

Italy Gift Cards Market Size is Expected to Reach \$18.26 Billion by 2028 | COVID-19 Impact Analysis and Forecast

PORTLAND, OREGON, UNITED STATES, January 19, 2022 /EINPresswire.com/ -- Gift cards are also known as gift certificates, vouchers, tokens, and others, which are generally issued by a retailer or bank as a developmental strategy used to promote businesses, attract new customers, increase brand awareness, reduce fraud, and improve sales.

Allied Market Research published a report, titled, "[Italy Gift Cards Market](#) by Functional Attribute (Open-Loop Card and Closed-Loop Card) Distribution Channel (Online and Offline), Product Type (Physical Gift Card and Digital Gift Card), End User (Retail and Corporates), Age Group (Generation X, Generation Z/Millennials, and Baby Boomers), Application (Consumer Goods, Health & Wellness, Restaurants & Bars, Travel & Tourism, Media & Entertainment, and Others): Opportunity Analysis and Industry Forecast, 2021–2028." According to a report, the Italy gift cards industry size was valued at \$6.55 billion in 2020, and is projected to reach \$ 18.26 billion by 2028, growing at a CAGR of 13.9% from 2021 to 2028.

The report offers a detailed analysis of changing Italy gift cards market [dynamics, key segments, competitive landscape](#), major investment pockets, and investment feasibility. These data and statistics will offer a valuable source of guidance for startups, stakeholders, leading market players, and investors to avail useful insights regarding the market and implement necessary strategies.

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The research provides an extensive analysis of drivers, restraints, and opportunities of the global Italy gift cards market growth. These insights are useful for determining further strategies and



ITALY GIFT CARD Market
Opportunities and Forecast, 2021-2028

Italy Gift Card Market is expected to reach **\$18.26 Billion** by 2028.

Growing at a **CAGR of 13.9%** (2021-2028)

Italy Gift Cards Market 2022

tap on opportunities to achieve sustainable growth. This information and its thorough explanations will also help in knowing driving forces and adopt strategies for realizing growth. Moreover, market players, investors, and new entrants can adopt these insights for identifying the market potential and achieve competitive advantage.

The report provides insights on the impact of the Covid-19 pandemic on the global Italy gift cards market size. These insights would help in improvising strategies to cope up with the impact. Moreover, market players can reassess their strategies and mitigate the impact caused due to disrupted manufacturing processes, supply chain, and lack of availability of workforce. Investors can adapt their strategies and determine investment feasibility as per the changing scenario.

The report offers a comprehensive segmentation of the global Italy gift cards market share on the basis of type, applications, end users and region. A detailed analysis of each segment and sub-segment is provided in the report with the help of tabular and graphical formats. This analysis is a valuable source of information in determining the largest revenue generating and fastest growing segments. Moreover, these insights will guide in adopting various strategies to achieve growth during the forecast period.

Get detailed COVID-19 impact analysis on the Italy gift cards market @ <https://www.alliedmarketresearch.com/request-for-customization/5095?reqfor=covid>

The research provides an extensive competitive scenario of the global Italy gift cards market for different regions and respective countries. Regions analyzed in the report include Italy. The data and information about these regions and countries are valuable in determining the strategies and exploring market potential. AMR also provides the customization services for a specific region, country, and segment according to the requirements. □

The report provides a detailed analysis of key market players operating in the global Italy gift cards market. The leading market players analyzed in the report include Amazon.com, Inc., Auchan Holding, Apple Inc., Conad, Carrefour Group, EUROSPAR, Esselunga S.p.A., EPIPOLI S.P.A., PANORAMA, and Square, Inc.

The leading players adopted various strategies such as new product launches, partnerships, joint ventures, mergers and acquisitions, collaborations, expansion, and others to achieve sustainable growth and make an international mark.

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Key Market Segments

- BY FUNCTIONAL ATTRIBUTE
- oOpen Loop

oClosed Loop

•BY DISTRIBUTION CHANNEL

oOnline

oOffline

•BY PRODUCT TYPE

oPhysical gift cards

oDigital Gift Cards

•BY END USER

oRetail Establishments

oCorporate Institutions

•BY AGE GROUP

oGeneration X

oGeneration Z/Millennial

oBaby Boomers

•BY APPLICATION

oConsumer Goods

oHealth & Wellness

oRestaurants & Bars

oTravel & Tourism

oMedia & Entertainment

oOthers

About Us

Allied Market Research (AMR) is a full-service market research and business-consulting wing of Allied Analytics LLP based in Portland, Oregon. Allied Market Research provides global enterprises as well as medium and small businesses with unmatched quality of Market Research Reports and Business Intelligence Solutions. AMR has a targeted view to provide business insights and consulting to assist its clients to make strategic business decisions and achieve sustainable growth in their respective market domain.

Pawan Kumar, the CEO of AMR, is leading the organization toward providing high-quality data and insights. We are in professional corporate relations with various companies and this helps us in digging out market data that helps us generate accurate research data tables and confirms utmost accuracy in our market forecasting. Every data presented in the reports published by us is extracted through primary interviews with top officials from leading companies of domain concerned. Our secondary data procurement methodology includes deep online and offline research and discussion with knowledgeable professionals and analysts in the industry.

David Correa

Allied Analytics LLP

help@alliedanalytics.com

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