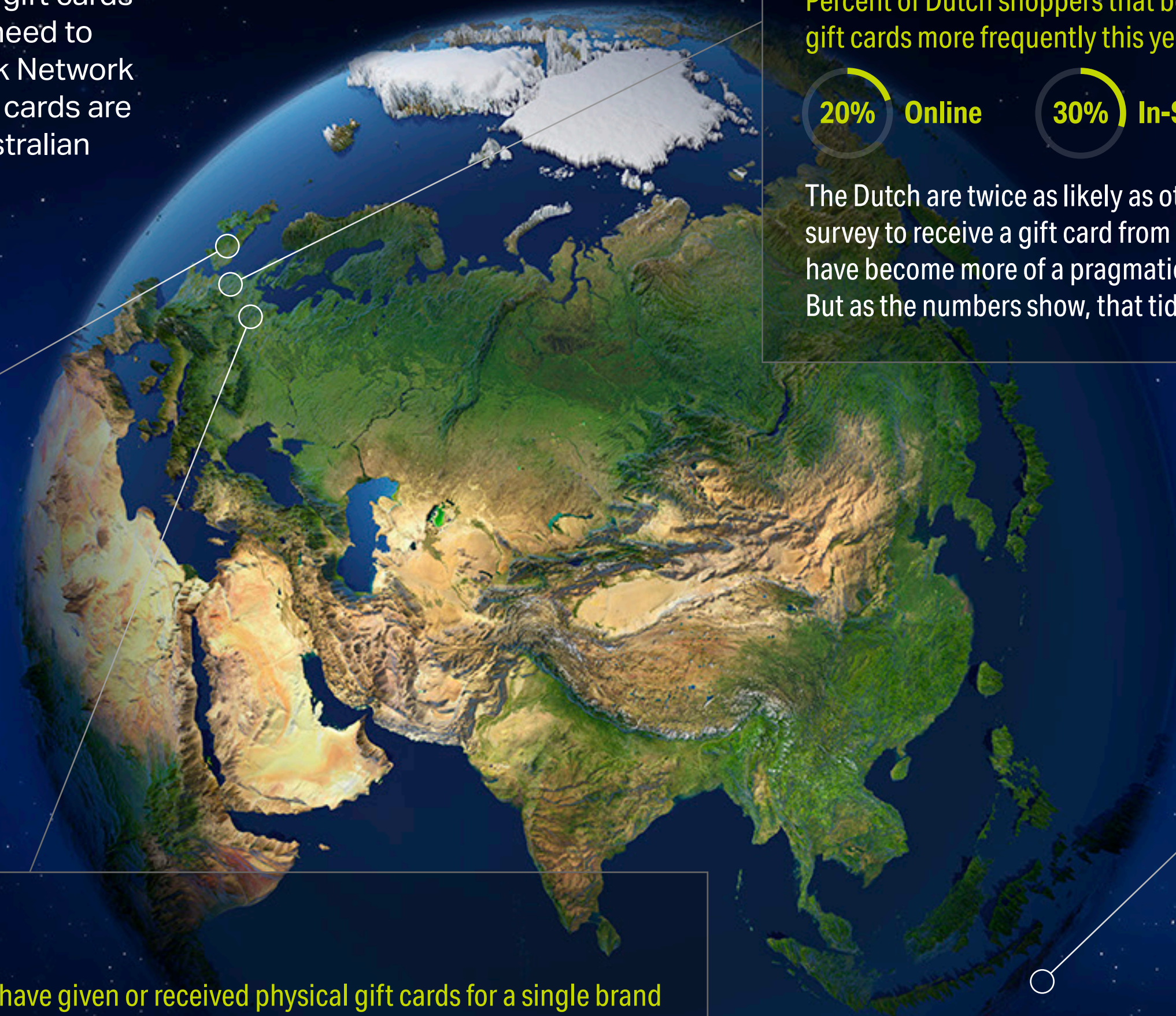


# How People Use Gift Cards

## Europe and Australia

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. In the places Blackhawk Network looked at on this side of the world, physical and digital gift cards are perceived in all kinds of ways. For these European and Australian countries, this is definitely not one-card-fits-all.



### Netherlands

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



The Dutch are twice as likely as others in our multinational survey to receive a gift card from their employers, so gift cards have become more of a pragmatic gift vs. a personal one. But as the numbers show, that tide is turning.

### United Kingdom

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



British shoppers buy and receive gift cards at about the same volumes as Americans and know that physical gift cards are readily available at grocery stores where 80% of them shop every week.

### Germany

Percent of German shoppers that have given or received physical gift cards for a single brand



Less than half of Germans buy or receive gift cards, but those that do have given or received an average of 24 physical gift cards and 25 digital gift cards each per year.

### Australia

Reasons Australian shoppers bought digital gift cards for themselves



Although Australian shoppers are interested in gift cards of all kinds, they are most likely in our multinational survey to buy digital gift cards to use as a budgeting tool.

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