

# Gift Cards Market Statistics and Forecasts 2021 – 2027 | Amazon, Inc., Blackhawk Network, Fiserv, Inc., Givex

PORTLAND, OR, UNITED STATES, February 25, 2022 /EINPresswire.com/ -- According to a recent report published by Allied Market Research, titled, "[Gift Cards Market](#) by Card Type (Closed-Loop Card and Open-Loop Card) and End User (Retail Establishment and Corporate Institutions): Global Opportunity Analysis and Industry Forecast, 2020–2027," the global gift cards market size was valued at \$619.25 billion in 2019, and is projected to reach \$2,076.51 billion by 2027, growing at a CAGR of 16.2% from 2020 to 2027.



The study covers a comprehensive analysis of the prime dynamic trends, top market players, major driving factors, and prime investment pockets. The global Gift Cards Market research involves an overview of the market and highlights market definition and scope. The ongoing technological developments and rise in demand have a tremendous impact on the market growth.

The market study covers a detailed study of the market along with the help of various methods and tools. The SWOT analysis and Porter's five forces model provide a detailed study of the major determinants of market growth. In addition, these tools are essential to understanding the profitability of the market.

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The global Gift Cards Market report includes a comprehensive study of the dynamic driving and restraining factors, challenges, and lucrative opportunities. In addition, the report offers a SWOT analysis that helps in recognizing the restraining and driving factors in the market. The Gift Cards

Market report highlights market segmentation and growth analysis of the leading market players in the industry. The report provides a comprehensive study of the Covid-19 impact on the global Gift Cards Market.

On the other hand, a detailed analysis of various market segments helps new market entrants make informed business decisions and profitable investments in the future. Furthermore, it helps market players to gain a competitive advantage. The study of segment and sub-segment is provided in the report in graphical and tabular formats. This study is vital to know the highest revenue-generating and fastest growing segments of the market, which is essential information for making strategic investments.

The global Gift Cards Market offers thorough segmentation on the basis of geography. The regions analyzed in the report are North America (United States, Canada, and Mexico), Europe (Germany, France, UK, Russia, and Italy), Asia-Pacific (China, Japan, Korea, India, and Southeast Asia), South America (Brazil, Argentina, Colombia), Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, and South Africa). This regional analysis helps to formulate business strategies that target specific regions to leverage lucrative opportunities.

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The global Gift Cards Market is under the influence of technological advancements. The advent of innovative technologies such as artificial intelligence (AI), big data, cloud computing, the Internet of Things (IoT), and cryptocurrency has a big impact on the growth of the global Gift Cards Market. The report aids in recognizing the role of such advanced technologies in market growth.

The market growth is analyzed with the help of several methods and tools. The SWOT analysis and Porter's five forces model offer a detailed knowledge of the key determinants of market growth. Moreover, such tools are essential for understanding the profitable opportunities in the market.

The global Gift Cards Market report offers a detailed study of the top 10 market players that are currently active in the industry. The report includes sales, revenue analysis, and production of these companies.

The major market players that are studied in the market report are Amazon.com, Inc., American Express Company, Blackhawk Network Holdings, Inc., Fiserv, Inc., Givex Corporation, InComm Payments, PayPal, Inc., Paytronix Systems, Inc., Qwiksilver Solutions Pvt Ltd., and Walmart Inc.

These companies have adopted several business strategies including new product launches, mergers & acquisitions, partnerships, and collaborations to maintain their foothold in the market.

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### Key benefits for stakeholders

- The study provides in-depth analysis of the global gift cards market share along with current & future trends to illustrate the imminent investment pockets.
- Information about key drivers, restrains, and opportunities and their impact analysis on the market size are provided in the report.
- Porter's five forces analysis illustrates the potency of buyers and suppliers operating in the industry.
- An extensive analysis of the key segments of the industry helps to understand the global gift cards market trends.
- The quantitative analysis of the global gift cards market from 2020 to 2027 is provided to determine the market potential.

### Key market segments

#### By Card type

- Closed-loop Card
- Open-loop Card

#### By End User

- Retail Establishment
- Corporate Institutions

#### By Region

- North America
  - oU.S.
  - oCanada
- Europe
  - oUK
  - oGermany
  - oFrance
  - oNetherlands
  - oSpain
  - oItaly
  - oNordic Countries
  - oRest of Europe
- Asia-Pacific
  - oChina
  - oIndia
  - oJapan

- oAustralia
- oSouth Korea
- oRest of Asia-Pacific
- AMEA
- oLatin America
- oMiddle East
- oAfrica

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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.

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