

2025

Gift Card Trends: Consumer Preferences & Behaviors

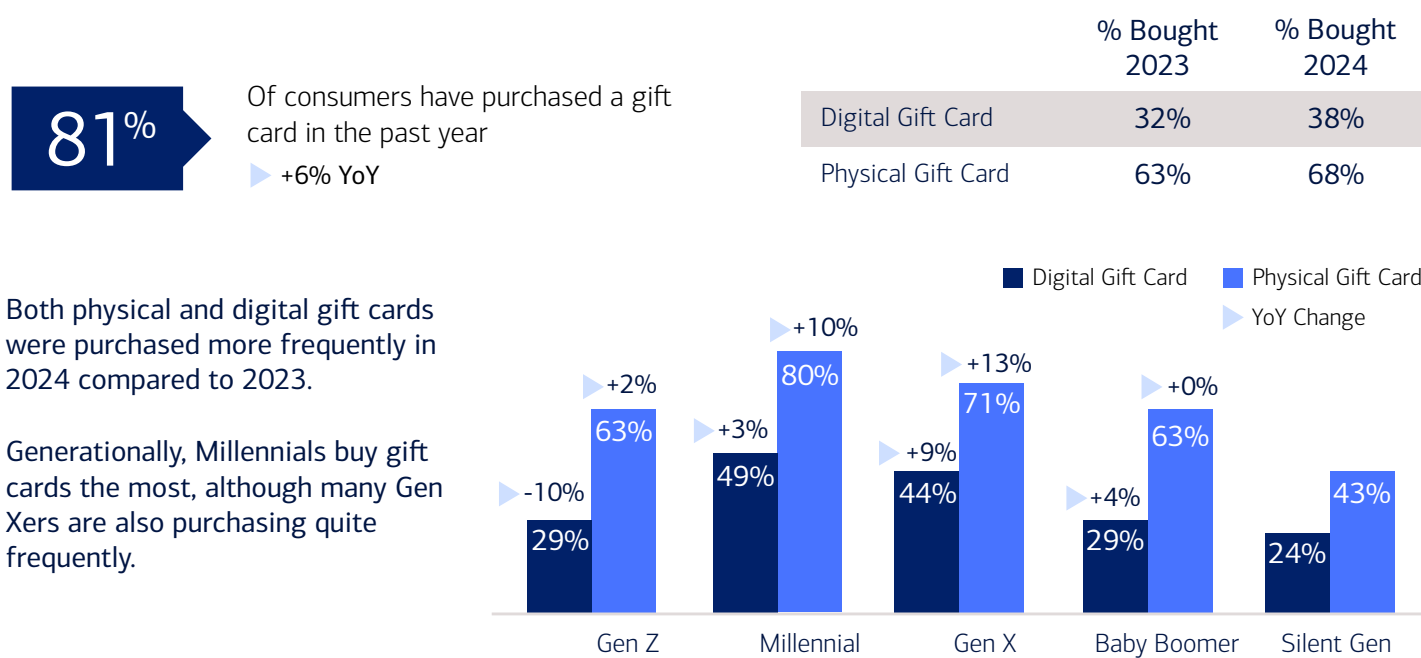
The landscape of gift card purchasing is looking bright for the next year. Gift card purchasing has increased in the past year, and consumers are finding new ways to give, receive, and use their gift cards.

In 2025, Bank of America and TSG collaborated to understand how consumers buy and use gift cards compared to last year. Take a look at our findings below.

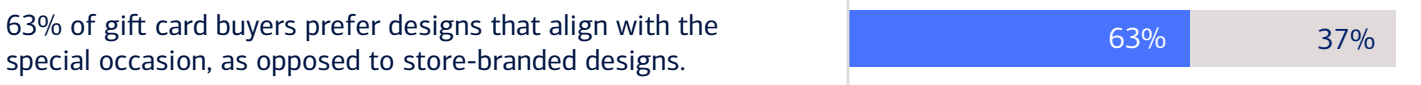


Gift Card Buyers

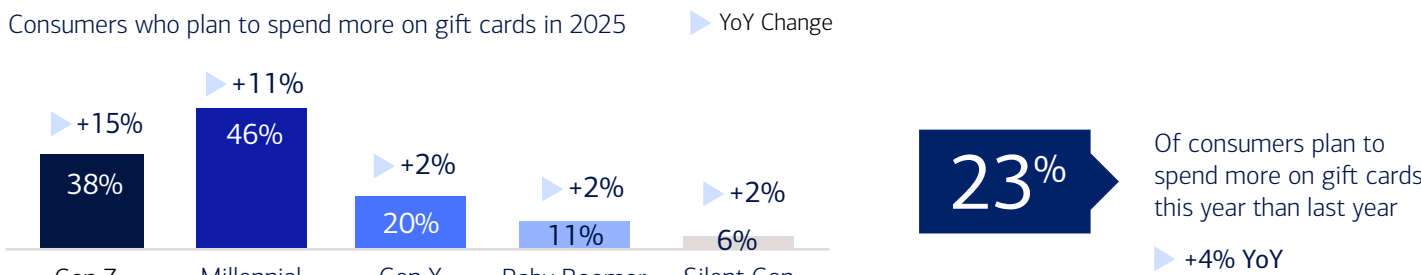
Survey results show that appetite for gift cards is growing. More consumers are choosing to purchase gift cards compared to previous years, consumers are purchasing gift cards with greater frequency, and many plan to spend more on gift cards in 2025 than last year.



Consumers value theme-based gift card designs.



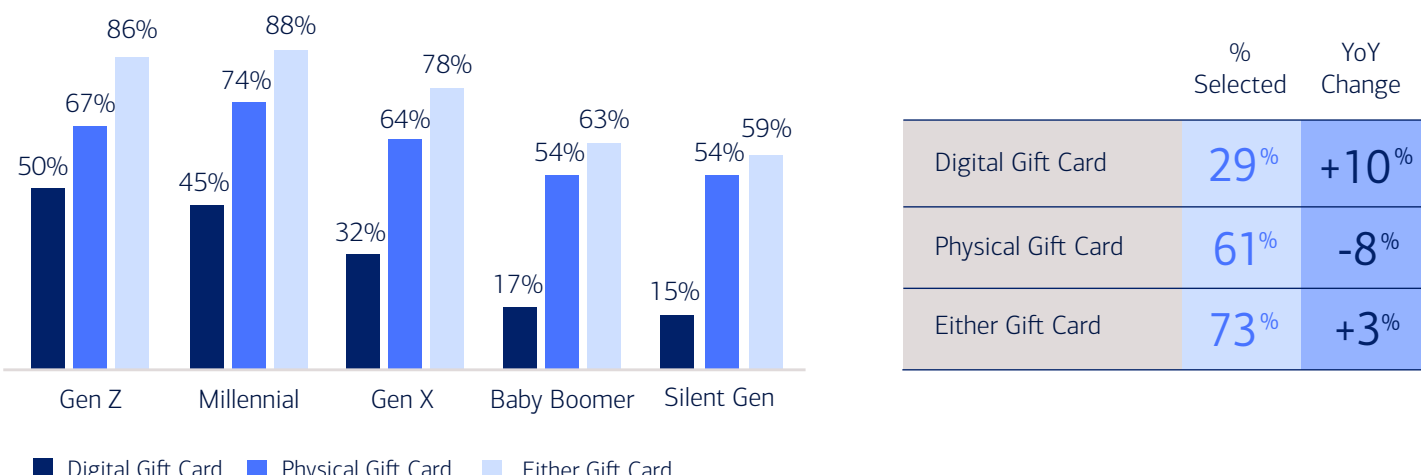
Consumers plan to spend more on gift cards in 2025.



Gift Card Recipients

More consumers reported receiving a gift card in 2024 (73%) compared to the year before (70%). Younger consumers were more likely to receive a gift card.

Digital gift cards are becoming more popular for recipients. Millennials are the most likely to receive gift cards from others, with 88% saying they've received a gift card in the past year.



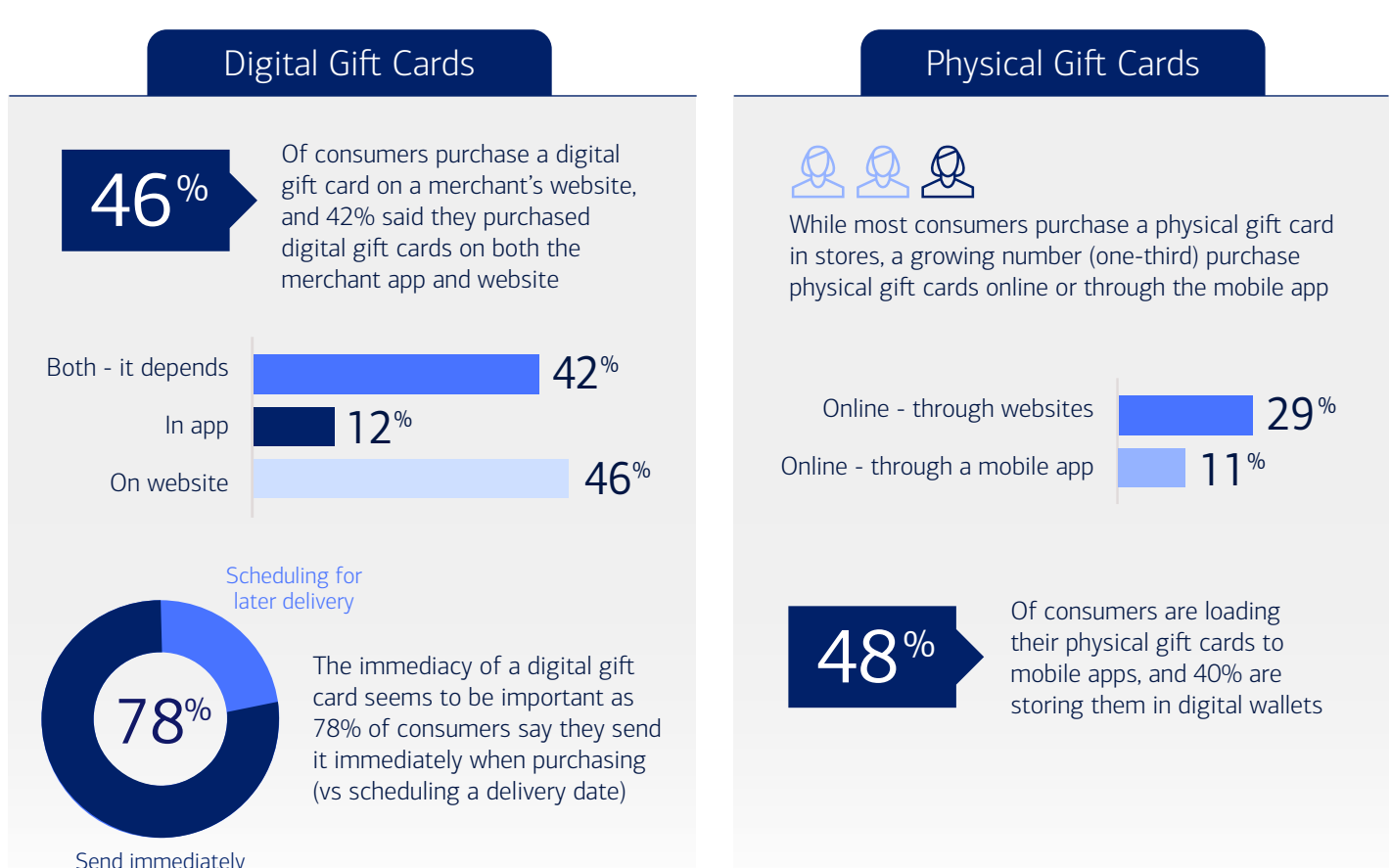
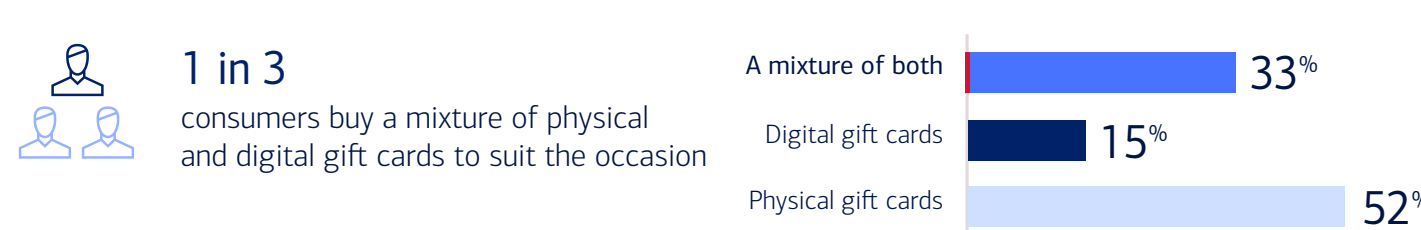
Gift cards encourage consumers to try new places.



Emerging Trends

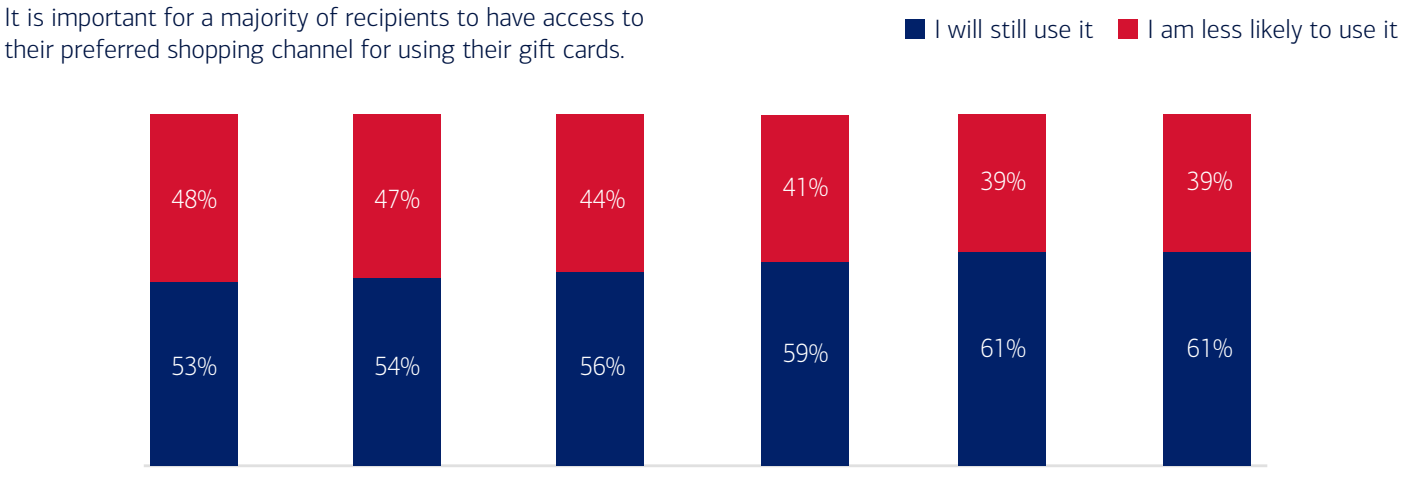
Consumers are accustomed to having choices in how they purchase gift cards. Physical gift cards are still prevalent, yet many want the option for digital as well.

Preferences for both digital or physical gift cards are growing for friends and family.



If recipients can't use a gift card on their preferred channel, are they less likely to use it?

It is important for a majority of recipients to have access to their preferred shopping channel for using their gift cards.



To learn about gift card programs contact your merchant specialist today.

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