

# 2023 Multinational Merchant Gift Card Infographic

## Size of the Market

The global gift card market is forecast to reach **\$1.4 trillion (USD)** by 2026, growing at a compound annual growth rate of **11%** over the analysis period (2020 to 2026).

—Source, Gift Cards - Global Market Trajectory & Analytics



## Scores by Country

### AUSTRALIA

Total Omncommerce Average Score = **63%**

E-Commerce/Digital: **58%**

In-Store: **51%**

Mobile: **80%**



E-COMMERCE/  
DIGITAL



IN-STORE



MOBILE

### UNITED KINGDOM

Total Omncommerce Average Score = **62%**

E-Commerce/Digital: **57%**

In-Store: **59%**

Mobile: **69%**

### UNITED STATES

Total Omncommerce Average Score = **70%**

E-Commerce/Digital: **64%**

In-Store: **69%**

Mobile: **77%**

For product vertical rankings as well as additional trends, insights and key takeaways, download the country-specific reports at [mytotalretail.com/resources](http://mytotalretail.com/resources).

## Omncommerce Gift Card Best Practices

Just like in-store, make gift cards easily found in digital channels, including gifting sections, site search, website headers and footers, and mobile apps.



Drive business through promotions. Blackhawk Network research finds that brands that don't run gift card promotions miss out on up to 40% of additional gift card revenue.



Create awareness for your gift card program by marketing it across multiple channels, including email, search, social media, display, etc.



Talk to Blackhawk Network  
[blackhawknetwork.com](http://blackhawknetwork.com) | 866.219.7533

