

**REPORT**

# **Gifts 2020**

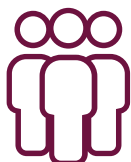
**Poles' opinions and attitudes**

December 2020



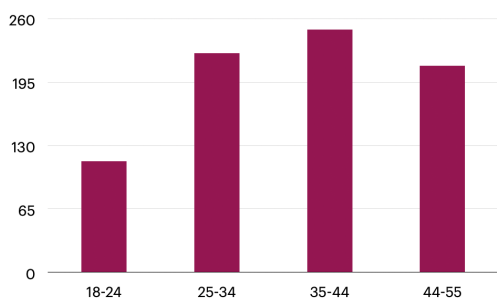
**KARTY PODARUNKOWE  
ONLINE**

# Survey methodology



**N = 800**

CAWI internet survey on a representative sample of Poles - 800 people.



Surveyed group: Poles aged 18-55. It was a representative sample in terms of age, gender, education, residence and income.

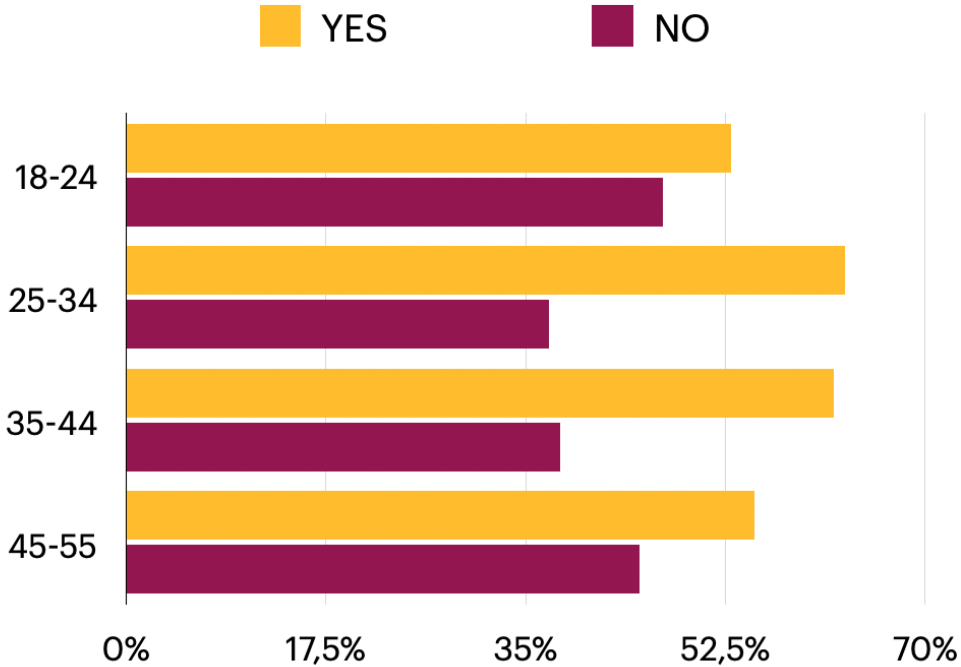


Information was collected between 8 and 11 December 2020.



**Do you have problem  
in choosing gifts?**

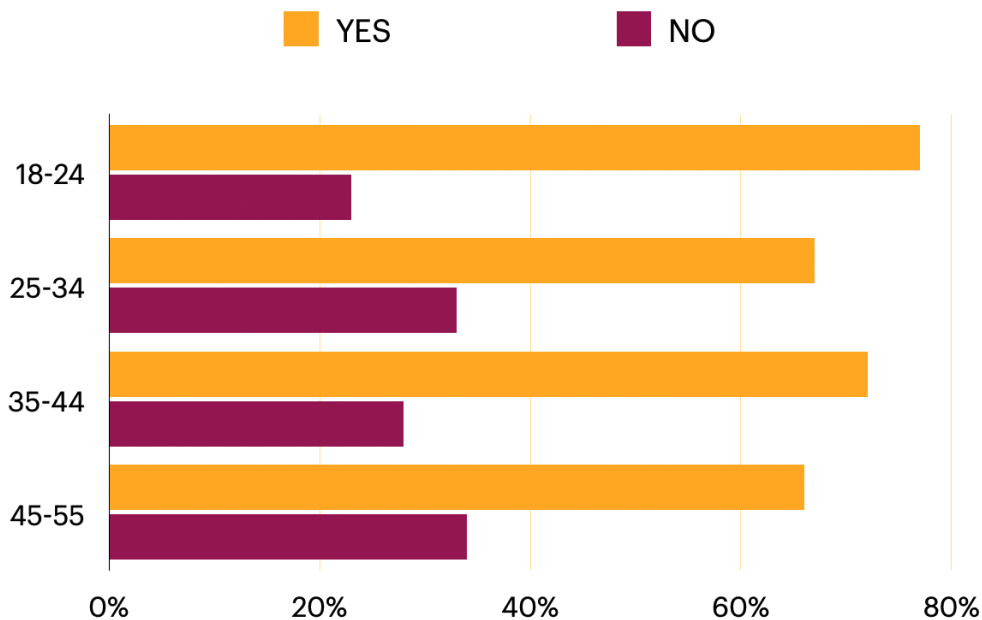
# People in the 25-34 age group have the most trouble choosing a gift.



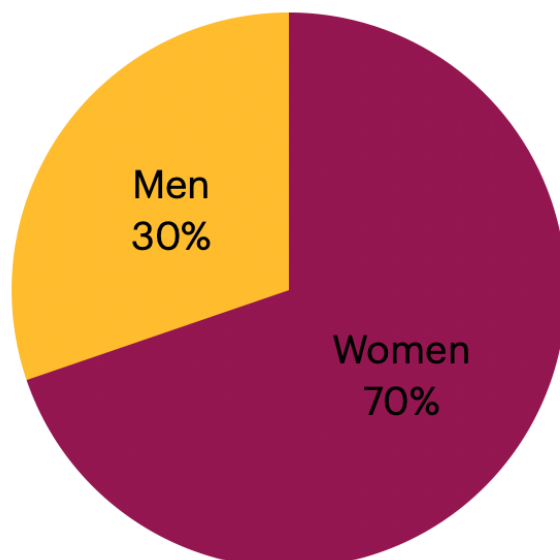



**Have you ever  
received  
an unwanted gift?**

**Across all age groups, the vast majority of respondents reported receiving an unwanted gift.**



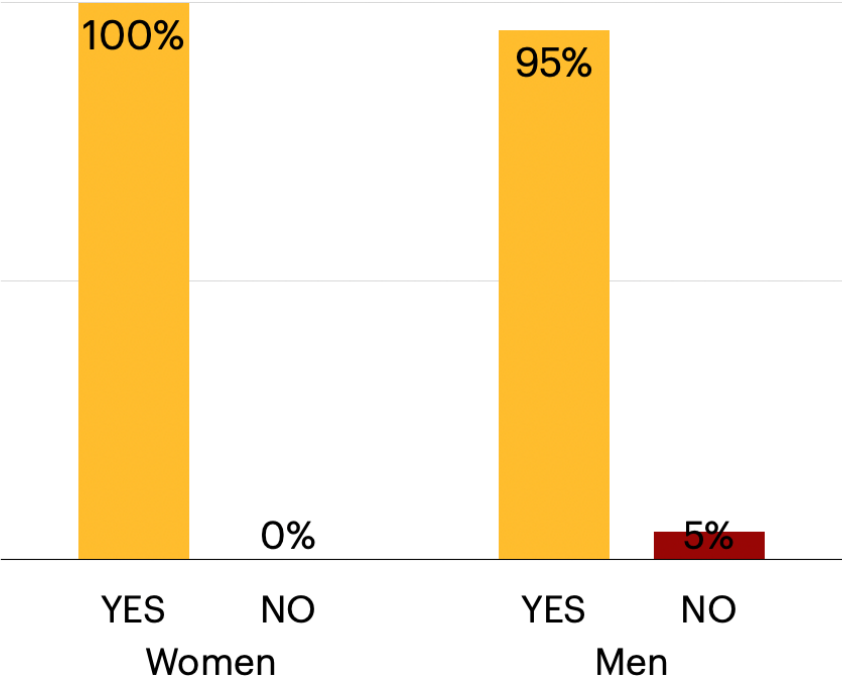
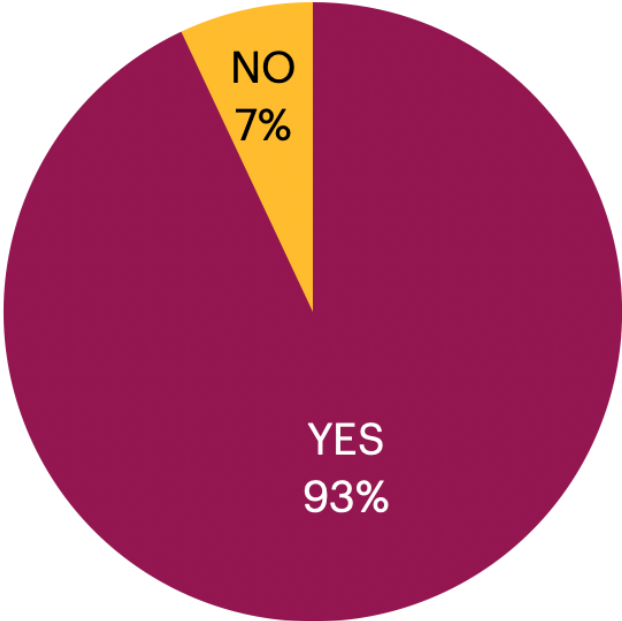
**Women receive unwanted gifts far more often than men.**






**Would you like a  
solution that makes  
gifts choice easier?**

**Nine out of ten people surveyed said they would like access to a solution that makes gifts choice easier.**

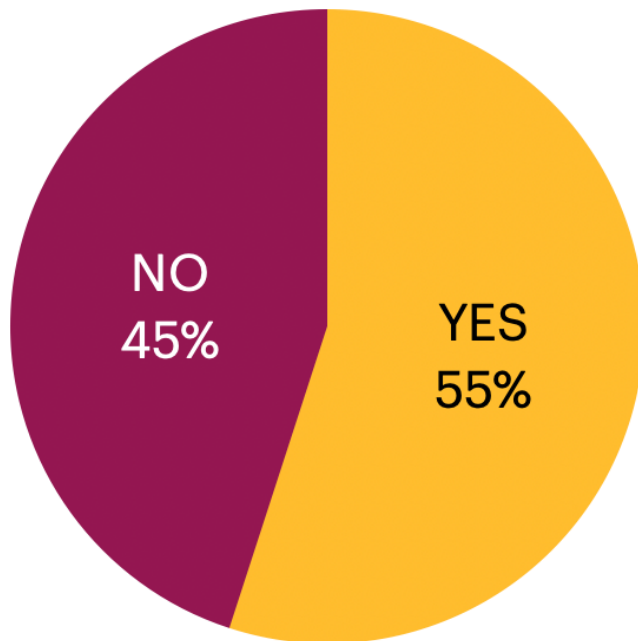




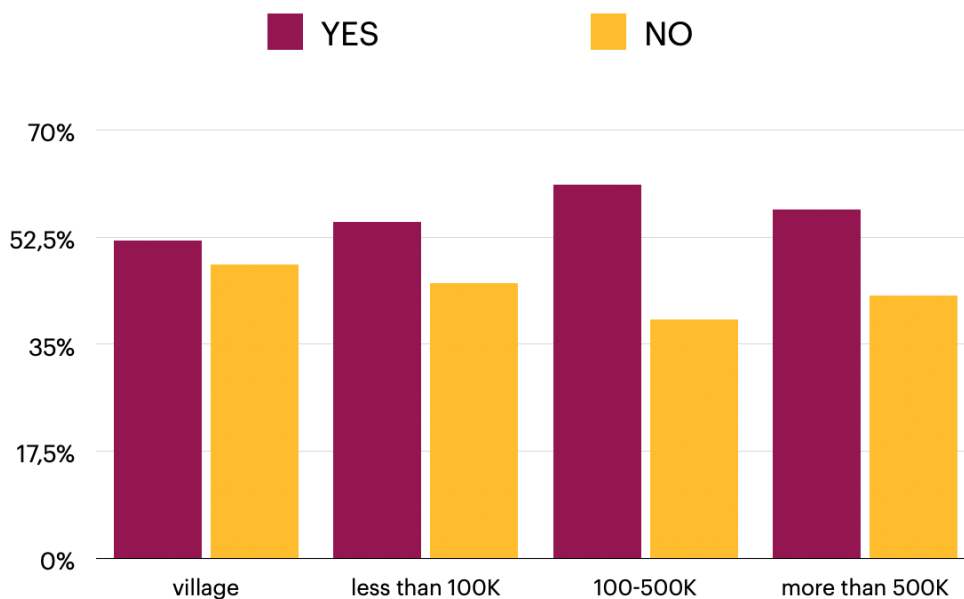


**Have you ever given  
a gift card?**

**More than half of surveyed has given a gift card to another person.**



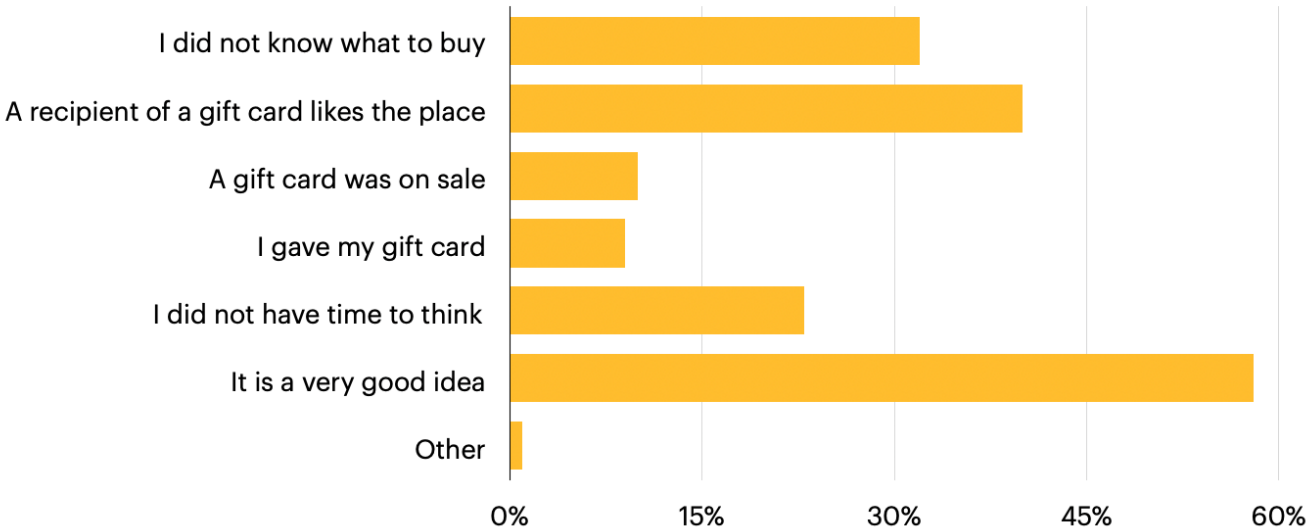
**The highest number of gift cards was given by respondents from cities with 100 to 500 thousand inhabitants.**





**Why did you give  
a gift card?**

# Nearly 60% of surveyed believe that a gift card is a good idea for a gift and that is why they bought it.



# Gifts 2020

## Key findings

The COVID-19 pandemic has had and is having a huge impact on the e-commerce industry in Poland. It is estimated that just during one quarter, industry growth has reached the level planned for the next three years. This is confirmed by the Central Statistical Office numbers, which show that in October this year alone, e-commerce accounted for 7.3% of the retail market value, compared to 5.6% in January and February this year. This continuing trend has certainly had an impact on where we were shopping for gifts this year.

The choice of gifts is frequently a big problem, which is clearly confirmed by 61% of the surveyed Poles. So it should not be surprising that gift cards are becoming more and more popular form of giving. On the one hand gift cards release us from the responsibility for the accuracy of a gift, on the other hand gift cards give the recipient the possibility to personally choose the best gift themselves. Purchase of a gift card should not be a problem either - 63% of people surveyed said that the easiest way to do it is via the Internet.

# Digital Reload (ICP) Poland

The company develops innovative electronic transaction and distribution systems with focus on open-loop and closed-loop cards, prepaid products, individual digital solutions and services. The company offers telephone top-ups, shopping codes, gift and loyalty cards and payment applications. Member of the Cashless Poland programme.

# Karty Podarunkowe Online

A gift card marketplace, with a wide range of industry-differentiated brands and the universal gift card "MULTIKARTA 7 życzeń", which can be exchanged on KartyPodarunkowe.online for any other gift card presented on the platform.

# IQS

A Polish research and analysis company, the leader in online market research in Poland. The company has been acquiring, processing and analysing data and designing research solutions for over 25 years.

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