically worried about tariffs, the pressure to spend smarter is on. Gift cards have emerged as a reliable solution, offering flexibility and a practical way to stretch every dollar. They aren't just a fallback anymore – they're a financial planning tool.



Tariff pressures and financial strain are already reshaping holiday shopping

Economic headwinds are forcing shoppers to rethink their holiday buying habits. Tariffs are top of mind, with **65%** citing them as a key reason for spending less on gifts in 2025.

Other reasons consumers plan on spending less:



Cutting back cost/saving money



Reduced income or household budget



Life changes

Retailers must adapt. Shoppers are chasing deals outside of traditional holiday windows, prioritizing sales over tradition and gravitating toward brands that help them manage financial uncertainty.

How consumers combat tariffs for the holidays:



Take advantage of sales outside of the holidays



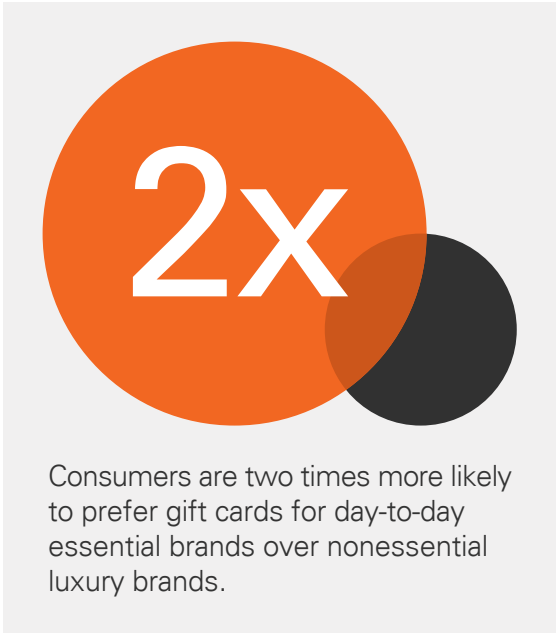
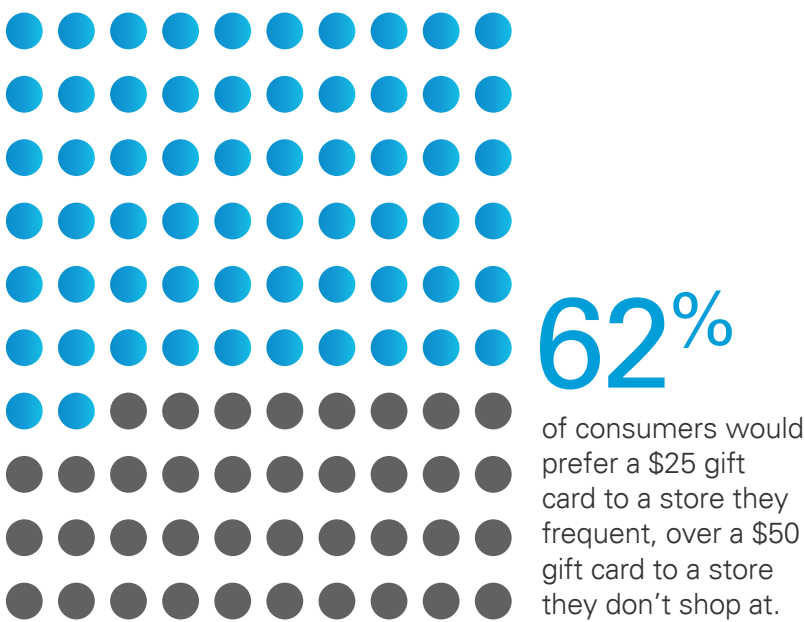
Buy gifts throughout the year, spreading out cost



Shop from retailers that absorb tariff costs

Gift cards are a practical, valued gifting option

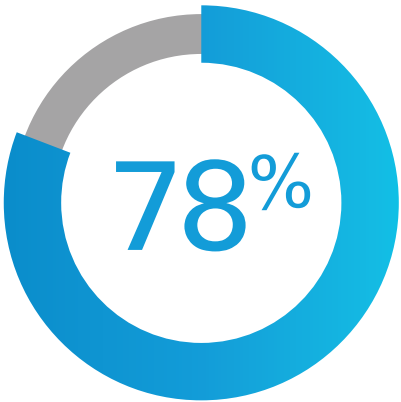
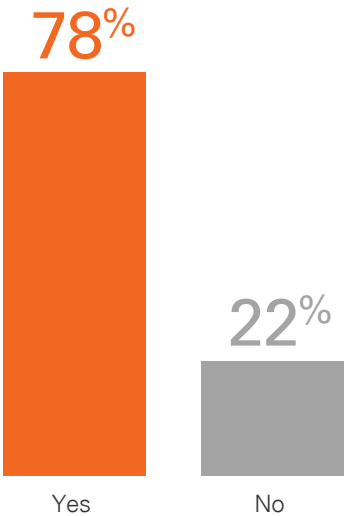
The consensus is clear: gift cards stand out as a useful and appreciated choice. Only 16% of consumers disagree that gift cards hold more value in the current economy. Beyond flexibility, they’re also a way to give recipients spending power with brands they already love and frequent.



Loyalty programs offer a competitive edge for merchants this holiday season

For merchants, integrating loyalty rewards with gift card promotions creates a powerful incentive – giving shoppers more value for their dollars while driving repeat visits and brand loyalty.

Are consumers more likely to shop where they are enrolled as loyalty members?



of consumers would sign-up for a loyalty program at a new retailer to take advantage of the rewards.



Fraud concerns remain top of mind for gift card shoppers

Gift card fraud, especially card draining, remains a critical concern. Of consumers surveyed, **84%** are concerned about scams this holiday season, with **47%** citing card draining as their top concern. Further, **55%** prefer buying gift cards in-store, potentially fueling fraudulent behavior. Investing in consumer trust will pay dividends this holiday season and beyond.

Merchants can act to protect gift card buyers by implementing:



Multifactor authentication



Fraud watch



Secure activation

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1-866-965-8330

GiftSolutions@Fiserv.com

Carat.fiserv.com

Data cited in this publication is the result of the Q3 2025 Gift Card Gauge conducted by Fiserv in May 2025. This information is being provided for informational purposes only. The Gift Card Gauge from Fiserv is a quarterly 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%.

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