Euromonitor International

The Transformation of Customer Loyalty: A Pan-Industry View

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INTRODUCTION

Scope
Key Takeaways
Exploring customer loyalty
Drivers of customer loyalty
Capitalising on the power of mobile growth
Experiences high on the agenda for loyalty programmes to help drive added value
Grocery retail brands: lead the way for global loyalty programmes
Loyalty programmes more important than ever
Designing loyalty p rogrammes: key c onsiderations for businesses
The core principles of effective loyalty programmes

LOYALTY IN BEAUTY AND PERSONAL CARE

Beauty loyalty programmes are most influential in colour cosmetics and among Millennials
Fluctuations in subscription box demand and direct selling salesforce are major challenges
BeautyCounter builds loyalty through ingredient safety positioning, “clean beauty” mission
Bubble builds loyalty through app frequented by Generation Z and co-creation approach
Bond over shared ethos, co-create with younger consumers, and build community in beauty

LOYALTY IN LUXURY GOODS

Elevating customer loyalty through value-driven rewards and exclusivity across luxury
Leveraging digital platforms for loyalty programmes across luxury is essential
Building emotional loyalty and nurturing brand advocates is pathway for future consumers
YSL Beauty: Nurturing exclusivity with NFT loyalty approach to connect better with Gen Z
Luxury department store Liberty London gives its loyalty members more bang for their buck
Fusing exclusivity, quality, heritage and storytelling to build a strong strategy in luxury loyalty

LOYALTY IN APPAREL AND FOOTWEAR

Apparel and footwear brands need to create value as consumers buy the best they can afford
Winning brands offer a hassle-free experience and bond with consumers over self-love
Lacoste banks on gaming and personalisation with its UNDW3 NFT loyalty card
Nike Well Collective taps into emotional loyalty to support “Body, Mind and Life”
Fashion: Moving through uncertain times together and building loyalty along the way

LOYALTY IN PACKAGED FOOD

Digital trends have the potential to reshape loyalty programmes in the food industry
General Mills opens path to data-driven loyalty programmes
Kraft Heinz's NFT integration with Oscar Mayer Wiener Whistle
Enhancing customer engagement through loyalty programmes in the evolving food industry

LOYALTY IN DRINKS

Supporting ubiquitous brands with targeted loyalty programmes, particularly in foodservice
Coke ON consumer loyalty app helps to kickstart vending growth in Japan
Drinks brands invest in B2B digital loyalty programmes for traditional and independent retailers
Tim Hortons extends loyalty programme with new Tims credit card

LOYALTY IN DRINKS

Drinks programmes to foster both consumer and retailer loyalty

LOYALTY IN CONSUMER FOODSERVICE

Foodservice programmes must transcend discounts and foster lasting loyalty through experiences
Boba Guys’ reward system adds an element of surprise through mystery boxes
Taco Bell empowers loyalty members to take part in the design of hot sauce slogans

LOYALTY IN CONSUMER FOODSERVICE

Delivering value aligned with their consumers' needs and wants

LOYALTY IN TRAVEL

Loyalty ecosystems target growing leisure travel segment
Accor uses subscriptions to increase loyalty programme participation
ANA Pocket offers lifestyle ecosystem rewards
Future travel loyalty programmes will be lifestyle ecosystems

LOYALTY IN RETAIL

Loyalty and personalisation, a match made in heaven
Direct to consumer model makes it easier to achieve maximum personalisation
The Fresh Market launches Ultimate Loyalty Experience, exploring personalisation
Marks & Spencer finds new heights by shining the light on Sparks
Loyalty nirvana is now the ultimate goal for consumers and retailers alike

LOYALTY IN NICOTINE

Loyalty in nicotine is largely a feature of emerging cigarette alternative categories
Ecigwizard Vape Rewards: Addressing price sensitivity
BAT's B-Lounge: Rewarding and educating uptake of an emerging category
Where viable loyalty programmes offer approaches to key industry challenges

CONCLUSION

Key Takeaways
Customer Loyalty: How to win
Evolution of customer loyalty
Questions we are asking

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