Loyalty to Retailers - UK - November 2014

Report Price: £1750.00 | $2834.04 | €2223.04

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"The saturation of loyalty schemes highlights that retailers need to think outside of the box in order to attract or maintain shoppers. Larger retailers need to focus on the consumer rather than their competitors; targeting products and offers on a more individualised basis, simplifying the shopping process and acting quickly on shopper feedback."
– Jack Duckett, Consumer Lifestyles Analyst

This report looks at the following areas:

- Personalisation key to supermarket loyalty scheme development
- Opportunity to further expand click-and-collect services
- Targeting men with loyalty schemes

Consumers have become increasingly hard to pin down in recent years; savvier shopping habits developed during the recession years have made them more inclined to shop around in order to get the best deal.

Retailers looking to earn back or retain consumer loyalty need to ensure they are providing a tailored approach – recognising each consumer for the individual they are. Whilst the growth of digital schemes has already facilitated this to an extent, further personalisation of offers, deals and even product portfolio can help shoppers feel at home in the retail environment. However, retailers must be careful to be as transparent as possible in order to maintain trust from the consumer, as well as ensure that they are not eating into long-term margins by navigating shoppers away from specific product lines.

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Table of Contents

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