

Passport Loyalty

Make your business
repeat business



Discover the drivers of customer loyalty in your industry, benchmark your performance against competitors and explore how adopting a more personalised relationship with your customer will strengthen your loyalty programme, with Passport Loyalty.

Powered by human expertise and AI-driven data, uncover insights from the top 100 loyalty programmes across 11 industries and 41 markets where customer retention plays the biggest role. Explore proprietary loyalty survey data from key consumer segments, understand their sentiments and shopping preferences to help develop your next-gen loyalty projects and market-entry initiatives.

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

Argentina
Australia
Belgium
Brazil
Canada
Colombia
Chile
China
Czech Republic
Denmark
Egypt
France
Germany
Hong Kong
India
Indonesia
Italy
Japan
Malaysia
Mexico
Morocco
Netherlands
Peru
Philippines
Poland
New Zealand

Nigeria
Poland
Saudi Arabia
Spain
Singapore
South Africa
South Korea
Sweden
Taiwan
Thailand
Turkey
United Arab Emirates
United Kingdom
USA
Vietnam

Industries: 11

Airlines
Apparel and Footwear Brands
Beauty and Personal Care
Brands
Beverage Brands
Coffee Shops
Department Stores
Drugstore or Pharmacies/
Parapharmacies
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.

”

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.