MINTEL

Loyalty and Rewards in Financial Services - Canada - August 2017

Report Price: £3085.18 | $3995.00 | €3666.43

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

> "Consumers generally understand and appreciate the concept of sharing data in exchange for value so the challenge for loyalty programs is to better understand what specific customers want in exchange for their data."
>
> — **Sanjay Sharma, Senior Financial Services Analyst**

This report looks at the following areas:

- **Nine out of 10 Canadians are enrolled in a retailer loyalty program**
- **No annual fee and cash back rewards are the top influencers**
- **Older members more aware of loyalty program data tracking**
- **Around a third have too many unused loyalty cards**
- **Around one in four prefer to use apps rather than carry a card**

Loyalty programs have become ubiquitous in Canada. From supermarkets and pharmacy chains to movie theatres and hotel chains, businesses in every industry are competing for consumers' loyalty by enticing them with exciting rewards. FIs (Financial Institutions) are also strong players with offerings from co-branded credit cards to cash-back rewards.

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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