



BrancheVereniging
Cadeaukaarten Nederland

The background image shows a conference room with several round tables covered in white cloths. People are seated at the tables, facing two large projection screens. The screens display various charts and graphs, including bar charts and line graphs. A chandelier hangs from the ceiling. The overall scene is dimly lit, with the projection screens providing the main source of light.

**Industry organisation representing
the interests of the gift card industry
in the Netherlands**

Since 2017 the BVCNL represents the Dutch Key Players in a €1.7 billion gift card market. With over 45 members including retailers, issuers, suppliers, service providers and card manufacturers we provide a platform and infrastructure for members to collaborate, share best practice and keep up to date with a fast growing and dynamic industry. BVCNL actively promotes the collective interests of its members.



The core objectives are:

- Information sharing and accessibility of industry data
- A middleman in lobbying with regulatory bodies and government
- Providing a network for issuers, retailers and service providers

In summary, BVCNL aims to improve both product quality and services provided by its members. Every year the BVCNL organises the election Gift card of the Year. Consumers and an independent consumer panel vote for their favourite gift card in 15 different categories. The category winners and overall winner receive an award and positive exposure for their brands which can be used for promotion of the gift card during an entire year.

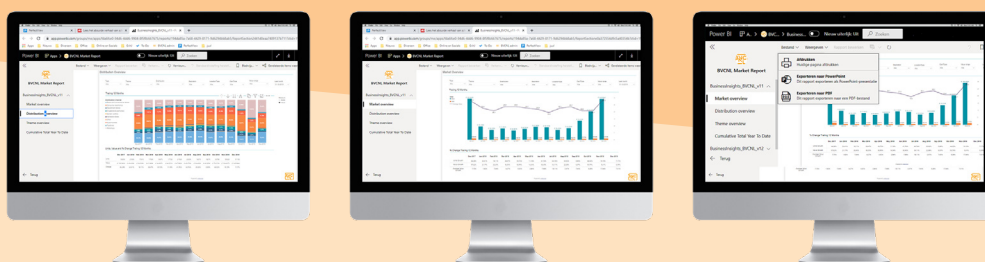
Membership of BVCNL includes:

- Networking opportunities and events
- Invaluable insights into the market through sharing of research & data
- Updates on the latest legislation, VAT and regulatory information
- Thought leadership and advocacy to positively position the industry with key stakeholders (including governments and Central Bank of the Netherlands)
- The voice of the industry maximising PR & media on behalf of our members
- Updates with relevant industry information and development in the gift card market
- Event calendar
- European advocacy gift card industry

2023 milestones:

- Advocating industry interests in the Netherlands and Europe
- Publishing Joint associations statements with European stakeholders on AMLR
- GfK consumer monitor gift cards
- BVCNL Industry report gift cards
- Guidelines Fraude prevention
- Guidelines DAC7
- Fraud hotline mobilised against fraud
- Giftcard of the Year election celebrating gift cards

Market report Gift Cards Netherlands



NL Market report offers exclusive access to sales data of gift cards in the Netherlands. These insights can help inform your business strategy. The report includes a range of data such as; product types, load value and points of sale (distribution).

The source data is intuitively presented via a Power BI tool and can be filtered to your requirements based on, for example, product segment, type of sales channel or card type.

The BVCNL Market report will help you to:

- Get benchmarks to better understand and compare your position in the gift card landscape
- Use insights to help inform your business decisions
- Identify and boost efforts to sell products that already display a competitive advantage

Key points:

- Most complete market data in the Netherlands
- Up to date market data
- Insight into market developments, product trends and growth opportunities
- Benchmark own results
- Low costs compared to alternative industry data

Are you interested in partnering with us and you would like to receive access to this industry report?

Please contact

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Costs

Platform access for daily insights: € 5,000 per year for members (€ 15,000 for non-members)

Static report (pdf) provided quarterly: € 1,500 per year for members (€ 5,000 for non-members)



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