

Loyalty Programs: Incl Impact of COVID-19 - US - September 2020

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This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the retail industry, inclusive of ecommerce
- How the recession can create more value for loyalty programs
- How retailers are evolving their loyalty programs to align with consumers' needs and wants
- The number and types of loyalty programs consumers belong to
- Consumers' most liked and disliked loyalty program features



"Whether consumers support a brand and whether a brand can withstand unforeseen circumstances like the COVID-19 pandemic boils down to how much loyalty the brand propagates."

– Diana Smith, Associate Director – Retail & eCommerce

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- **The North Face**

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