

# 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

Nigeria Poland

Turkey

**Industries: 11** 

Poland

Argentina Saudi Arabia

Australia Spain
Belgium Singapore
Brazil South Africa
Canada South Korea
Colombia Sweden
Chile Taiwan
China Thailand

Denmark United Arab Emirates
Egypt United Kingdom

France USA Germany Vietnam

Hong Kong

Czech Republic

India

Indonesia

Italy Airlines

Japan Apparel and Footwear Brands Malaysia Beauty and Personal Care

Mexico Brands

MoroccoBeverage BrandsNetherlandsCoffee ShopsPeruDepartment Stores

Philippines Drugstore or Pharmacies/

Poland Parapharmacies
New Zealand 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.

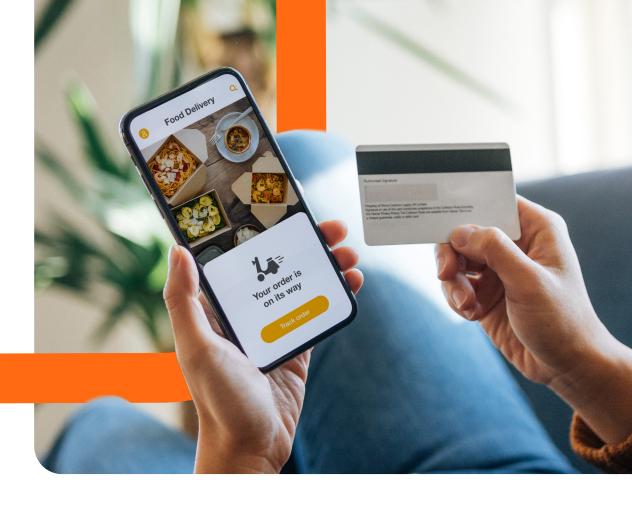
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Marc Sheasby Kimberly-Clark



# 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.







