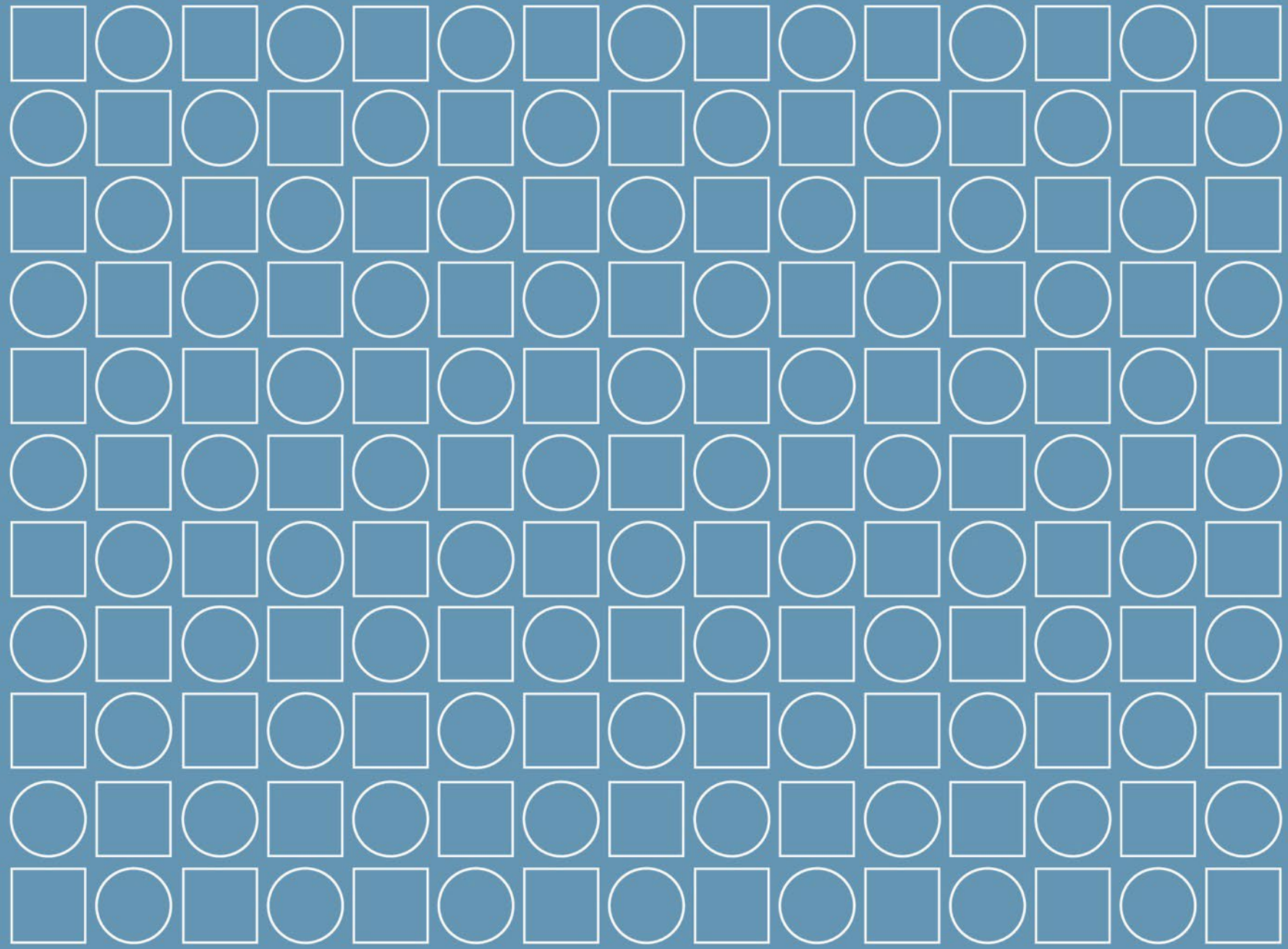


GCVA & PR
Agency One

Press & Media
Coverage

June 2024



Electronic Payments International

Title: Electronic Payments International

Date: 07.06.24

Link:

<https://www.electronicpaymentsinternational.com/news/91-per-cent-of-uk-adults-now-involved-in-loyalty-programmes/>

MUU: 10,000

Consumer loyalty on the rise: 91% of UK public engaged in loyalty schemes

The Gift Card and Voucher Association reports that supermarkets and coffee shops lead the way in loyalty programme engagement

Douglas Blakey | June 7, 2024

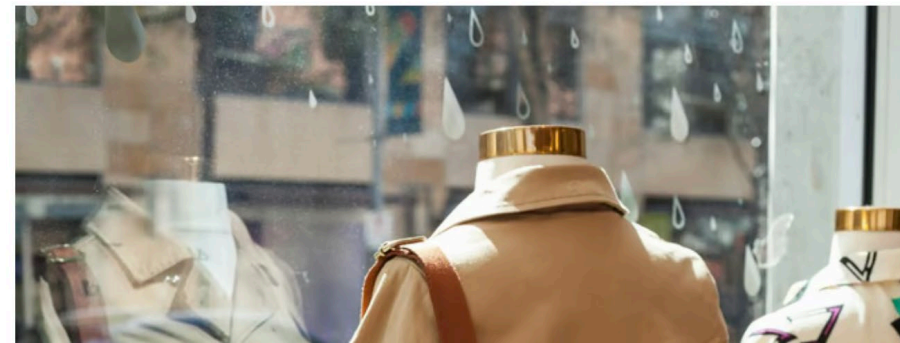
Share this article





Most UK consumers sign up to loyalty schemes - report

An impressive 91% of UK consumers are now actively involved in loyalty programmes, reflecting a broad appeal across different demographics and income levels. That's according to comprehensive research from the Gift Card and Voucher Association (GCVA).



Title: Fashion Network

Date: 10.06.24

Link: <https://www.fashionnetwork.com/news/Most-uk-consumers-sign-up-to-loyalty-schemes-report,1640482.html>

MUU: 30,720

Asian Trader – Loyalty release

Title: Asian Trader

Date: 19.06.24

Link: <https://www.asiantrader.biz/most-brits-use-loyalty-schemes/>

MUU: 10,500



‘Most Brits use loyalty schemes’



INDUSTRY NEWS

iStock image

Follow Us 



Most Brits (91 per cent) are now actively involved in loyalty programmes, claims a recent report, reflecting a broad appeal across different demographics and income levels.

Retail Times

be inspired

Title: Retail Times

Date: 19.06.24

Link: <https://retailtimes.co.uk/consumer-loyalty-on-the-rise-91-of-uk-public-engaged-in-loyalty-schemes-supermarkets-and-coffee-shops-lead-the-way/>

MUU: 52,560

Consumer Loyalty on the rise: 91% of UK public engaged in loyalty schemes: supermarkets and coffee shops lead the way