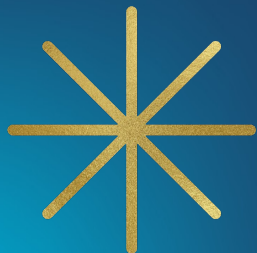




Holiday hearts, tight wallets

Why gift cards win for holiday incentives
and corporate gifting in 2025



Global insights shaping holiday 2025

BHN surveyed nearly 10,000 consumers across eight key markets to help businesses navigate a shifting economic landscape, with this report highlighting insights from the U.S. and Canada.



Economic pressures affect consumers and employees, with employees showing similar preferences for practical, flexible recognition options.

Survey period: July 16–28, 2025

Total respondents: 9,990

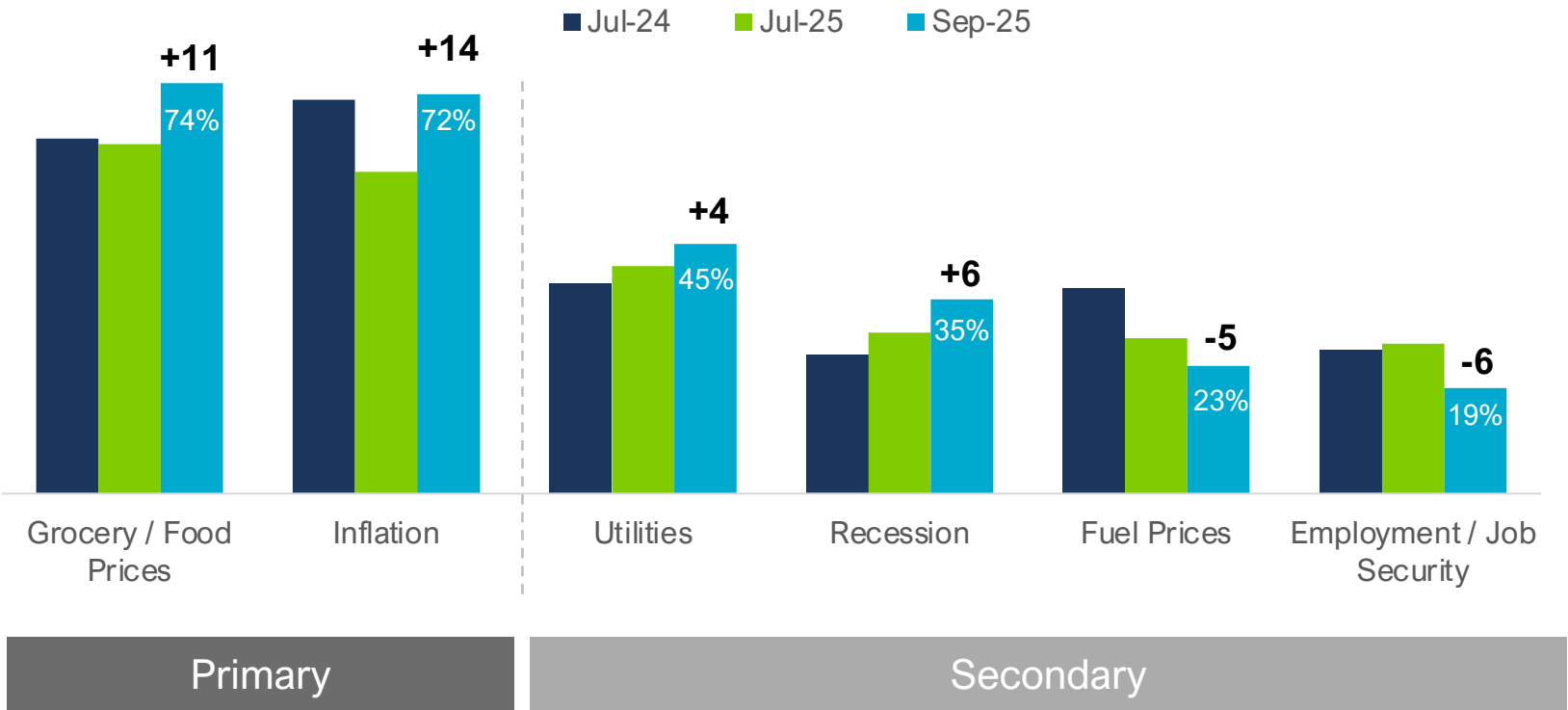
Markets surveyed: United States (2,161), Canada (1,099), Australia (1,346), Netherlands (1,206), France (1,206), Germany (1,194), United Kingdom (1,142), Ireland (636)





Price anxiety reaches new heights heading into the holidays

Consumer top concerns



1 BHN 2024 Holiday Branded Pay Study n=2,000, US, 18+, purchased gifts in the past 12 months, and plan to shop during holiday 2024, Jul 2024
2 BHN 2025 Holiday Branded Pay Study n=2,161, US, 18+, purchased gifts in the past 12 months, and plan to shop during holiday 2025, Jul 2025
3 BHN Gift Card Community Holiday Study n=370, US, 18+, purchased or received gift cards in the past 12 months, Sep 2025



Bad holiday gifts from employers damage workplace relationships

What is the worst gift you have ever received from an employer?

Nothing at all / Complete absence of recognition



- "Worst gift I've ever received nothing"
- "When they ignore it's the holiday and you get nothing"
- "Never received a gift from any employer"

Primary

Low value items / Extremely cheap



- "An apple. My old boss gave me an apple and said, "Have a great day""
- "A singular Hershey's kiss"

Secondary

Food challenges with dietary restrictions, non-drinkers, etc.



- "A single stale cookie in a plastic bag, no note"
- "Alcohol, I don't drink"
- "Chocolate candy for my diabetic wife"

Generic / Impersonal / Thoughtless gifts



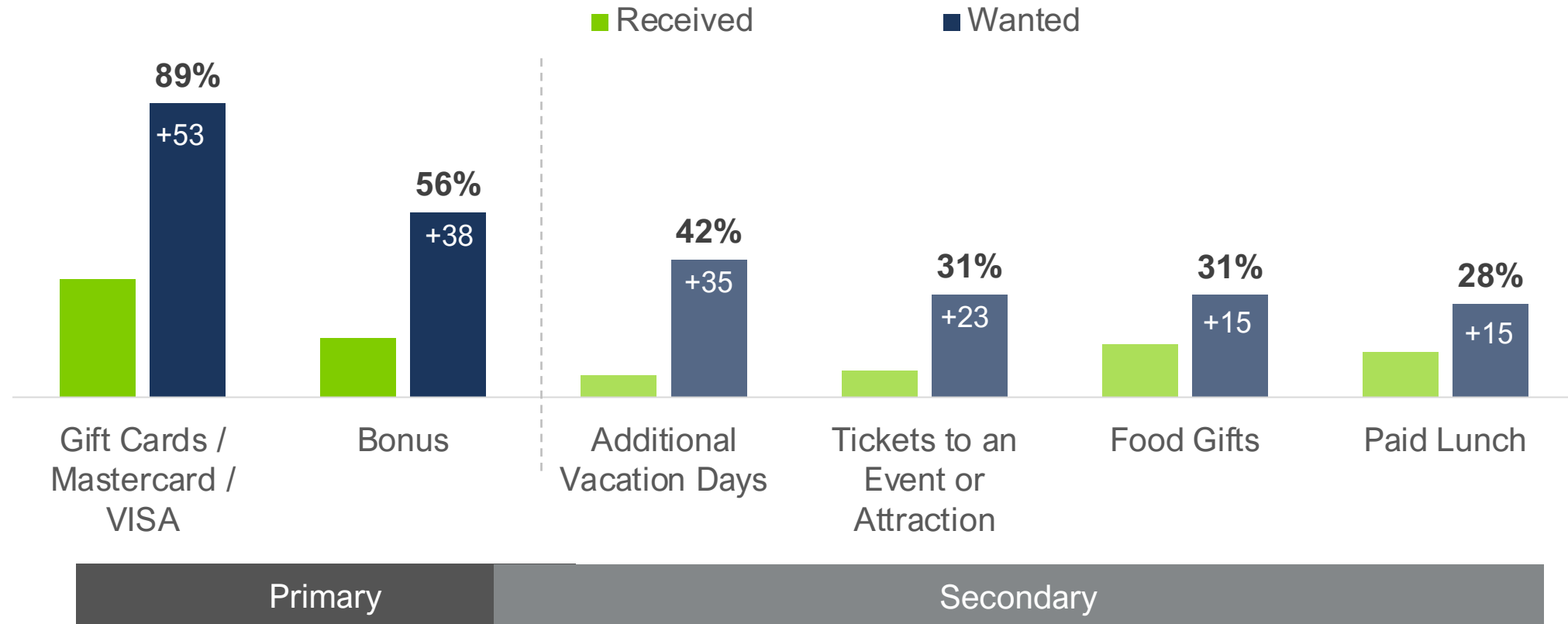
- "A generic company-branded pen- felt impersonal and like an afterthought"
- "Company branded mug"
- "A Christmas card with my name spelled wrong"

Tertiary

Gift cards dominate employee holiday gift preferences



Top employee requested holiday gifts



Gift cards are even more relevant in uncertain times

Key benefits:

- **Affordability:** budget-friendly way to give gifts
- **Delay spending:** use gift cards to postpone purchases
- **“Safe” gift:** less risky, allowing recipient to spend on what they want (or need)

59%

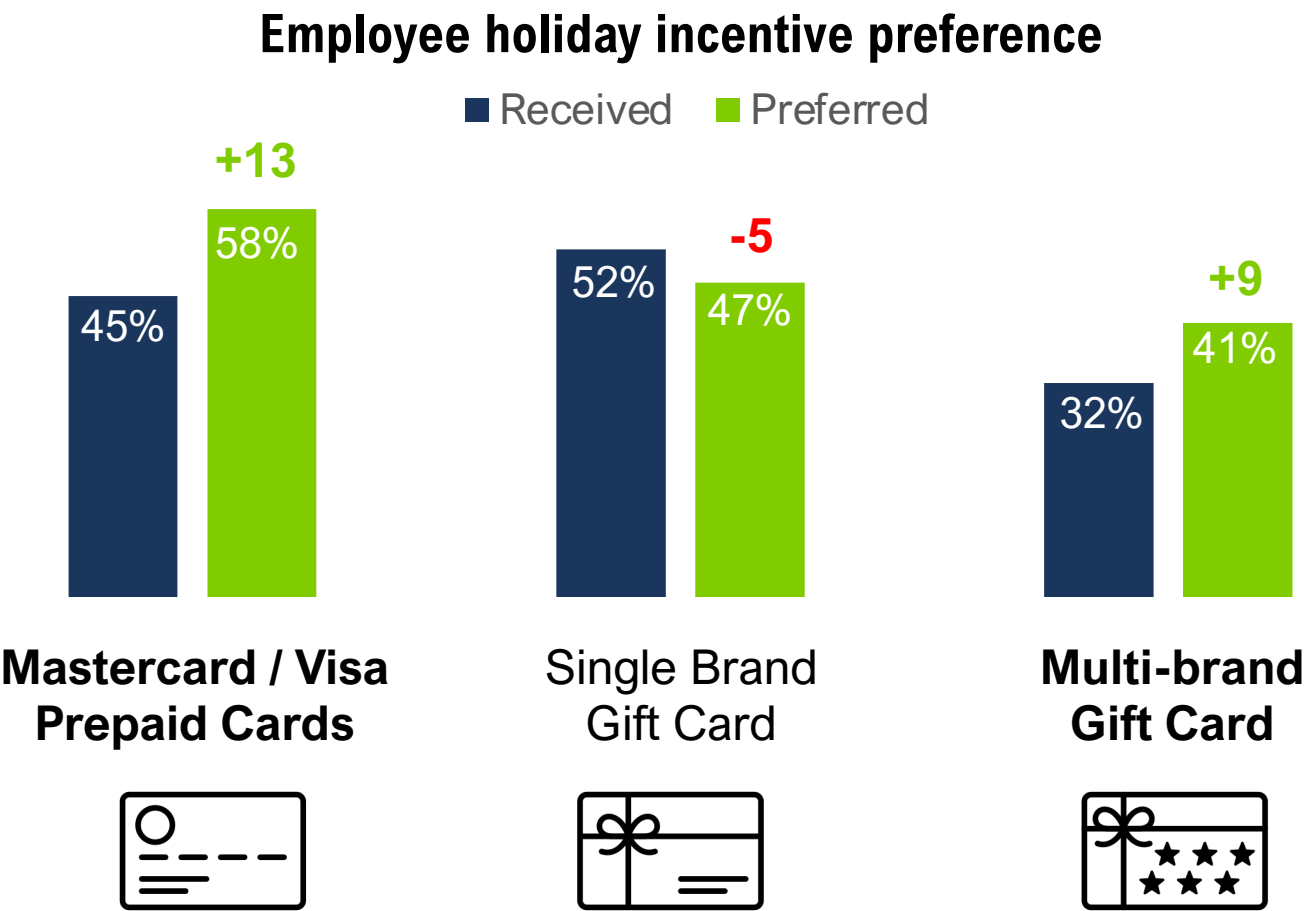
report that receiving a gift card eases financial stress

74%

agree purchasing gift cards helps them stick to their holiday budget



Employees want choice and are asking for prepaid and multi-brand gifts cards

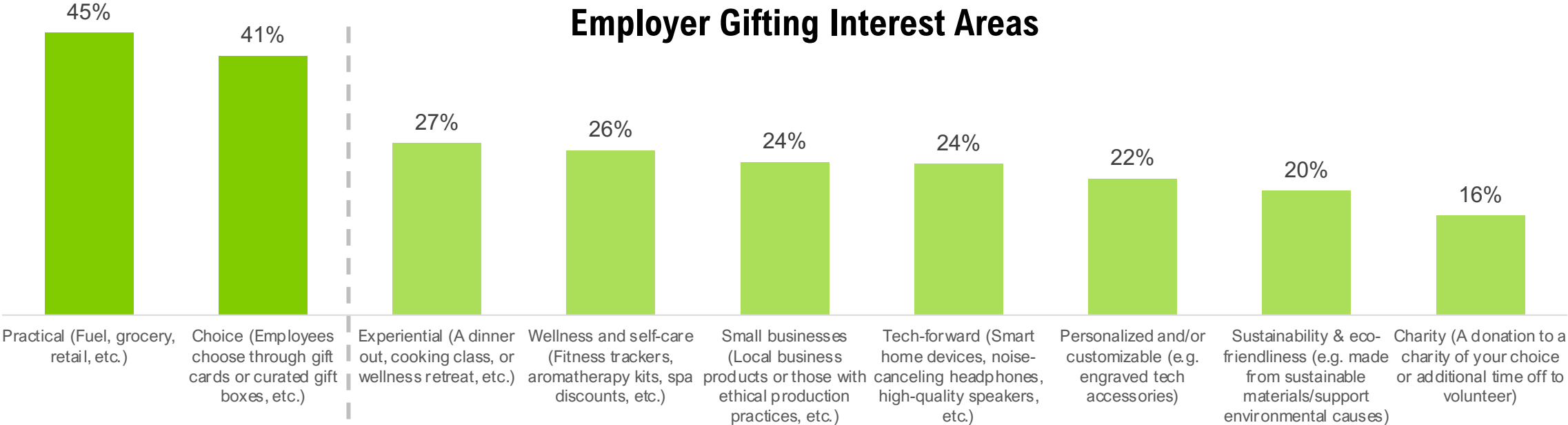


Source: BHN 2025 Holiday Branded Pay Study n=2,099, US & Canada, 18+, employed, purchased gifts in the past 12 months, and plan to shop during holiday 2025, July 2025



Practical gift cards deliver the most impact

Employer Gifting Interest Areas



Primary

Secondary

Breakouts



Older Employees

50% vs 43%
Practical Gifts



27% vs 16%
Small Businesses



Younger Generations

24% vs 13%
Personalized and/or
customizable gifts



30% vs 21%
Experiential Gifts



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