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‘Most Brits use loyalty schemes’

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.



According to a survey, conducted over 1,000 UK consumers and insights from 36 GCVA member organisations, 94 per cent of those aged 66 and over are engaged in at least one scheme, alongside 81 per cent of young adults between 18 and 25. Schemes also appeal to those on both high and low incomes, with 96 per cent of those with a household income of over £75,000 actively involved in such schemes.

The report also identifies sector-specific opportunities where loyalty programmes are particularly effective. Supermarkets lead the way, with 88 per cent of consumers using loyalty schemes for their essential shopping needs. Coffee shops and cafes also see substantial engagement, with 35 per cent of loyalty scheme users enjoying rewards alongside their regular coffee purchases.

“This high engagement rate underscores the effectiveness and widespread appeal of loyalty programmes,” said Dr Hannah Shimko, director general at GCVA. “Our findings indicate that consumers across all demographics are recognising and valuing the benefits provided by these schemes.”

Other sectors showing significant engagement include travel and airlines (25 per cent), health and beauty (22 per cent), and restaurants and food delivery services (20 per cent).

“The high engagement in supermarkets and coffee shops illustrates where consumers are most actively participating in loyalty schemes,” added Hannah “Businesses in these sectors, as well as those in travel, health, and dining, can leverage these insights to refine and expand their loyalty programmes, driving greater customer retention and satisfaction.”

“Gift cards present a powerful solution to these common issues,” continued Shimko. “They offer a straightforward, easy-to-understand reward mechanism that simplifies the process for consumers. The flexibility and reliability of gift cards ensure that rewards are both valuable and convenient, addressing the complexity and scepticism that some loyalty schemes face. By integrating gift cards into their loyalty strategies, businesses can enhance user experience, build trust, and ultimately drive higher engagement and satisfaction.”

TAGS

GCVA report on loyalty schemes

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