



Euromonitor
International

The New Loyalty Playbook: Strategies From Leading Brands

September 2024

EXECUTIVE SUMMARY

Why read this report?

Key findings

INTRODUCTION

Why brands are rethinking loyalty?

Euromonitor International Loyalty framework

Winning customers: Loyalty trends that will shape the future landscape

Rethink, reimagine, relaunch: How to transform your brand loyalty programme

GLOBAL OVERVIEW

Experienced brands deliver: Strong results by travel and foodservice players

Engagement Index breakdown: Dissecting brands' performance and strategy

Learnings from the top three brands

Engagement Index growth performance: Hits and misses in Q2 2024

Haidilao, British Airways and Carrefour: Top brands in Q2 2024

Prioritising loyalty: The blueprint for success

Success stories and shortfalls

Loyalty Index leaders: How membership programmes drive success

INDUSTRY PERSPECTIVE

Other Retail: Opportunities to enhance communication and deepen customer engagement

Tmall goes beyond traditional and pushes the envelope on new consumer trends

Health and Beauty: Prioritise interaction over traffic

Ulta Beauty Rewards: Unlocking perks and community

Apparel and Footwear: SHEIN leads the pack

SHEIN needs to innovate to remain competitive in the loyalty space

Luxury: Sluggish customer engagement

TheRealReal : The intersection of luxury and resale in loyalty programmes

Travel: Technology revolutionises loyalty

Customer-centric models propel loyalty and engagement

Booking.com: Triumphs over established travel operators and their loyalty programmes

Foodservice: Third-party delivery takes the lead in loyalty

UberEats : Partnerships at the core of its success

LOYALTY PROGRAMME TYPES

Point-based and tiered programmes continue to dominate the loyalty space in 2024

Experiential rewards carve out stronger position due to popular consumer demand

Euromonitor International loyalty consumer segments 2024: Preferences and behaviour

Next-gen loyalty programmes: Advancing well, but more work is needed

CONCLUSION

Recommendations/Opportunities for growth

Evolution of brand loyalty

Questions we are asking

APPENDIX

Loyalty Competitor Tracker: Overview

Loyalty Competitor Tracker: Snapshot

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/the-new-loyalty-playbook-strategies-from-leading-brands/report.