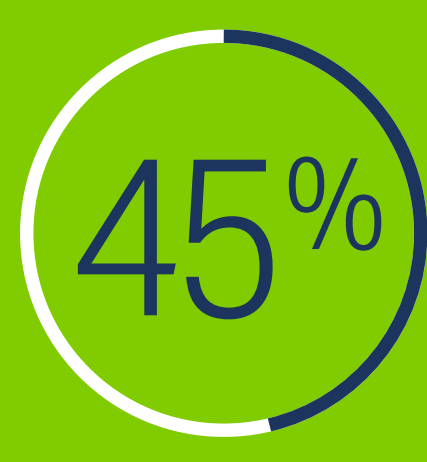


# Does a **trillion-dollar** gift card market get your attention?



By 2027, the \$800 billion global gift card market is expected to grow to **\$1.6 trillion**.

## Our partners' **gift card programs** outpace the industry



Our partners' growth outpaces the industry—**BHN's growth rate is 45% higher than industry average.**

## Promote with **intention** to deliver the intended results



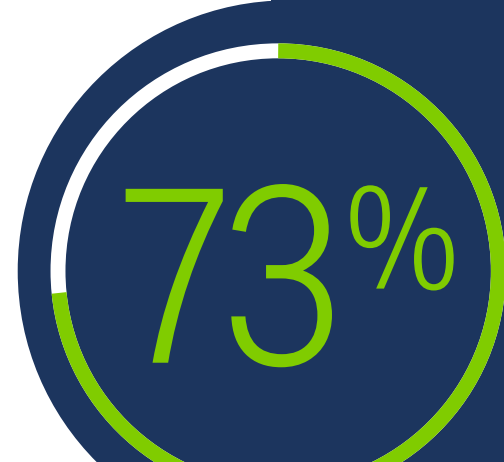
If a gift card promotion is offered, **87% of shoppers are more likely to buy.**

## Most gift card recipients **plan to spend more**



Research shows **shoppers will spend up to five times more** than the value of their gift card.

## Shoppers still love to **buy gift cards in brick-and-mortar stores**



Of those shoppers that buy gift cards in-store, **73% choose a retailer with a variety of brands.**

## People still **love** gift cards



For the 16th year in a row, gift cards are the **#1 most requested gift.**

## Gift cards **aren't just for gifting,** anymore



In fact, for all kinds of reasons, **58% buy gift cards for self-use.**

### Talk to BHN.

Connect to one of our experts and start growing your gift card business today.

866.219.7533

BlackhawkNetwork.com

