

# Passport Loyalty

Make your business  
repeat business





Discover the drivers of customer loyalty in your industry, benchmark your performance against competitors and explore how adopting a more personalised relationship with your customer will strengthen your loyalty programme, with Passport Loyalty.

Powered by human expertise and AI-driven data, uncover insights from the top 100 loyalty programmes across 11 industries and 41 markets where customer retention plays the biggest role. Explore proprietary loyalty survey data from key consumer segments, understand their sentiments and shopping preferences to help develop your next-gen loyalty projects and market-entry initiatives.

# Create winning loyalty programmes that boost user retention and attract new customers

What's stopping your customers from buying again? Explore loyalty programmes that foster emotional connections and uncover insights into loyalty market sizing and forecasts to enhance user retention and acquisition.

## Consumer insights

Understand consumer behavior, preferences and engagement with loyalty programmes globally to identify key drivers and winning features to ensure your strategy remains incentivising, inspiring and bold.

## Market sizing and forecasting

Measure the impact of loyalty programmes on total consumer spending, predict market drivers for target segments and drive strategic planning and expansion opportunities.

## Growth opportunities

Explore data and insights from within and beyond your categories to inform partnerships, refine strategies and enhance your loyalty programmes for greater success.



# Passport Loyalty: What's included?

## Voice of the Consumer: Loyalty Survey

Explore consumer habits, preferences, brand interactions and the path to purchase across various shopping channels, focusing on loyalty or rewards programmes. Euromonitor annually surveys 39 markets with 1,000 respondents per market, while benchmarking against regional peers or similar consumer segments in other markets.

## Loyalty Competitor Tracker

Measure the performance of loyalty programmes for the world's largest companies in 6 industries. Track the loyalty programme incentives each company offers, identify the share of voice relative to the industry average and see each loyalty programme's impact on customer engagement.

## Loyalty Value Contribution

See market sizes and forecasts for loyalty programmes by country or industry and their contribution to total market revenues. Gain insights into growth drivers and opportunities, evaluate market segmentation and the frequency of loyalty programme engagement.

## Report analysis

Gain actionable and engaging thought leadership uncovering the 'why' behind loyalty trends, helping you to boost retention, increase engagement and future-proof your strategies.





# Passport Loyalty: What's covered?

Our coverage explores the top 100 loyalty programmes across 41 markets and 11 industries where customer retention plays the biggest role.

## Global markets: 41

Argentina  
Australia  
Belgium  
Brazil  
Canada  
Colombia  
Chile  
China  
Czech Republic  
Denmark  
Egypt  
France  
Germany  
Hong Kong  
India  
Indonesia  
Italy  
Japan  
Malaysia  
Mexico  
Morocco  
Netherlands  
Peru  
Philippines  
Poland  
New Zealand

Nigeria  
Poland  
Saudi Arabia  
Spain  
Singapore  
South Africa  
South Korea  
Sweden  
Taiwan  
Thailand  
Turkey  
United Arab Emirates  
United Kingdom  
USA  
Vietnam

## Industries: 11

Airlines  
Apparel and Footwear Brands  
Beauty and Personal Care  
Brands  
Beverage Brands  
Coffee Shops  
Department Stores  
Drugstore or Pharmacies/  
Parapharmacies  
Food Brands

Grocery Stores or Supermarkets  
Hotels  
Restaurants



“

I know what Euromonitor provide and I know that it's a great place to go hunt for some insights. Why would I recommend it? It's reliable, it's trustworthy and it's insightful.

”

Marc Sheasby  
Kimberly-Clark





# Keep your customers coming back for more, with Passport Loyalty.

[Speak to an expert today](#) to make your business repeat business.



## About Euromonitor International

Euromonitor International leads the world in data analytics and research into markets, industries, economies and consumers. We provide truly global insight and data on thousands of products and services to help our clients maximise opportunities, and we are the first destination for organisations seeking growth. With our guidance, our clients can make bold, strategic decisions with confidence. We have 16 offices around the world, with 1000+ analysts covering 210 countries and 99.9% of the world's consumers, and use the latest data science and market research techniques to help our clients to make sense of global markets.