

How People Use Gift Cards

The Global Picture

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. Looking at the big picture, though, what kinds of gift cards are more popular? Blackhawk Network looked at their multinational survey data and came to a simple conclusion—gift cards of all kinds continue to be a global phenomena.

Gift Card Popularity

Percent of those in our multinational survey who have purchased or received a gift card



Worldwide, roughly three in ten have loaded a gift card into a mobile app or digital wallet, but the vast majority have either purchased or received a gift card of any type.

Physical vs. Digital

Percent of shoppers worldwide – physical vs. digital preferences



Physical gift cards are more likely to be purchased for someone else—nearly two to one over digital. When shoppers are purchasing for themselves, however, digital gift cards are the 50/50 choice.

Single Brand vs. Credit Card Brand

Number of cards purchased or received by shoppers in our multinational survey in the last year



To shoppers in our multinational survey, physical gift cards tied to a specific retailer or brand are about twice as popular as credit card-branded gift cards or physical gift cards that can be used at multiple retailers or brands.

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