



Euromonitor
International

The Changing Face of Customer Loyalty

November 2022

Table of Contents

INTRODUCTION

Scope

The new loyalty offer

New concepts in loyalty

Key findings

Concepts from around the world highlight the latest in loyalty

MEGATRENDS FRAMEWORK

Megatrend Framework: The big picture

MEGATRENDS FRAMEWORK

How megatrends impact customer loyalty

How are consumers influenced?

From Value to Purpose

Re-evaluating the customer journey

Active customer engagement is key to brand loyalty

Consumer priorities in a time of crisis and their effect on loyalty schemes

EXPERIENCES AND GAMIFICATION

Capitalising on the power of experiences and gamification

Za Bank: PowerDraw to win up to 200% cash rebate or become a millionaire

Prada: Turning shopping into a game

McDonald's: Loyalty programme helps boost digital sales

Nespresso expands its boutique formats to enhance loyalty

PlayStation launches first loyalty scheme to drive success in retail and client engagement

Sino Mall Rewards: Hong Kong's multi-mall interactive rewards programme

HafH launches first travel gacha to appeal to subscribers and enhance loyalty

P&G moves into phygital reality to engage directly with loyal consumers

GREEN LOYALTY

Leveraging sustainable customer loyalty

WizzAir: Sustainability rewards scheme to enhance green credentials

Tentree: Investing in strong eco-conscious loyalty programme

Nectar expands green loyalty offering through partnerships

NEW LOYALTY-BASED BUSINESS MODELS

A shift to platform ecosystems makes loyalty schemes more fit for purpose

Transforming customer loyalty through the power of active engagement

MGM: Revamps its loyalty scheme to grow its non-gaming customer base

SeicoMart: Joint loyalty program by local convenience store and resort group

Grenada: Launches its diaspora loyalty programme

E.L.F.: Creating community-based loyalty scheme to support its members

Tata Neu: The new superapp on the market

Rappi: Consolidates superapp status with new loyalty services

Albert Heijn: Omnichannel loyalty scheme for grocery shopping

Alaska Airlines: Introducing a subscription model as part of its customer loyalty push

Egypt Post: Ambitious strategy to boost digital loyalty transformation

JetBlue: Helicopter transfers enhance its loyalty scheme

Built Rewards: Reinventing the rental industry with the help of loyalty rewards scheme

Asda: Venturing into the loyalty space

Brands with first ever loyalty schemes 2021-2023

WEB 3.0 AND NEW DIGITAL ASSETS

Can cryptocurrency revolutionise loyalty programmes?
Unlocking brand loyalty with NFTs
How BNPL can be leveraged as part of loyalty schemes?
Starbucks: Trailblazing consumer loyalty innovation
Zithara: UPI-based loyalty programme for SMEs in India
AirBaltic: Introduces Planies to reinforce member engagement
Livi Bank: Launching unique NFTs for its customers
Tab Bank: Offering fractional shares as rewards
Klarna: Virtual loyalty cards with diverse all-in-one experience
Nubank: Introducing cryptocurrency as part of its loyalty proposition

CONCLUSION

Key takeaways

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/the-changing-face-of-customer-loyalty/report.