

# Retailer Loyalty Programs - US - July 2015

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"Many consumers are beginning to feel fatigue from the sheer number of loyalty accounts they have. Digital and multichannel engagement has become key to ensuring that loyalty promotions remain relevant. Struggling segments need to evaluate their programs more closely and ensure that the value offered matches consumer demand."

- Bryant Harland, Technology Analyst

## This report looks at the following areas:

- Total loyalty memberships are set to grow
- Average number of loyalty memberships increasing
- Loyalty programs dramatically impact shopping behavior

For the purposes of this report, Mintel has used the following definition:

A loyalty program – including store credit/debit card or a reward card – is defined as a customer reward program that is offered by a retailer as an incentive for continued patronage and frequent purchases. Rewards are generally in the form of points, discounts, special offers, rebates, or other prizes.

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Moderately Interested

Convenience-oriented Participants

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