



2024 Consumer Gift Card Trends: Consumer Preferences & Behaviors

Gift cards are growing in popularity, especially amongst younger consumers. How have their preferences changed from last year? What are they looking for in gift card solutions? What types of gift cards are they buying today?

In 2024, Bank of America and TSG collaborated to understand what drives consumer gift card purchasing. Take a look at our findings below.



Buyers

What type of gift cards do consumers purchase?

75%	Of consumers have	chased a gift card in		52%	Home Improvement	45%	Health/Beauty	
1,5%0	the past year			on 50%	Gas	43%	Movie Theater	
Physical gift cards grew slightly in popularity, while digital gift cards decreased in popularity.			2022	2023	Gen Z	Millennial	Gen X	Baby Boomer
		Physical Gift Cards	62%	63%	61%	70%	58%	63%
most stable g	ly, Millennials are the gift card buyers, and easing their purchases	Digital Gift Cards	40%	32%	39%	46%	35%	25%
from 2022 to	C							

What do consumers consider when buying physical gift cards?

				influenced	by gift card	d promotio	ns?
81%	Dollar amount on the gift card	7%	Mobile wallet compatibility				
57%	The recipient's preferences	5%	Whether the gift card is reloadable	240/		410/	2001
55%	The accessibility of the location	1%	None of the Above	24%	45%	41%	36%
30%	Design of the gift card			6 - 7	N 4111 i I		
	_			Gen Z	Millennial	Gen X	Baby Boomer

Recipients

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:

			Gen Z	Millennial	Gen X	Baby Boomer	Silent Gen	
70%	Of consumers have received a gift card in	Any Gift Card	76%	83%	75%	61%	13%	
	the past year	Physical Gift Cards	69%	69%	63%	53%	56%	

000/	Of consumers
80%	 enjoy receiving gift cards
	Birt Carus

Digital Gift Cards	19%	37%	26%	15%	8%
8					

Which generations are most

Average amount received:

Consistent with last year, consumers reported receiving the greatest gift card value from their significant others.

	2022	2023	Family	Friends	Employers	Colleagues or Co-workers	Significant Others
Physical Gift Cards	\$49.00	\$63.86	\$63.66	\$49.88	\$75.92	\$50.10	\$116.49
Digital Gift Cards	\$53.04	\$83.95	\$83.53	\$78.53	\$91.21	\$79.07	\$100.05

Do consumers use gift cards to try new places?



Of consumers use gift cards to try new places

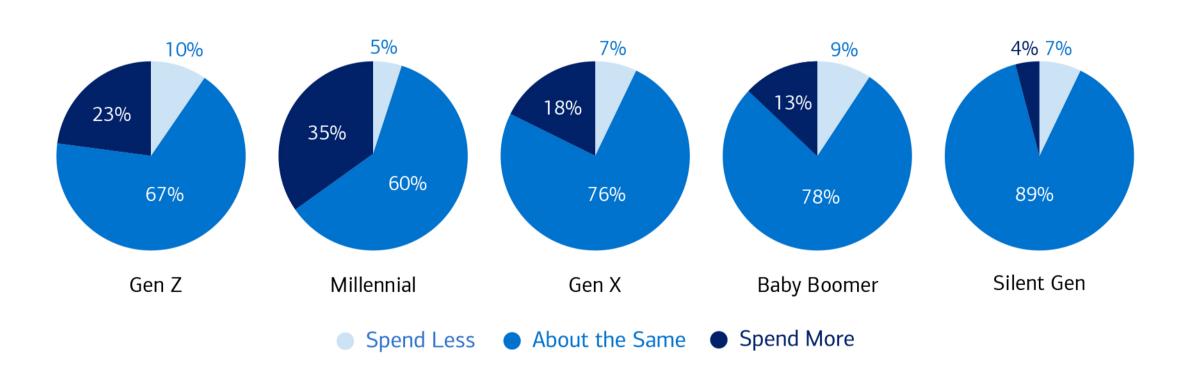
How much do consumers typically spend based on gift card value?



Emerging Trends

Most consumers are planning to spend the same on gift cards this year, but 2 in 10 plan to spend more

By generation, Millennials are planning to increase their spending the most.



Concerns about gift card fraud are on the minds of consumers right now.



Of consumers have personally experienced

Consumers are using the following strategies to reduce potential fraud:

Keep receipts or pictures of receipts

50%

gift card fraud



Of consumers have concerns about gift card fraud

37%	Inspect the gift card for tampering
31%	Only buy gift cards that are sealed or online
22%	Buy gift cards from trusted retailers
20%	Only send gift cards to verified addresses
18%	Encourage recipient to use the card quickly
17%	Register the gift card online
12%	None of the above

Demand for gift cards is growing:



Of consumers feel their friends and family members **want** gift cards rather than physical gifts more often now than a few years ago.



Of consumers **are asking** their friends and family members for gift cards rather than gifts more often now than a few years ago.

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.

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TSG and Bank of America conducted a survey of 1007 consumers in the US to understand their usage of gift cards, as well as their attitudes, preferences, and habits around gift card use. The survey, conducted in February of 2024, includes feedback from consumers across all 50 states, with a margin of error of +/- 4% at a 99% confidence level.