

2024



Gift cards are emerging as one of the most appreciated gifts going into the 2024 holiday season – only 1% of gift card receivers reported not liking the gift cards they received.

To uncover what consumers are seeking in gift card solutions this season, Bank of America and TSG teamed up to explore consumer expectations.

Check out our insights below.

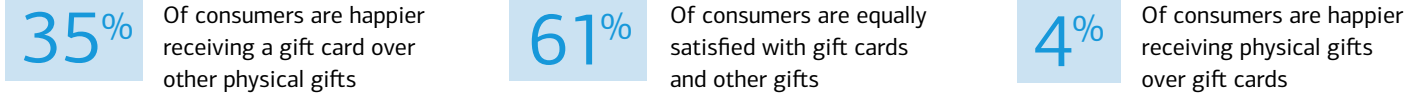


Gift Card Receivers

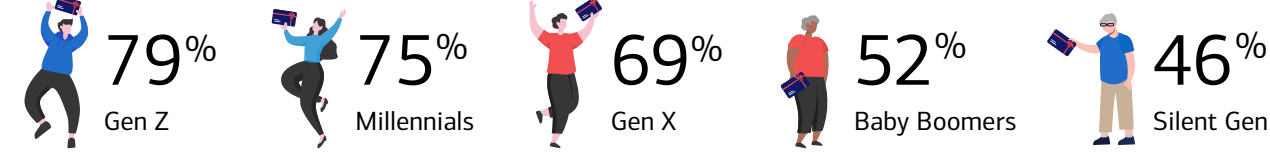


More than 6 out of 10 consumers received gift cards during the holiday season last year.

Overall, consumers tend to be more satisfied with gift cards than physical gifts.



Who was most likely to receive gift cards during the holiday season last year?



How quickly did consumers use their holiday gift cards last year?

