

# **Customer Loyalty Ecosystems**

December 2023

**Table of Contents** 

#### INTRODUCTION

Key findings Loyalty programme models Industry and consumer factors drive ecosystems' growth Ecosystems' exponential partnership potentials Ecosystem visualisation: Amazon Prime Ecosystems SWOT analysis Ecosystems challenge stand-alone programmes

# ECOSYSTEMS' VALUE PROPOSITION

Ecosystems incentivise loyalty participation Ulta's Target partnership introduces the company to new customers Ecosystems address the lifestyle shopping era LEGO uses ecosystem to build community Ecosystems generate data for personalisation Ecosystems drive seamless customer journeys Marriott launches Rappi partnership to support personalisation

#### ECOSYSTEMS' CONSUMER APPEAL

Euromonitor International's Loyalty Consumer Segments Ecosystems appeal to the most engaged consumer loyalty segments Loyalty Enthusiasts are a high-value opportunity Younger generations seek simplicity from loyalty programmes

#### **BUILDING ECOSYSTEMS**

Ecosystem development models Ecosystem development steps Ecosystem development overview: Shinsegae Universe Club Delta angers customers with ecosystem devaluation Expedia consolidates brands' loyalty programmes into One Key

# PAYMENT ECOSYSTEMS SPOTLIGHT

Consumers consolidate loyalty strategy via payments Matching ecosystems with payment methods Apple enters fintech to support its product ecosystem Majid Al Futtaim uses lifestyle ecosystem to personalise experiences Payments play a critical role in loyalty ecosystems

# WHAT'S NEXT FOR ECOSYSTEMS

Decentralisation is the next step for loyalty ecosystems Key findings

# About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus

of operations, their competitors, their geographic presence and performance.

• Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/customer-loyalty-ecosystems/report.