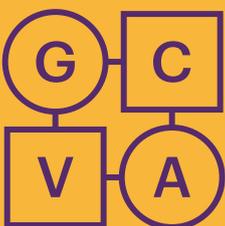
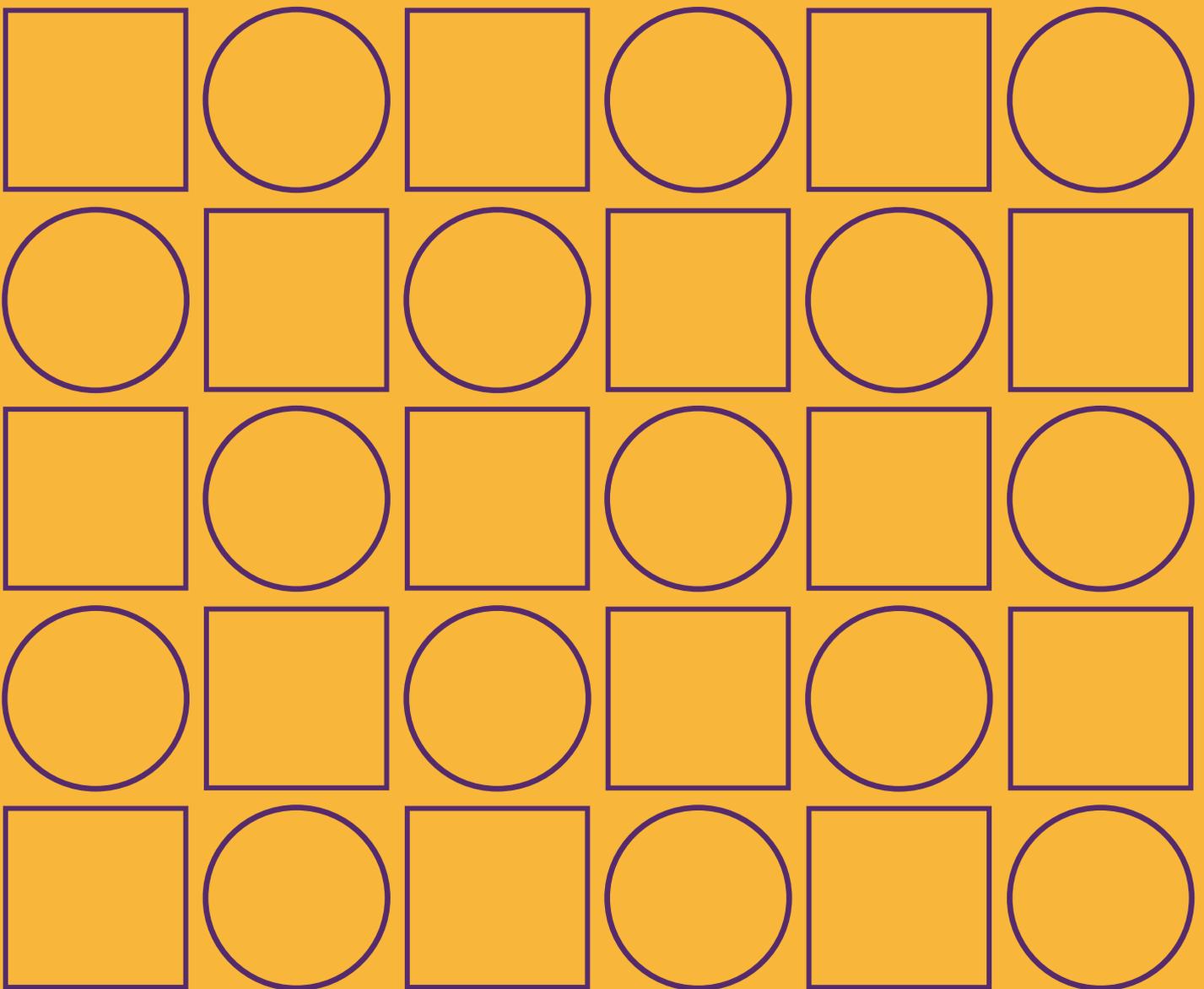


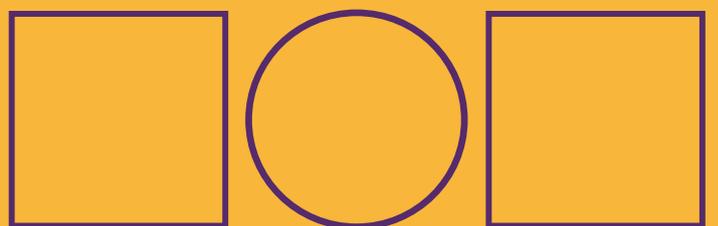
State of the Nation '22 Top 10 Takeaway



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Gift Card
& Voucher
Association



1

An average of **7.7%** of UK consumers per month purchased a gift card for themselves over 2021 vs. **6.4%** over 2020, with significantly higher purchase propensity among younger age cohorts

2

Gift card purchasing was boosted by retailer stock issues in 2021, with an average of **35.8%** of gift card purchasers over Q4 stating it was easier to buy a gift card than a physical gift

3

The proportion of UK consumers purchasing gift cards increased over Christmas 2021, with **27.1%** of shoppers buying a gift card for someone else over December 2021, compared to **25.2%** in December 2020

4

Consumer expectations around digital cards and cross-channel flexibility continue to increase; **40.8%** of consumers expect all gift cards to be cross-channel in the future

5

Physical gift cards bounced back strongly in 2021, as stores re-opened; across the year, a monthly average of **47.4%** of gift card buyers purchased physical gift cards instore vs. **43.4%** in 2020

6

The proportion of UK gift card buyers purchasing leisure and experience gift cards also recovered strongly, with the average proportion of monthly gift card buyers purchasing for the latter increasing to **23.0%**, up from **17.9%** in 2020

7

Employee benefit, reward and B2B schemes continue to increase in significance; **39.5%** of consumers received at least one gift card over the last three years through work rewards or incentives

8

Gift cards are increasingly seen as a tool to support local businesses and high streets; **28.8%** of monthly gift card purchasers in 2021 said supporting local businesses was a motivation, compared to **24.5%** of purchasers in 2020

9

Consumers are more worried about gift cards expiring before they can be used than they were pre-pandemic; **26.5%** of consumers see this as a reason not to buy, up from **20.9%** in 2020

10

Over half of all those receiving gift cards over the past three years have been introduced to a new brand or organisation via this format