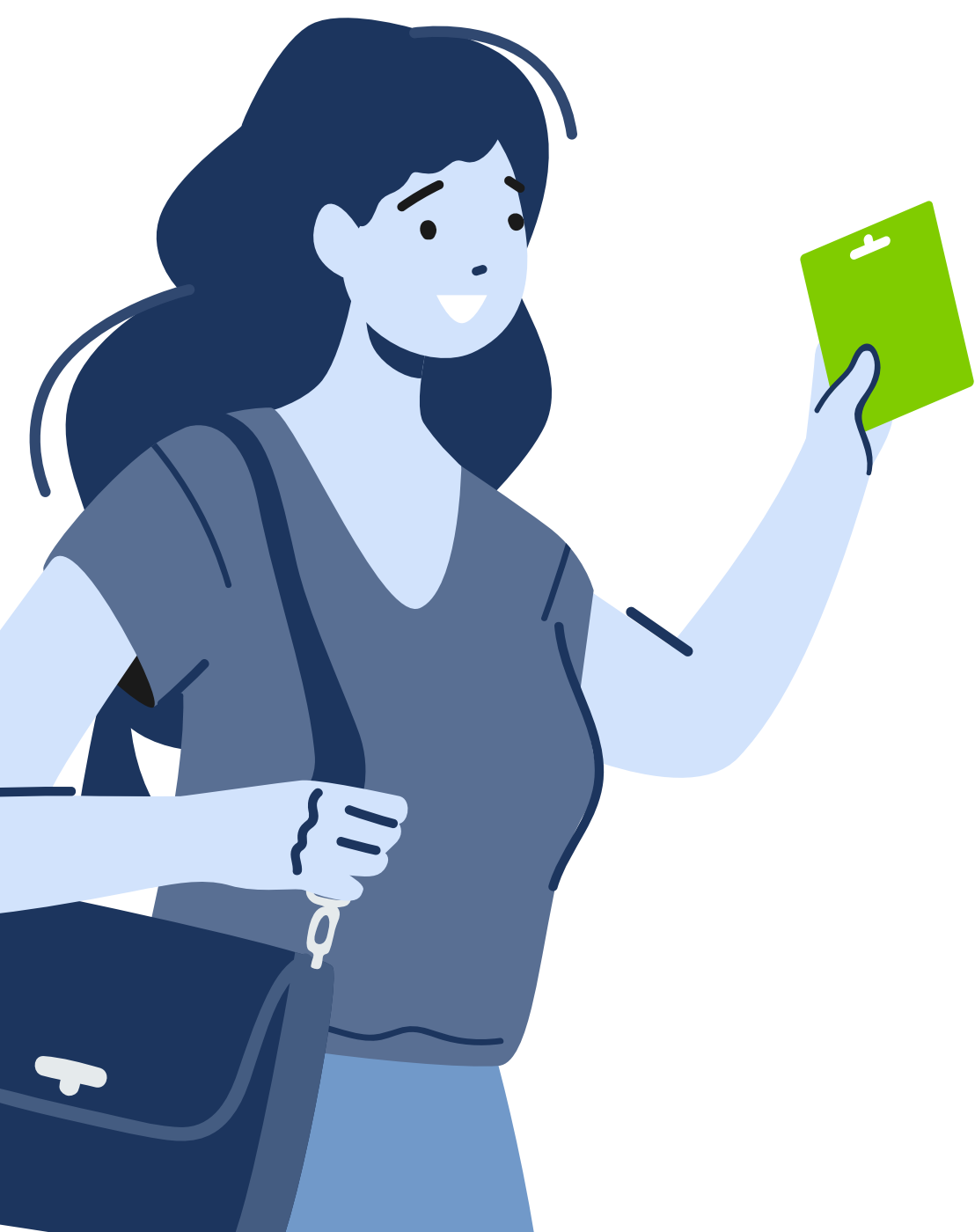


New Research:

2024 Holiday Spending

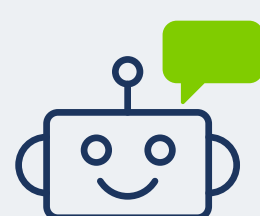


56%

of Americans purchased a gift card during the 2024 holiday season

(+8% more than last year)

As soon as the holidays were over, BHN put a consumer survey into the field to find out what people actually did this year. It turns out that 2024 was a big year for gift cards, with more people enjoying gift cards and digital gift cards than last year. We also saw new shopping tools like AI deployed for the first time in large numbers.



Shoppers Started to Use AI Tools

73%

said AI was a helpful gift shopping tool

Who used AI for holiday gift shopping?

65% Younger Shoppers

37% Older Shoppers

"I used AI to help me..."

23% find the best prices

22% get product recommendations

14% create holiday gift lists

6% purchase holiday gifts

The Average Holiday Gift Card Recipient:



3 gift cards received



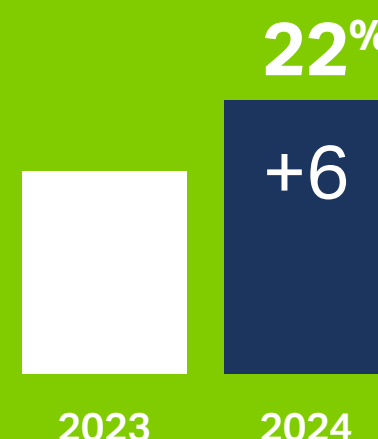
\$209 worth of gift cards received



+\$81 in overspending beyond gift card value planned

Returns Are Up

Need to return a holiday gift

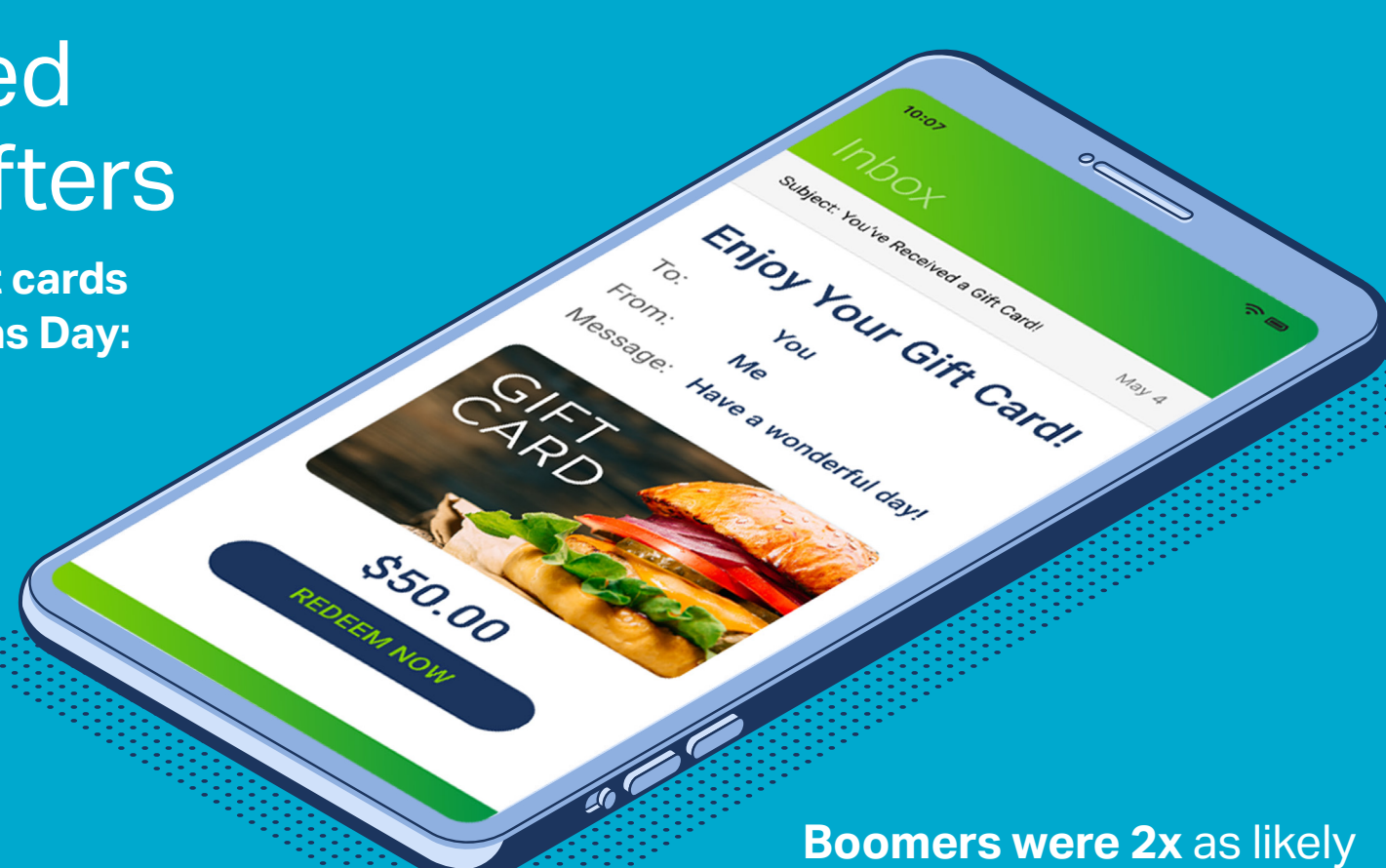
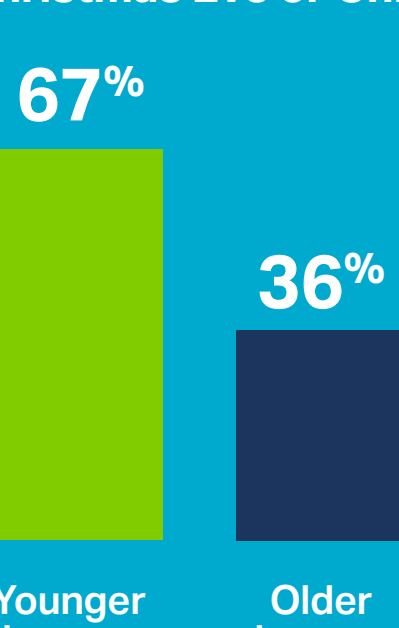


80% want gift cards when returning items



Gift Cards Saved Last-minute Gifters

Shoppers who purchased gift cards on Christmas Eve or Christmas Day:



Boomers were 2x as likely to purchase digital gift cards at the last-minute

For Gift Card Recipients, January and February Are The Season For Deals

Plan to spend their holiday gift cards in the next 2 months:



0%

83%

love spending gift cards to take advantage of post-holiday deals

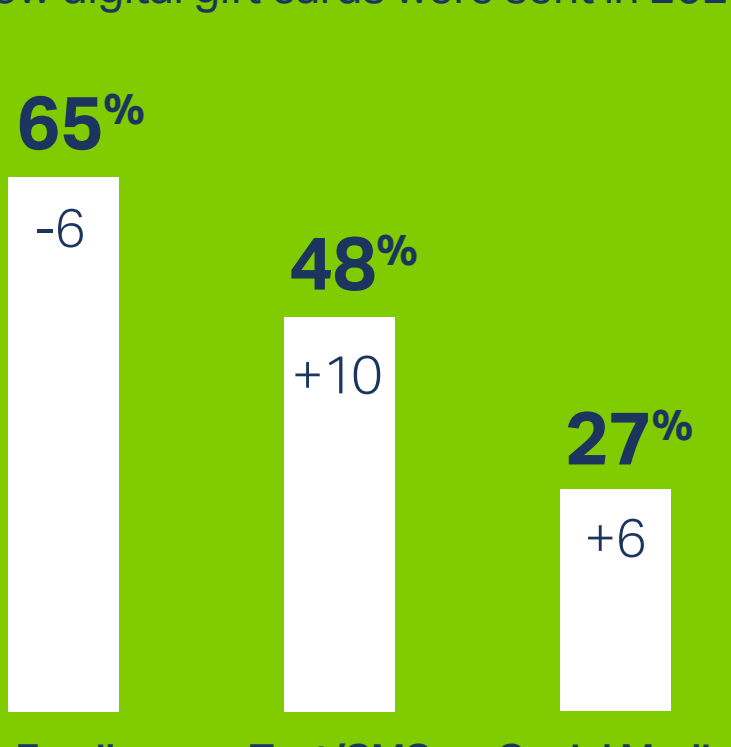


35%

of younger shoppers received a gift card for a new brand

Text and social gifting is on the rise

How digital gift cards were sent in 2024:



Ready to learn more about how your customers shop and gift?

We can help you connect with your customers—for the holidays and all year long.

Talk to BHN

BHN.com

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