

Top Five Trends in Loyalty

November 2024

Table of Contents

Our expert's view of loyalty in 2025 Key findings

INTRODUCTION

Harnessing loyalty for strategic growth: A business imperative Navigating the evolving discourse of customer loyalty Top five trends in loyalty Top five trends uncovered

LOYALTY AS A CATALYST FOR PROFITABILITY

Boosting profits: The growing power of loyalty programmes Maximising business outcomes with effective loyalty strategies Taco Bell's Lover's Pass: how subscriptions are shaping consumer spending Sports leagues score big with tokenisation, creating engagement and revenue streams Loyalty programmes: The next frontier for profitability growth

OPTIMISE RICH DATA AT SCALE WITH GENAI

Friend or foe: the impact of GenAl on loyalty The power of hyper-personalisation Walmart: dedicated and personalised homepage for every shopper IHG: transforming member experiences with dynamic GenAl solutions Empowering businesses: combining agility with data readiness

SIMPLIFIED LOYALTY: SEAMLESS AND EMBEDDED

Minimising friction and complexity through embedded solutions The key to a programme's most critical element - the purchase Pointspay - a payment facilitator that converts points to cash for easy redemption Olo simplifies the checkout process while unifying rewards Maximising customer loyalty with every purchase

EMPOWERING LOYALTY WITH PARTICIPATORY EXPERIENCES

Building deeper engagement : From points to active participation Participatory experiences: Engaging long-term loyalists at the highest level The adiClub : Explore the brand beyond the product with memorable experiences The North Face's XPLR Pass fosters a community around nature and outdoor products Participatory experiences are an opportunity for brands to emerge as lifestyle brands

CUSTOMISING BRAND MEMBERSHIPS FOR FMCG SUCCESS

Maximising reach with data: The key to unlocking new audiences Capitalising on new retail media opportunities to boost loyalty Gatorade: loyalty at the core of its digitalisation strategy Schiff: navigating customer engagement with an omnichannel loyalty programme approach Fostering loyalty: embracing innovation tactics opens opportunities ahead

CONCLUSION

Future implications Opportunities for growth

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/top-five-trends-in-loyalty/report.