

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

 $\label{thm:continuous} \textbf{Keells Supermarkets: Embracing real-time redemption with SampathCards \ in Sri Lanka}$

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?

Glossary

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/next-generation-customer-loyalty/report.