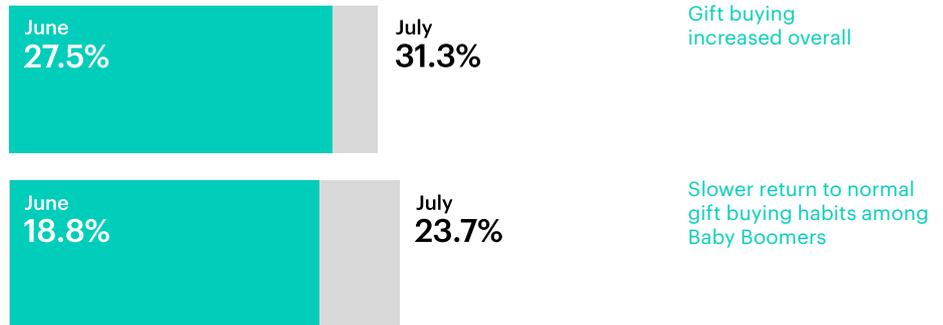


The GCVA is partnering with GlobalData to deliver a monthly snapshot of consumer behaviour and attitudes when it comes to gift cards over 2020. The July fieldwork went to field on July 1st 2020, and was designed to explore habits over July 2020. A UK nationally-representative sample of 2,000 shoppers was surveyed.

On the time-period comparisons, this wave covers the July calendar month, with comparisons made between July and June.

Further increase in gift buying...



July saw a further increase in gift buying overall – either in the form of physical gifts or gift cards for other people, or self-use gift card purchases – with 31.3% purchasing vs. 27.5% last time around. Despite further regional lockdowns occurring during the month, with these set to become commonplace in the short term at least, this increase in purchasing is reflective of the more general easing back towards normality for many consumers. While purchasing among Baby Boomers (55+) increased from 18.8% to 23.7%, this remains lower than average, pointing to polarised shopping and social behaviours.

...primarily driven by an increase in gift card purchasing

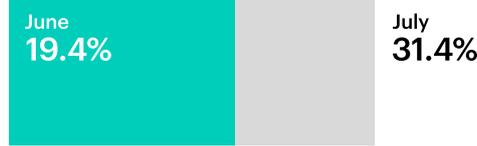


16.6% claimed to purchase a gift card for someone else in July vs. 13.2% who did so in June. At the same time, there was an increase in self-purchasing, with 6.5% purchasing a gift card for themselves in July vs. 4.7% in June.

Experience gift cards show an increase in demand



Experience cards are showing a slight increase



Gen Z lead the charge – again

Among gift card purchasers, 18.0% bought experience gift cards in July vs. 16.7% in June. This overall increase was driven by Gen Z (16–24) shoppers, with the proportion of gift card purchasers in this age-group buying these cards increasing from 19.4% to 31.4%. With international travel likely to remain restricted through the remainder of 2020 at least, experience gift cards are set to remain a popular purchase option, with consumers looking to maximise their staycations.

Leisure gift cards saw a slight dip



Leisure down – this includes: travel, entertainment, food & beverage industries

July saw the announcement of the government’s ‘Eat Out to Help Out’ campaign, which is running through the month of August and sees the government effectively subsidising shoppers to go and eat at their local foodservice outlets. Against this backdrop, it is perhaps no surprise that there was a slight drop in the proportion of gift card purchasers buying leisure gift cards (which includes restaurant gift cards) over July. 11.7% of gift card purchasers bought a leisure gift card in July vs. 14.2% in June.

Multistore cards see an uptick in purchasing



Increase in the purchase of this product, after a dip in June

35.7% of gift card purchasers bought a multi-store retail gift card over July vs. 29.3% who did so in June. This perhaps points to a gradual return of social shopping, and to locations such as city centre high streets and shopping malls.

Self-purchase driven by work incentive programmes



Increase in digital gift card purchases via employee benefit platforms

An increase in self-purchase over July has been driven by a rise in the proportion purchasing digital cards via work incentive programmes. Over the course of July, 19.7% of gift card purchasers purchased a digital card via this route, vs. 8.4% who did so in June. Moreover, of those that said that they received a gift card, 7.2% said they did so via a work incentive programme vs. 5.1% last time. The GCVA has launched the #giftcard500 initiative, to help drive high street recovery – ‘Help get Britain Spending, lift the limit on employee rewards’

Generation Z refers to shoppers aged 16–24

Millennials refers to shoppers aged 25–34

Generation X refers to shoppers aged 35–54

Baby Boomers refers to shoppers aged 55+

August consumer data report will be out early September. Where we will see how the ‘staycation’ has impacted sales of giftcards.