



#### 2025

## Plastic Presents: Unwrapping Holiday Gift Card Trends

Gift cards remain a favored holiday present – Consumers choose gift cards over regular gifts because they provide flexibility for the recipient and convenience for the buyer.

Bank of America and TSG collaborated to survey gift card behavior - to discover how consumers plan to use gift cards for the 2025 holiday season.

Explore our key trends to optimize your gift card program.



### Gift Card Buyers -

More shoppers are choosing gift cards—especially for life's special moments, where demand is growing faster than ever.

% Purchased in 2024



3 in 4 consumers prefer buying gift cards (over merchandise) for their loved ones for the holidays.



Special occasion (graduation, anniversary, etc.) gift card purchases grew YoY for both digital and physical gift cards.

	-			(Non-Birthday)		
Digital Gift Card	31%	+3% YoY	31%	+3% YoY	28%	+6% YoY
Physical Gift Card	73%	-2% YoY	64%	-4% YoY	50%	+5% YoY
Any Gift Card	86%	-1% YoY	83%	0% YoY	67%	+9% YoY

Holiday

Special Occasion

Birthday

2024 Holiday Gift Card Generational Breakout

YoY change

■ Purchased physical gift card ■ Purchased a digital gift card

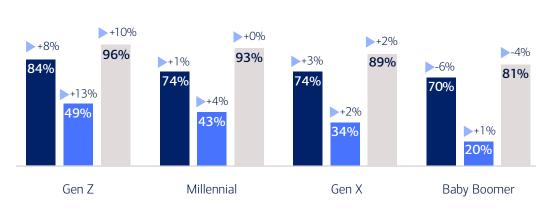
# card growth for the holidays

Young consumers drive digital gift

cards last year than any year prior.

Gen Z bought more gift

Gen Z and Millennial consumers are driving digital growth for holiday gift card purchases.



Purchased any gift card

#### Promotions/Bonus cards and gift card designs influence consumers Nearly 4 in 10 consumers indicate that bonus cards or Consumers increasingly value having a

promotions make them more likely to purchase a gift card (+2% YoY).



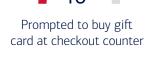
variety of gift card designs to choose from (+4% YoY).



## Gift card displays at checkout counters

71% of consumers are prompted to buy gift cards in-store.

are most likely to lure consumers to buy; as they may be most convenient for last-minute holiday shoppers.







# Gift Card Receivers

32%

I ask for gift cards more often

now than a few years ago

2024 38% 62%

holidays in 2024. This was 6% more than last year.

68% of consumers received a gift card for the



Of consumers are more likely to use a gift card with a set expiration date.

of consumers to use their gift cards.

Expiration dates motivate the vast majority

I prefer physical gift cards

■ I prefer digital gift cards

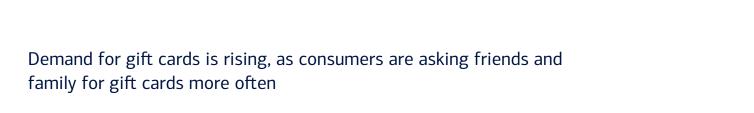
No preference

YoY change

2025

47% Gen Z Millennial

options as holiday shoppers buy gift cards for their younger recipients.



18%

As gift card popularity continues to rise - especially amongst younger generations retailers and employers alike have a golden opportunity to make holiday giving more meaningful.

32%

35%



With flexibility, convenience, and personalization driving consumer choices, now is the time to unwrap the full potential of your gift card program.

\*Sample sizes for Gen Z (N=50, 2025) and Silent Gen (N=26, 2025) groups are relatively small

"Bank of America" and "BofA Securities" are the marketing names used by the Global Banking and Global Markets divisions of Bank of America Corporation. Lending, other commercial banking activities, and trading in certain financial instruments are performed globally by banking affiliates of Bank of America Corporation, including Bank of America, N.A., Member FDIC. Trading

in securities and financial instruments, and strategic advisory, and other investment banking activities, are performed globally by investment banking affiliates of Bank of America Corporation ("Investment Banking Affiliates"), including, in the United States, BofA Securities, Inc. and Merrill Lynch Professional Clearing Corp., both of which are registered broker-dealers and Members of SIPC, and, in other jurisdictions, by locally registered entities. BofA Securities, Inc. and Merrill Lynch Professional Clearing Corp. are registered as futures commission merchants with the CFTC and are members of the NFA.

Investment products offered by Investment Banking Affiliates:

Are Not FDIC Insured Are Not Bank Guaranteed May Lose Value

© 2025 Bank of America Corp. All rights reserved. All trademarks, service marks and trade names referenced in this material are the property of and licensed by their respective owners.

MAP 8456732