Digital Gift Cards: The Go-to Gifts for Moms, Dads and Grads

The best presents to give when you can't be present.

Springtime has a lot of big days – Mother's Day, Father's Day and Graduation Day – that call for festive get-togethers and gift-giving. But with social distancing going on, consumers will be looking for alternate ways to celebrate this year. Video conferencing will likely replace many in-person family gatherings – and digital gift cards are poised to step in as popular gifts; they are convenient, easy to send and are very much appreciated.

To get a read on consumer spending around these upcoming days, take a look at recent InComm survey numbers and data from the National Retail Federation:

MOM

UP TO
$25B
What consumers spend on **Mother's Day**.

$20.65
What consumers spend on **gift cards for Mom**.
(More than flowers!)

DAD

UP TO
$16B
What consumers spend on **Father's Day**.

$19.64
What consumers spend on **gift cards for Dad**.
(More than double what is spent on tools and sporting goods.)

GRAD

UP TO
$5B
What consumers spend on **Graduation gifts**.

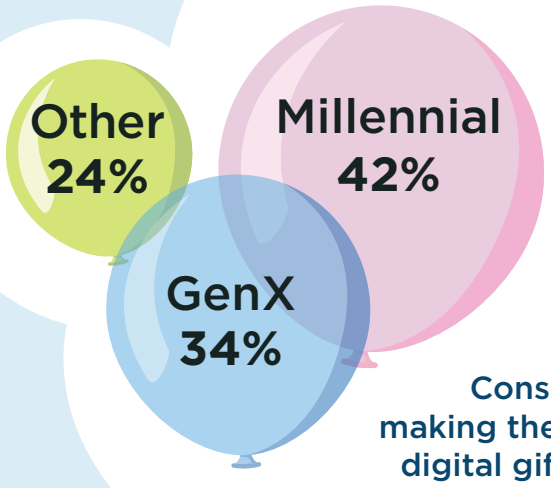
2ND Most popular gift.
Gift cards are right behind cash as top grad gifts.

First quarter 2020 digital gift card performance.

66% Increase in open-loop digital gift card purchases

35% Increase in closed-loop digital gift card purchases

6 Gift cards purchased, per person (Open- and closed-loop)



Consumers making the most digital gift card purchases

This spring could be a big coming-out party for digital gift cards.

The digital gift card market has been trending up, which bodes well for its performance in the next three months as consumers buy gifts to celebrate family events. So be ready; make sure your online shelves are fully stocked with cards and your e-commerce capabilities are up to speed to ensure smooth digital deliveries.

To learn more about our gift card programs and cutting-edge point-of-sale technology, visit: incomm.com/products/gift-cards

Source:
National Retail Federation, 2020
InComm consumer gift card market study, 2020

InComm®