



Shopper Loyalty: The Evolution of Customer Needs

April 2026

EXECUTIVE SUMMARY

Why read this report?

INTRODUCTION

Background and coverage of the Voice of the Consumer: Loyalty Survey

Euromonitor International loyalty consumer cohorts

Highlights of the Voice of the Consumer: Loyalty Survey

THE LOYALTY LANDSCAPE

What makes or breaks the modern loyalty programme?

Participation in loyalty programmes

Key redemption barriers

Participation by category

Free vs paid loyalty: Scale, depth and consumer fatigue

Where is demand heading?

Balancing reward scope: Multiple vs limited

Wyndham jumps on the subscription bandwagon with Rewards Insider

OpenAI's subscription play: What's next?

THE DRIVERS OF LOYALTY ENGAGEMENT

Reasons for participating in loyalty programmes

Building brand equity with tailored exclusive rewards

Encore elevates loyalty with exclusive access and experiences

Turning tables into thrills: OpenTable Regulars loyalty programme

Shift away from "closed-loop" loyalty structures towards interconnected networks

Maximizing brand stickiness with interoperable offerings

Seamless interoperability: Qantas' cross-industry alliances fuel commercial success

Moca Network: Blockchain-driven interoperability connecting digital worlds

South Africa sets the pace in real-time rewards

Dis-Chem's bold bet: Real-time rewards that drive market share

Participation barriers shaped by trust, privacy and transparency

UNLOCKING CUSTOMER VALUE THROUGH AI

Top priorities for 2026: Winning the loyalty algorithm

Innovating with AI: Real-world applications across industries

AI: Accelerating trust or eroding it?

Sharing personal data: Are consumers ready?

Perxi AI: Loyalty made simple for SMEs

Accor powers up loyalty with AI

AI in loyalty programmes: Why companies cannot afford to ignore it

FROM LIKES TO LOYALTY: HARNESSING SOCIAL MEDIA

Social media active but brand-selective: The multi-programme consumer dilemma

Loyalty livestreamed

Canela Media: Get rewarded for watching

From store to chat: How L'Occitane leverages WhatsApp to power its loyalty programme

CONCLUSION

Recommendations/Opportunities for growth

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/shopper-loyalty-the-evolution-of-customer-needs/report.