

Personalized Gifts Cards Market to Reach 24.82 USD Bn by 2032 with 5.92% CAGR Driven by increasing consumer awareness

Personalized Gifts Cards Market segmentation by Card Type comprises Physical Gift Cards, E-Gift Cards, and Digital Gift Cards.

NEW YORK, NY, UNITED STATES, February 20, 2025 /EINPresswire.com/ -- The global personalized gift cards Industry is witnessing significant growth, driven by increasing consumer demand for unique, customized gifting solutions. With a diverse range of applications across various industries, including retail, hospitality, travel, healthcare, and education, the market is set to expand at a robust pace. The ability to tailor gift cards with personal messages, images, and interactive features has further propelled their popularity among individuals and businesses alike.



[Personalized Gift Cards Market](#) was valued at approximately USD 14.79 billion in 2023 and is projected to grow to USD 15.66 billion in 2024. By 2032, the market is expected to reach USD 24.82 billion, registering a compound annual growth rate (CAGR) of around 5.92% during the forecast period (2024–2032).

Key Players:

GiftCards.com ,American Express ,Starbucks ,Amazon ,Visa Prepaid ,The Walt Disney Company ,Apple iTunes ,Google Play ,Netflix ,Spotify ,Walmart ,Target ,Best Buy ,Macy's ,JCPenney

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Industry Development and Market Landscape

The personalized gift cards industry has evolved significantly over the past decade, with digital transformation playing a crucial role in shaping its trajectory. Traditionally dominated by physical gift cards, the market has seen a sharp rise in e-gift cards and digital gift cards due to increased smartphone penetration and online shopping trends. Companies are investing in artificial intelligence (AI) and machine learning (ML) to enhance personalization features, allowing users to create highly customized gift cards in real time. Moreover, blockchain technology is being explored to improve security, traceability, and fraud prevention in gift card transactions.

Retailers and businesses are increasingly leveraging gift cards as a customer engagement and loyalty tool. Many brands are integrating gift card programs into their customer relationship management (CRM) strategies to enhance brand visibility and retention. Additionally, corporate organizations are using personalized gift cards as employee incentives, rewards, and client appreciation gifts, boosting their adoption in the corporate gifting sector.

Market Drivers

Several key factors are driving the growth of the personalized gift cards market. Firstly, the rising trend of experiential gifting is encouraging consumers to opt for gift cards instead of traditional gifts, allowing recipients to choose their preferred items or experiences. This trend is especially evident in categories such as travel, dining, and entertainment, where personalized gift cards offer flexibility and convenience.

Secondly, the increasing penetration of e-commerce and digital payment solutions is facilitating the widespread adoption of e-gift cards and digital gift cards. Online retailers and service providers are offering exclusive discounts and promotions on digital gift cards, further driving market demand. The integration of contactless payment options and mobile wallets has also streamlined the redemption process, making gift cards more attractive to tech-savvy consumers.

Another major driver is the growing preference for personalized gifting options. Consumers are looking for ways to make their gifts more meaningful, leading to increased demand for gift cards with customizable designs, messages, and multimedia elements. Businesses are responding by offering enhanced customization features, such as interactive digital cards that allow users to add videos, voice messages, and animations.

Seasonal and festive shopping trends also play a crucial role in the market's growth. Holidays such as Christmas, Mother's Day, and Father's Day witness a surge in demand for personalized gift cards, as they serve as convenient yet thoughtful gifting solutions. Similarly, special occasions like birthdays, anniversaries, and weddings continue to be major contributors to the market's expansion.

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Market Challenges

Despite the strong growth prospects, the personalized gift cards market faces several challenges. One of the primary concerns is security and fraud associated with digital gift cards. Cybercriminals often target gift card codes, leading to financial losses for consumers and businesses. Companies are investing in advanced encryption and authentication technologies to mitigate these risks, but cybersecurity remains a key challenge.

Another hurdle is the lack of standardization in gift card usage and redemption policies across different regions and retailers. Consumers may face restrictions on where and how they can use their gift cards, leading to dissatisfaction and reduced adoption rates. Businesses are working towards creating more flexible redemption options to address this issue.

Additionally, the environmental impact of plastic gift cards remains a concern, prompting companies to explore sustainable alternatives. The shift towards digital and e-gift cards is helping to reduce plastic waste, but the transition requires significant technological infrastructure and consumer awareness.

Market Segmentation

The personalized gift cards market can be segmented based on card type, purpose, industry vertical, customization options, and regional distribution.

By Card Type: The market includes physical gift cards, e-gift cards, and digital gift cards. While physical cards remain popular for in-store gifting, e-gift cards and digital cards are gaining traction due to their convenience and instant delivery.

By Purpose: The primary uses of personalized gift cards include special occasions (birthdays, anniversaries, weddings), holidays (Christmas, Mother's Day, Father's Day), corporate gifts, and personal use. Corporate gifting is an emerging segment, with businesses leveraging gift cards for employee recognition and promotional campaigns.

By Industry Vertical: Retail, hospitality, travel, healthcare, and education are key industry sectors utilizing personalized gift cards. The retail sector leads in adoption, with major brands offering custom gift cards as part of their loyalty programs.

By Customization Options: Consumers can personalize gift cards through text or image customization, design uploads, personalized messages, and interactive features such as animated greetings and video messages.

By Region: North America, Europe, South America, Asia Pacific, and the Middle East & Africa represent the major regional markets. North America currently holds the largest market share due to the high adoption of digital gifting solutions, followed by Europe and Asia Pacific, where growing disposable income and online shopping trends are driving demand.

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Future Outlook

The personalized gift cards market is poised for continued expansion, with technological innovations and consumer preferences shaping its future. Companies are expected to introduce more interactive and immersive gifting experiences, leveraging augmented reality (AR) and AI-driven customization tools. The demand for environmentally friendly and digital gift cards is also anticipated to rise, prompting businesses to adopt sustainable practices.

The corporate sector will likely remain a key growth driver, as businesses increasingly use gift cards as a strategic tool for employee engagement and client retention. Additionally, partnerships between retailers, fintech companies, and digital payment providers will further enhance the accessibility and functionality of personalized gift cards.

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