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Global Coupons Market: Scale, Waste, and Opportunity

2025

Internal research & synthesis

Coupons have become a cornerstone of modern commerce — bridging brands, retailers, and customers across categories such as food delivery, e-commerce, travel, subscription services, and wallets. With the acceleration of digital commerce and mobile adoption, coupons are no longer just paper vouchers but a multi-billion-dollar global market with exponential growth potential.

Global Snapshot



The **global digital coupons market** is valued in the **billions of dollars today**, with multiple reports forecasting it to **triple to quadruple by 2030**.



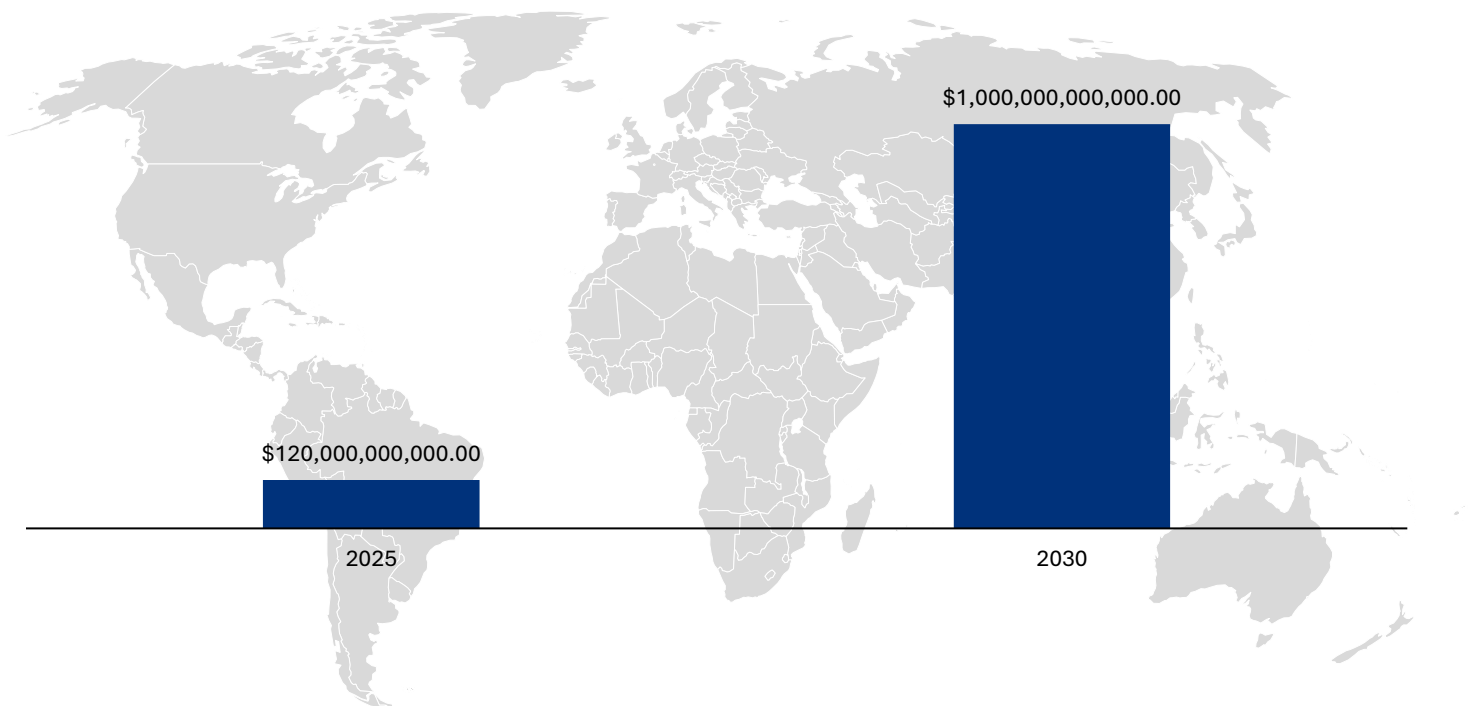
Billions of coupons are generated annually worldwide, cutting across every sector — food, fashion, electronics, entertainment, healthcare, and travel.



Redemption rates vary widely: traditional paper coupons historically had redemption rates below **1%**, while modern digital, targeted coupons achieve much higher engagement.



Wastage is massive: even at conservative assumptions, **hundreds of millions to billions of dollars in promotional value expire unused each year** — a lost opportunity for both brands and consumers.



Why This Matters

1. Brands: spend billions on promotions annually, yet lose substantial value through unredeemed coupons.
2. Consumers: actively hunt for discounts — 90%+ of online shoppers use coupons or promo codes when available.
3. Platforms: coupon discovery and redemption are fragmented, creating friction and inefficiency.

Opportunity in Numbers

- ▶ Even if 10% of global coupons remain unused, at scale this represents a multi-billion-dollar inefficiency.
- ▶ Capturing just a fraction of this lost value could create an entirely new market layer — a trusted coupon exchange.
- ▶ Platforms enabling redistribution, resale, or exchange of coupons could unlock value for consumers, create new income streams for uploaders, and give brands measurable ROI on their promotional spend.

The **coupon economy is not niche**. It is a **global, recurring, multi-billion-dollar market** with massive wastage and untapped potential. A structured platform that reallocates unused coupons represents one of the most overlooked opportunities in digital commerce today.

Global E-commerce Growth at a Glance

Metric	Value (Recent)	Forecast / Growth Rate
Global e-commerce market size (2023)	USD \$25.93 trillion	Expected to reach USD \$83.26 trillion by 2030, CAGR ~ 18.9% Grand View Research
B2B e-commerce growth	USD \$32.11 trillion in 2025	Expected ~14.5% year-on-year growth towards 2026 & beyond Sellers Commerce

Key Drivers:

Mobile internet penetration rising globally → smartphones become main channel for shopping and coupon usage.

Increased trust in digital payment, logistics, infrastructure.

Consumer behavior shifts: value sensitivity, deal-seeking, inflation pushing buyers toward discounts.

Digital & Coupon Usage Trends	
Trend	Trend
Redemption rate benchmark	Digital coupon redemption rates generally 7% or higher in good campaigns; paper coupons much lower (~<1%) DemandSage+2Restroworks+2
Mobile usage in coupon redemption	~93.5% of digital coupon users redeem via smartphones; mobile coupon users growing to >90% of digital coupon base in many markets Capital One Shopping+1
Consumer behavior in coupon usage	~62% of U.S. shoppers actively search for promo codes when shopping online. Nearly 90% have used coupons. DemandSage+1

Gaps & Problems in the Current Coupon Ecosystem

High wastage: many coupons issued go unredeemed (low awareness, poor distribution, expiry, mismatch).

Fragmented discovery: coupons are scattered (individual brand sites, coupon aggregators, print, email) — consumers don’t know what’s valid, what’s near expiry.

Lack of optimization: poor targeting, low visibility at checkout, friction in redemption (website/app issues, code not accepted).

Verification issues: fake or expired codes, faded trust among users.

How CouponHub Solves These Gaps

Feature / Solution	How It Bridges the Gap
Centralized Coupon Marketplace + Verified Listings	Consumers get access to coupons from many brands in one place, reducing fragmentation. Uploaders list only valid & verified coupons.
Expiry & Promo Date Display + Alerts	Helps avoid wasted coupons by alerting users to soon-to-expire deals; increases redemption rates.
Mobile-First Optimization	Since over 90% of coupon-redemptions happen via smartphone, designing for mobile checkout, push alerts, and QR/mobile code support increases usability.
Referral & Viewer Incentives	Encouraging users to upload, share, redeem increases network effect — more listings, more exposure for coupons → more redemption.
Analytics & Brand Partnerships	Collect data on redemption patterns, usage by geography / category — helps brands improve future promos and justify budget allocation.

Implications & Takeaway



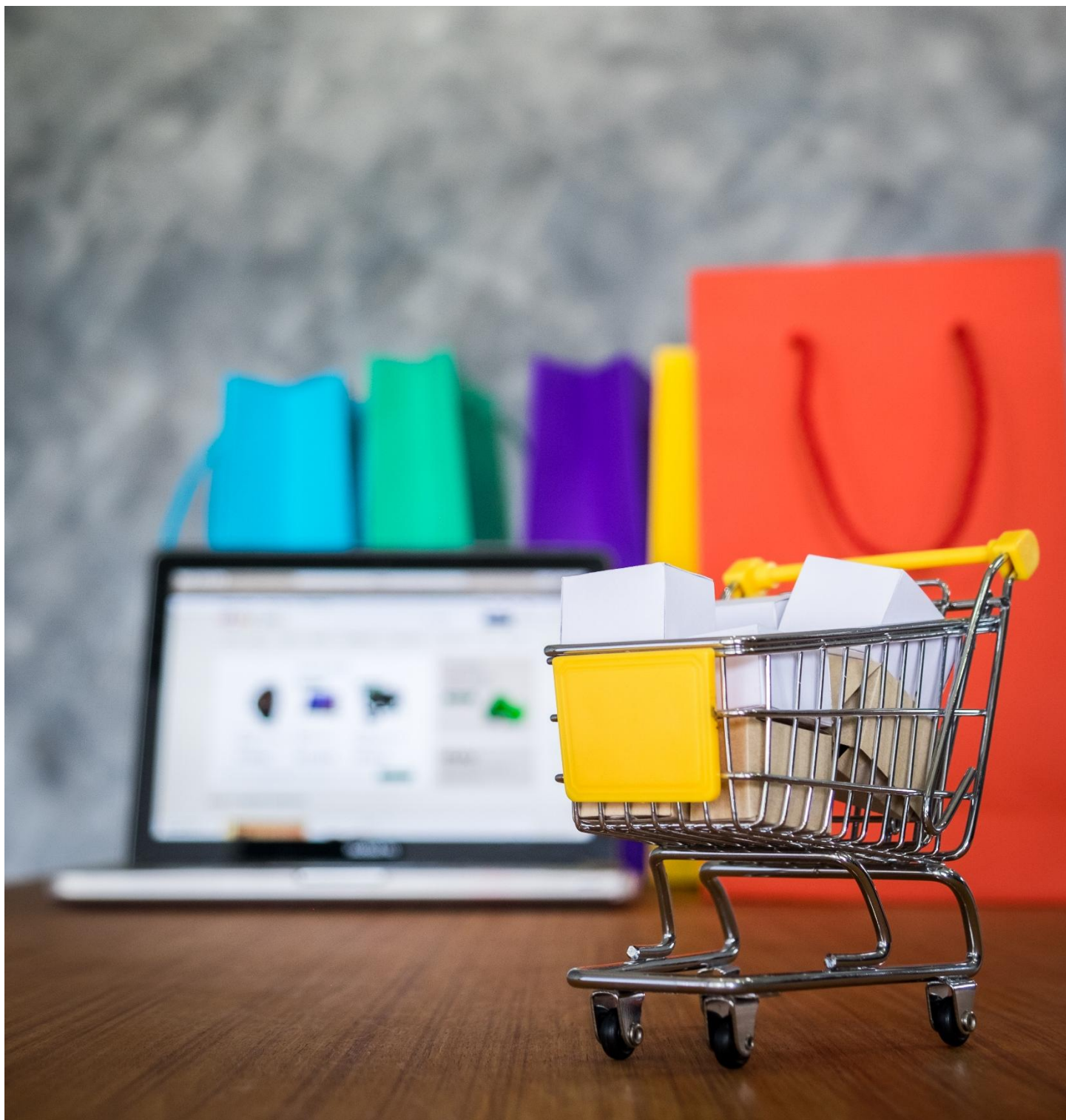
The scale of **global e-commerce growth** means coupon platforms aren't a niche — they are fundamental to how consumers will shop.



Even small improvements in redemption rate (from say 1% to 7%) or reductions in wastage drive large absolute value when coupon volume is high.



A platform like CouponHub is well-positioned to intercept this inefficiency: turn unused promotional value into realized commerce, income for uploaders, and measurable ROI for brands.



E-commerce Momentum, Brand Behaviour & 2-Year Valuation Case

1) E-commerce & Online Consumption — the fuel behind coupons

E-commerce penetration

Global online retail penetration continues to rise year-over-year. In many mature markets >30–40% of retail now happens online; in fast-growing markets (APAC, LATAM) penetration is rising fastest. Greater online penetration directly increases coupon issuance and redemption opportunities.

Mobile-first shopping

70–90%+ of shoppers use mobile devices to discover deals and redeem coupons — making mobile optimization a must for coupon platforms.

Frequency & basket effects

Increased frequency of online purchases (groceries, food delivery, subscriptions) means recurring occasions to use coupons — small per-transaction discounts compound into large annual savings for consumers and high cumulative redemption counts for platforms.

Rising digital ad & promo spend

Brands are shifting marketing budgets to digital promotions and targeted coupons; this raises coupon volume and the budgets behind them. Digital promotions are easier to scale, track and personalize — so brands issue more coupons per campaign than in the past.

Consumer deal behaviour

A large majority of online shoppers actively search for coupons/codes before purchase; deal-seeking is a baseline purchase behaviour that coupons platforms exploit.

2) Why Brands Are Issuing More Coupons — strategic drivers

Brands are pushing coupons for clear, measurable outcomes:

- **Customer acquisition:** Coupons lower CAC and drive new user trials (food delivery, subscription services).
- **Reactivation & retention:** Time-bound coupons bring back lapsed customers and increase repeat purchases (retention lift).
- **Inventory & demand shaping:** Coupons help clear inventory or promote low-margin SKUs without altering list price permanently.
- **Data & targeting:** Digital coupons feed brand analytics — identifying cohorts, LTV, and conversion triggers.
- **Partnership & cross-sell promotions:** Brands collaborate (wallets, payments, marketplaces) using coupons to cross-promote services.

1) E-commerce & Online Consumption — the fuel behind coupons



Food delivery apps use frequent limited-time coupons to boost off-peak order volume.

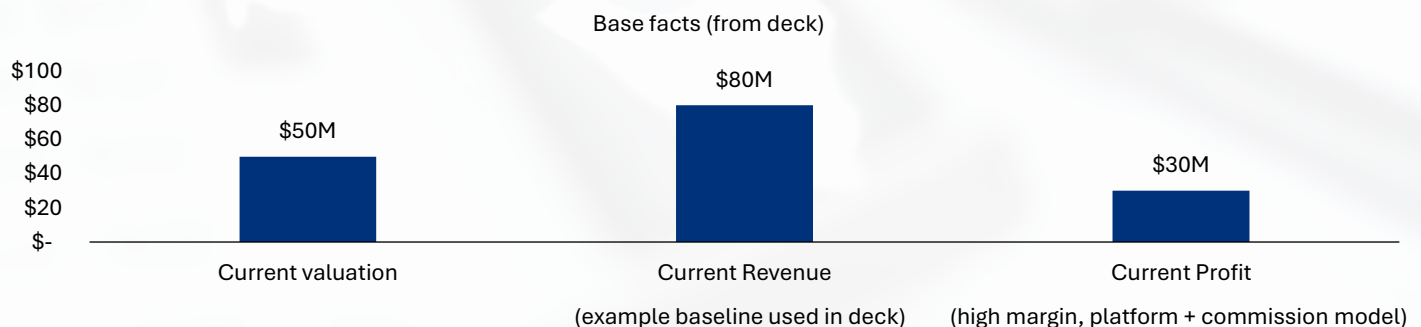


Wallets and payment apps (cashback vouchers) push coupons to increase wallet balances and payment frequency.



OTT and subscription services offer couponed trial months to convert to paid subscribers.

A realistic 2-Year valuation case: ~3x (50M → ~150M)



Assumptions for 2-year “triple” scenario (transparent & conservative)



User Growth: Monthly active users (MAU) grow 3× (network effects + marketing + referrals).



Redemptions Per User: Increase by 1.5× due to better discovery, mobile UX and brand partnerships.



Revenue Per Redemption: Small increase (price/commission mix improved via premium partnerships and upsells).



Operating Leverage: Fixed costs scale modestly; gross margins hold or improve slightly because platform commissions and subscription revenue scale faster than SG&A.



Market Multiple: Market sentiment and comparable transactions push valuation multiple modestly higher as growth becomes visible (multiple expansion).

Simple growth model

Revenue today: \$80M → with 3× users × 1.5× redemptions × small price uplift → **Revenue ≈ \$80M × 3 × 1.5 × 1.15 ≈ \$414M** (this is an aggressive upper-case; we use a more conservative blended approach below).

Conservative blended revenue target (2 years): **\$180M–\$250M** (2.25×–3.1× growth).

Profit margin maintenance (platform): if margins remain around current levels or improve, profits scale similarly.

Valuation implication:

If revenue & profit trend to the conservative band (\$180M–\$250M) and the market applies a healthy multiple for a fast-growing platform, a valuation of ~\$150M (≈3×) from \$50M today is achievable. This uses modest multiple expansion plus real revenue/profit growth.



Numeric illustration (clean):

Today

Valuation = \$50M.

**2-year
conservative
scenario**

Revenue \approx \$200M, profit growth scaled \rightarrow
market assigns higher multiple \rightarrow Valuation \approx
\$150M (3 \times)

Why this is credible

- Coupons are recurrent (recurring transactions).
- Referral model drives low incremental CAC; subscriptions add predictable recurring revenue.
- Brand partnerships increase redemption liquidity quickly — visibility into growth attracts capital & higher multiples.

Recommended KPIs to watch (for investors & operators)

**MAU / DAU (monthly active users)
growth rate**

Redemptions per user per month

**ARPU (average revenue per user) /
revenue per redemption**

Subscription conversion & churn rates

**Gross margin on redemption
commissions**

**LTV : CAC ratio of acquired users via
referrals vs paid channels**



Conclusion

1. The Big Picture

The global coupon economy is multi-billion dollars and expanding rapidly with the growth of e-commerce.

Yet, billions of coupons expire unused every year, representing massive leakage of promotional value.

Brands are doubling down on digital promotions as a primary customer acquisition, retention, and revenue driver.

2. Why CouponHub Is the Solution



Centralized Marketplace:

Brings together unused coupons across food, shopping, travel, subscriptions, wallets, and more.



Trust & Verification:

Authorized brand partnerships, eliminating fake/expired codes.



Uploader Incentives:

Subscriptions, referral earnings, and guaranteed compensation ensure supply growth.



Consumer Value:

Easy discovery of valid coupons, saving money at checkout.



Brand ROI:

Higher redemption rates, better targeting, and data-driven insights.

3. The Future Vision

- In the next 2 years, with rising digital adoption and partnerships, **CouponHub's valuation can realistically triple** (from \$50M to ~\$150M).
- As the platform scales globally, the long-term potential is to become **the default gateway for shopping savings across trusted international brands**.
- **Every purchase, every discount, every redemption — flowing through CouponHub.**

The Platform is not just solving waste — it's unlocking a new trillion-dollar layer of digital commerce.