

How People Use Gift Cards

North and South America

These days, any company can be a worldwide company. If gift cards are part of your marketing plan—as they should be—you need to understand the worldwide market. Check out these numbers from Blackhawk Network and you’ll see which countries—at least those we’ve surveyed on this side of the world—prefer physical gift cards, and which ones prefer digital.

United States

Percent of US shoppers that bought gift cards more frequently this year than last



Americans have embraced gift cards this year more than ever. They are also most likely in our multinational survey to buy a physical gift card in a store or get a physical gift card from an employer.

Mexico

Reasons Mexican shoppers bought digital gift cards for themselves



Although Mexican shoppers are least likely in our multinational survey to have digital wallets (60%), they believe digital wallets and digital gift cards are safer than carrying cash.

Canada

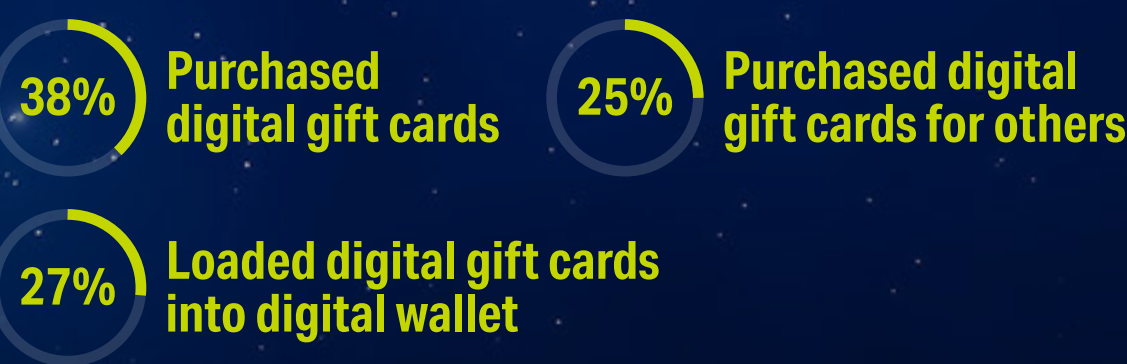
Percent of Canadian shoppers that have ever purchased a gift card for someone else



Canadians are a lot less likely to shop online than in-store, so few use digital gift cards.

Brazil

When it comes to digital gift cards, Brazilian shoppers lead the way.



Brazilian shoppers are the most likely to engage in newer tech behaviors, like buying gift cards through social media.

For the rest of the story, **download**
How People Pay: a BrandedPay™ Study of Multinational Attitudes Around Shopping, Payments, Gifts and Rewards.