

New Concepts in Loyalty

March 2025

Table of Contents

EXECUTIVE SUMMARY

Why read this report? Key findings

INTRODUCTION

Innovation and technology: The forces reshaping loyalty structures

Transforming loyalty: The power of enhanced engagement

Unlocking loyalty: Seven key areas driving programme transformation

LEVERAGING DISRUPTIVE TECHNOLOGY TO REINVENT LOYALTY PROGRAMMES

Biometric innovation: Elevating loyalty programmes and user trust

Hugo Boss takes loyalty to the next level with tokenisation Travala's quest for growth: Expanding Bitcoin loyalty reach

The Verifone-PopID B2B partnership: Impact on loyalty programmes

Key takeaways (1)

PERSONALISED AND PREDICTIVE: THE FUTURE OF LOYALTY WITH GENAI

The role of Al in creating personalised cross-channel loyalty experiences

Blue Rewards in the UAE leads the way in loyalty enhancement with GenAl

Al-powered loyalty: Zomato's new approach to customer retention

Ubacart revolutionises loyalty for small convenience stores with Al

Key takeaways (2)

REDEFINING PARTNERSHIPS: UNLOCKING NEW CUSTOMER VALUE

Loyalty partnerships: Challenging old norms for new opportunities

Lidl joins forces with Disney to boost loyalty and customer perks

Expedia and Microsoft unite to power up loyalty programmes

adiClub transformed through key collaborations

Key takeaways (3)

SUBSCRIPTION MODELS: A STRATEGIC SHIFT IN LOYALTY PROGRAMMES

Subscriptions retain purchasing power - appealing across income levels

Wayfair Rewards: Stable revenue for physical store operations

moPlus enhances heavy-spenders' stickiness amidst intensive e-commerce landscape

Verano's Cabbage Club spearheads loyalty in US cannabis market

Key takeaways (4)

LEVELLING UP LOYALTY: THE INCREASING ROLE OF GAMIFICATION

Boosting loyalty through play: The gamification advantage

Ulta's GlamXplorer maximises interaction through mini-games

Revolve's Bellemint connects digital engagement with real-life shopping incentives

Sezzle gamifies repayment to encourage responsible fiscal behaviour

Key takeaways (5)

BEYOND POINTS: THE LASTING IMPACT OF BRAND COMMUNITIES

The power of community commerce for loyalty

KIKI World: Co-creation meets community

iFood's next chapter: Strengthening loyalty through community

Building a stronger fanbase: Cleveland Cavaliers Web3 loyalty playbook

Key takeaways (5)

USING MICRO-SEGMENTATION TO MAXIMISE RETENTION

The power of micro-segmentation in loyalty programme success

Nurturing future shoppers: New World Department Store child-centric loyalty scheme

Lotte Duty Free: Winning over Gen X with a dedicated loyalty programme Flying Club: Makes it easier for families to share and redeem points

Key takeaways (6)

CONCLUSION

Recommendations for growth Evolution of Loyalty Questions we are asking

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/new-concepts-in-loyalty/report.