

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.

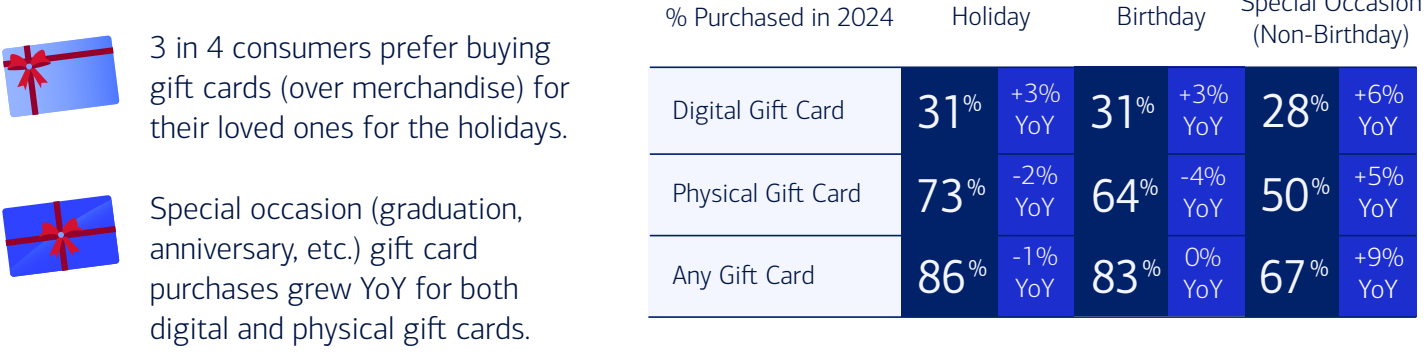
Bank of America and TSG collaborated to survey gift card behavior - to discover how consumers plan to use gift cards for the 2025 holiday season.

Explore our key trends to optimize your gift card program.



## Gift Card Buyers

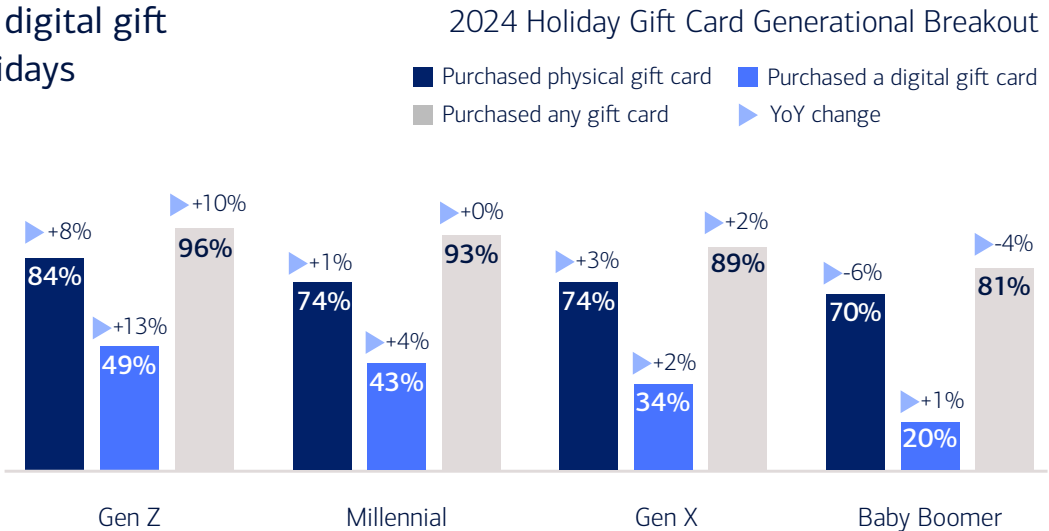
More shoppers are choosing gift cards—especially for life’s special moments, where demand is growing faster than ever.



## Young consumers drive digital gift card growth for the holidays

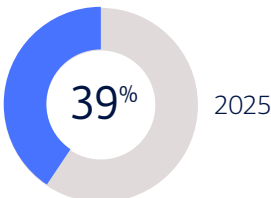
Gen Z bought more gift cards last year than any year prior.

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



## Promotions/Bonus cards and gift card designs influence consumers

Nearly 4 in 10 consumers indicate that bonus cards or promotions make them more likely to purchase a gift card (+2% YoY).



Consumers increasingly value having a variety of gift card designs to choose from (+4% YoY).



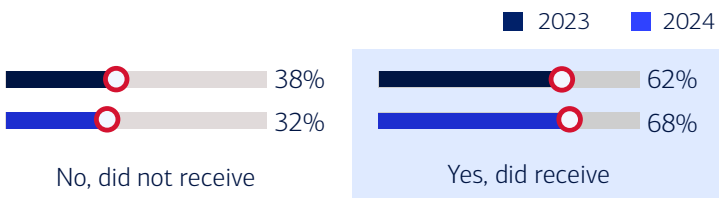
## 71% of consumers are prompted to buy gift cards in-store.

Gift card displays at checkout counters are most likely to lure consumers to buy; as they may be most convenient for last-minute holiday shoppers.

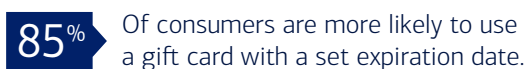


## Gift Card Receivers

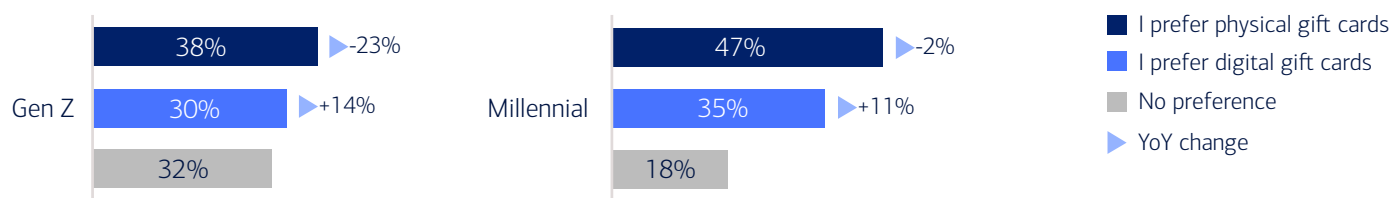
68% of consumers received a gift card for the holidays in 2024. This was 6% more than last year.



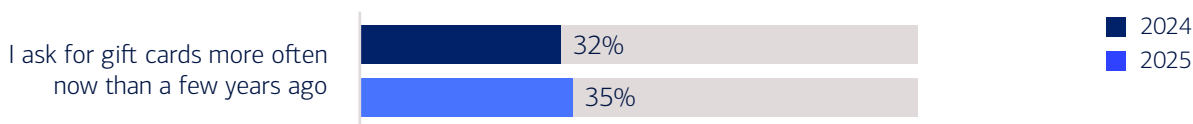
Expiration dates motivate the vast majority of consumers to use their gift cards.



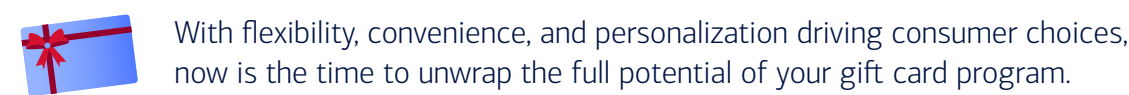
It is becoming more important for merchants to offer digital gift card options as holiday shoppers buy gift cards for their younger recipients.



Demand for gift cards is rising, as consumers are asking friends and family for gift cards more often



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.



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

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