Next-Generation Customer Loyalty

June 2023

Table of Contents
INTRODUCTION
Scope
Key takeaways
Exploring next-generation customer loyalty
Drivers of next-generation customer loyalty
Context-led drivers of next-generation customer loyalty
Consumer-led drivers of next-generation customer loyalty
Euromonitor International’s Loyalty Consumer Segments
How does Euromonitor International define Loyalty Consumer Segments?
Preferences and attitudes to loyalty by consumer segment
Engaged Loyalists vs Loyalty Spenders and their shopping interests
Forecast significance of next-generation loyalty drivers
Important aspects to keep in mind as next-generation customer loyalty emerges
Next-generation customer loyalty uncovered

WEB 3.0: THE NEW LOYALTY DISRUPTOR
Web 3.0 challenges the status quo
The importance of interoperability and ownership
Flybondi: NFT – the new airline ticket
Technological innovation fuels the optimisation of loyalty programmes

DECENTRALISED LOYALTY ECOSYSTEMS
Enhancing loyalty programmes by creating brand communities
Food fighters: The first NFT restaurant group
Building emotional loyalty and nurturing brand advocates must be the way forward

NFTS: THE MEMBERSHIP CARD OF THE FUTURE
NFTs: the new driver of loyalty
YSL Beauty: nurturing exclusivity with NFT loyalty approach
NFTs: democratising the rewards space

OMNICHANNEL LOYALTY
Boosting retention with omnichannel loyalty
EMG: The new Web 3.0 super app in the telecommunications sector
Multi-platform loyalty engagement: the way to recognise, surprise and delight members

INSTANT GRATIFICATION
The power of instant gratification for an effective loyalty strategy
Keells Supermarkets: Embracing real-time redemption with SampathCards in Sri Lanka
Redefining loyalty with the help of instant rewards is key in evolving business environment

CONCLUSION
Key takeaways
Next-generation customer loyalty: How to win
The evolution of next-generation customer loyalty
What if everything we have considered previously develops differently?

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 focusing 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/next-generation-customer-loyalty/report](http://www.euromonitor.com/next-generation-customer-loyalty/report).