

Characteristics of Next-Generation Loyalty Programmes

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Date: May 2017

Pages: 14

Price: US\$ 1,325.00 (Single User License)

ID: C01A5FD3906EN

Abstracts

Loyalty programs are a key tool for retailers to drive sales amongst their core customers. Successful programs have five key attributes: personalisation, convenience, ease of use, and non-transactional engagements/benefits, and are encouraging omnichannel shopping behaviour. With advances in technology, the loyalty program is expected to evolve further.

Euromonitor International's Characteristics of Next-Generation Loyalty Programmes global briefing offers an insight into the size and shape of the retailing industry, highlights emerging trends, their effects on retailing in markets around the world, on the development of channels and consumers' shopping patterns. It identifies the leading companies and brands, offers strategic analysis of key factors influencing the market – be they the developments of new store types, the importance of non-store retailing, economic/lifestyle influences, private label or pricing issues. Forecasts illustrate how the market is set to change and criteria for success.

Product coverage: Non-Store Retailing, Store-based Retailing.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Retailing market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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