

Loyalty Reloaded: Gamify or Get Left Behind

September 2025

Table of Contents

EXECUTIVE SUMMARY

Why read this report?

Key findings

INTRODUCTION

Gamification: A key component of the Next-Gen Online Storefront

Gamification in focus

Why gamification is essential in loyalty programmes Putting experience first: The core of gamified loyalty

ENGAGE, PLAY, CONVERT: DECODING CONSUMER BEHAVIOUR

Gamified loyalty: Underrated today but poised for future growth
The power of participation: Loyalty features that resonate with users

Gaining traction: Market opportunities in 2025

From silent to engaged: Reigniting inactive members

Ahead of the curve: Video games shape consumer expectations

Designing gamified loyalty on the back of sentiments and preferences is essential

The consumer perspective on game-like experiences Gamification across sectors: Retail takes the lead

Driving deep engagement: How SHEIN and adidas set the loyalty benchmark

GAMIFICATION IN ACTION

Foundational game-like features in loyalty

McDonald's UK: From the app to the adventure with Side Missions
Nike After Dark: Turning leaderboards into an ecosystem of loyalists

Making payments engaging with virtual stamps

Santander Chile: Creating financial habits through gamified spending

PizzaExpress Club: Levelling up with progression tiers

Quizzes for care: Transforming pet health into an engaging experience

Marriott Bonvoy: The race for one million points

Tactics that work

NEW TECHNOLOGIES POWERING THE LOYALTY PLAY

Technological innovations reshape the future of gamification

Disney's next chapter in collectibles: The NFT era

e.l.f . Beauty meets Roblox

CIG: Referrals reimagined - gamifying social sharing to build loyalty

Tesco: Digital activity skyrockets through gamification

CONCLUSION

Recommendations/Opportunities for growth

Evolution of gamified 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/loyalty-reloaded-gamify-or-get-left-behind/report.