

## Retailer Loyalty Programs - Canada - August 2017

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Memberships in loyalty programs are high with 91% of consumers claiming to belong to a program, with the greatest engagement seen in categories that meet staple needs. Shifting household structures and consumer shopping habits means that traditional points collection methods may lose relevance. Ultimately, loyalty programs are working to keep shoppers loyal.

This report looks at the following areas:

- Loyalty program participation is softer amongst Millennial men
- Traditional points collection methods more of a hurdle for 18-24-year-old women
- Quebecers may be more apathetic towards loyalty programs

While redemption preferences reveal consumer priorities in terms of the value they hope to gain from loyalty programs, shifting household structures and consumer shopping habits will necessitate that loyalty programs evolve as some find that program rewards and points collection methods may be irrelevant to them. Ultimately, enhancements to programs will yield gains as loyalty programs deliver on their namesake: keeping shoppers more loyal and spending more at vendors to which they are members and choosing these retailers over their competition.

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