

A man with a beard and a woman are smiling in a warm, indoor setting, likely a shop or cafe. The man is holding a gift card and a payment terminal. The woman is looking at the terminal. The background is filled with warm, bokeh lights and green plants.

# Holiday Gift Card Trends

**Heartland**



# Consumers are using more gift cards than ever before.

How are their preferences changing? What are they looking for in gift card solutions?  
What types of gift cards are they buying?

A **2023 survey\*** offers insights on what drives consumer gift card purchases.

Take a look at the findings below.

## BUYERS

**76%**

of consumers have purchased a gift card in the past year

- Virtual **40%**
- Physical **62%**

**74%**

plan to purchase some kind of gift card in the next year

- In the next week **32%**
- In the next month **46%**

Generationally, **millennials reported feeling the most likely to buy a gift card** if there was a promotion or a bonus card offered.

**72%**

Millennials

**59%**

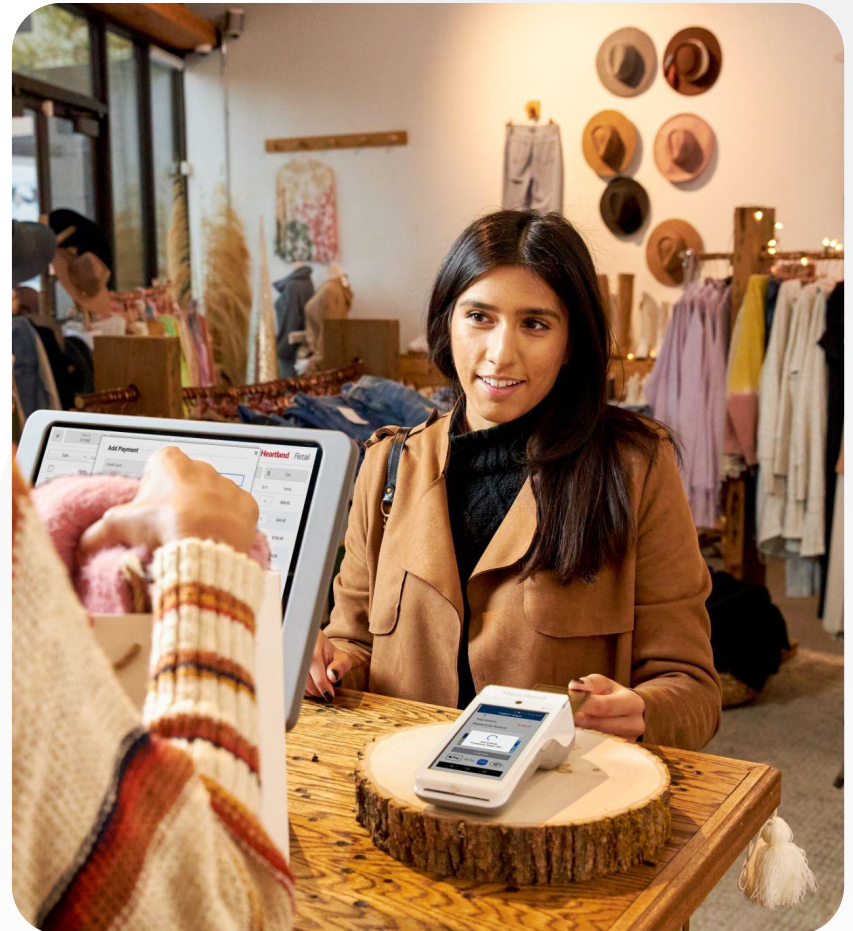
Gen Z

**57%**

Gen X

**55%**

Baby Boomers



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# RECIPIENTS

**42%**

Report spending more than the amount included on the card

**84%**

Of consumers enjoy receiving gift cards

**68%**

Reported that gift cards have prompted them to try somewhere new

# HOLIDAY GIFTING

Given the option, most consumers would prefer to buy gift cards for others during the holiday season rather than spend time purchasing physical merchandise.

- Gift Cards **76%**
- Physical Merchandise **23%**

Retailers might introduce limited-time offers, discounts, or bonus offers on gift card purchases, encouraging shoppers to buy gift cards for themselves or as presents. These promotions can drive sales during peak holiday shopping periods.





## VIRTUAL GIFT CARDS GAIN POPULARITY

Virtual gift cards will continue to gain popularity due to their convenience and ease of delivery, especially as consumers prioritize contactless and online shopping experiences. Retailers will likely offer a wide range of gift card options, allowing recipients to receive and redeem them instantly.



## MOBILE WALLET INTEGRATION INCREASES CONVENIENCE

As mobile wallet usage continues to rise, gift cards integrated into mobile wallet apps offer added convenience for both givers and recipients. Mobile wallets simplify the storage and redemption process, making them a preferred choice.



## SECURITY IS CRUCIAL

Retailers should look for providers offering robust security measures to protect both purchasers and recipients from potential fraud.

***Gift cards — both physical and virtual — remain a popular method of payment in the United States among consumers of all ages.***

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\*Data based on *Gift Card Trends: Consumer Preferences & Behaviors*, May 2023. Survey of over 1,000 consumers across all 50 states.