



# 22% of beauty customers are engaging in loyalty schemes

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## New research has revealed that the public is engaging in loyalty schemes at a high rate.

22% of customers shopping Health and Beauty are signed up to loyalty schemes, a new survey has revealed.

The research, carried out by the Gift Card and Voucher Association (GVCA), also revealed that 91% of the UK public is actively involved in loyalty programmes.



Magazine



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81% of young adults between 18 and 25 also engaging.

Schemes also appeal to those on both high and low incomes, with 96% of those with a household income of over £75,000 actively involved in such schemes.

When comparing sectors, supermarkets had the highest engagement, with 88% of consumers using loyalty schemes, while coffee shops and cafes also saw significant engagement.

The survey also revealed consumer frustrations with how some loyalty schemes are managed, explaining that they often find these programmes complex and difficult to use.

Additionally, concerns about data privacy and the perceived value of rewards can hinder consumer trust and engagement.

The research surveyed over 1,000 UK consumers and gathered insights from 36 GCVA member organisations.



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