Gift cards are growing in popularity, especially amongst consumer. How have your preferences changed? Last year we asked what type of gift card you received. How do you feel this year? In 2024, Bank of America and The Strawhecker Group collaborated to understand what motivates gift card purchasing. Let’s take a look at our findings below.

**Buyers**

What type of gift cards do consumers purchase?

<table>
<thead>
<tr>
<th>Category</th>
<th>Preferred</th>
<th>Not Preferred</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physical Gift Cards</td>
<td>79%</td>
<td>21%</td>
</tr>
<tr>
<td>Digital Gift Cards</td>
<td>21%</td>
<td>79%</td>
</tr>
</tbody>
</table>

Physical gift cards are growing in popularity, while digital gift cards remain stable.

Concerns about gift card fraud are on the minds of consumers right now. Most consumers are planning to spend more this year, while digital gift cards are popular for their ability to be sent electronically.

**Emerging Trends**

**What are they looking for in gift card solutions?**

- What types of gift cards are they buying today?
- Consistent with last year, consumers reported receiving the greatest gift card value from their significant others.
- Average amount received: $83.95
- Digital Gift Cards 76% 83% 75% 61% 13%
- Physical Gift Cards 24% 40% 41% 36% 9%

**What do consumers consider when buying physical gift cards?**

- Consistency with last year, consumers reported receiving the greatest gift card value from their significant others.
- Average amount received: $83.95
- Digital Gift Cards 76% 83% 75% 61% 13%
- Physical Gift Cards 24% 40% 41% 36% 9%

**What do consumers consider when buying digital gift cards?**

- Consistency with last year, consumers reported receiving the greatest gift card value from their significant others.
- Average amount received: $83.95
- Digital Gift Cards 76% 83% 75% 61% 13%
- Physical Gift Cards 24% 40% 41% 36% 9%

**Recipient**

Fewer consumers reported receiving a gift card in 2023 (70%) compared to the year before (76%). However, the average amount received on those gift cards increased between $14 - $30 in 2023:

- Physical Gift Cards 2022: $49.00 2023: $53.04
- Digital Gift Cards 2022: $63.86 2023: $63.66

More consumers are receiving gift cards from their significant others compared to last year.

**Average amount received:**

- Physical Gift Cards: $49.00
- Digital Gift Cards: $63.86

**On consumers use gift cards being by the market?**

- Physical Gift Cards: 62% 63% 61% 70% 58% 63%
- Digital Gift Cards: 19% 37% 26% 15% 8%

**Demand for gift cards is growing:**

- Gift cards remain a popular method of payment in the United States among consumers. Evidence suggests gift cards are especially popular amongst Millennials - specifically digital gift cards. Understanding consumer preferences is key in providing them with the gift card solutions they need.