

LOYALTY LANDSCAPE REPORT 2025 – 2026 **REPORT ANNOUNCE**

TRENDS | EXPERTS' VISION | BENCHMARK | PERKS

250+ slides — with trends, experts' opinion,
benchmark and complimentary perks from
different suppliers — everything to prove your
ideas and spark your imagination.

Distribution
partner:

**the
loyalty
people**



SECTIONS

- **Intro & Executive summary:**
Experts, Experts' opinion on market situations, opportunities, threats and learnings, Trends overview, Key takeaways, Benchmark overview.
- **Trends:**
Trends' detailed description, summary, key drivers and most common features, challenges and considerations, how to follow, what experts say.
- **Benchmark:**
Case study detailed description, features' highlights and details, case scores.
- **Extras:**
Solutions and extra privileges for report customers.

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More than
250
slides to prove your ideas and spark
your imagination.

Market

Loyalty landscape: current situation, key opportunities, threats and learnings — with top experts' quotes.

Trends

14 loyalty industry trends in details: key drivers & most common features, challenges and considerations, how to follow, trend score, what experts say.

Benchmark

44 case studies among **22** industries and across **20+** countries.

Perks

How could a loyalty programmes report possibly exist without its own perks and benefits? Loyalty services providers with extra perks for new client.

THANKS TO

D EXPERTS

ate all our partners and who participated in this initiative, and we to express particular those experts who extended questionnaire industry insight and o this report has been



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86 experts
From various industries
all over the world, who
have evaluated and
chosen TOP trends

100 top experts

All trends were evaluated by 100 top experts from all over the world.

While 14 most engaged experts from India, Italy, Poland, Turkey, UAE and United Kingdom quoted all the trends, current loyalty marketing landscape, key learning, opportunities and threats.

Trends evaluation

Each trend was evaluated by 100 industry experts and loyalty leaders representing diverse industries and countries. Evaluation included **3 dimensions**:

- **Business impact**
- **Implementation complexity**
- **Anticipated lifespan**

All experts were asked to **define TOP 5 trends** that will receive significant funding and development efforts over the next three years.



GAMES WHAT EXPERTS SAY?



Middle level of trend presence amongst considered cases. Trend appears in 26 of the 44 cases.

"Don't overuse. Ideal for onboarding and to increase interaction for digital sales."

Gabriele Pozzi, Managing Director at Alkemy Nova



"At the moment we witness a stronger inclusion of games within programmes, sort of arcades, casual games. We need to carefully differentiate games and gamification, which are often confused."

Giacomo Pozzi, Senior director at Jakala



"Puzzles, quizzes, prize members coming back, engaging in ways that go beyond simple excitement without blowing anticipation and fun that people expect."

Pete Howroyd, CEO at The



14 trends

With description, quotes, score, benchmark intersection

Trends overview

All trends feature detailed description:

- Trend summary
- Key drivers & most common features
- Challenges and considerations
- How to follow
- Trend score and how it's compared to trends' category average
- What experts say

Multi-tiered now elements, reflects a deeper and

repeat precise tools, structures and diversified focus

KEY DRIVERS & MOST COMMON FEATURES

- Multi-tier structures, once widespread circa 2008, are regaining popularity as drivers of interaction rather than only as reward frameworks.
- Recent years have seen increased rewards differentiation within tiered structures to avoid offering simply "more of the same" at each tier.
- Industry transition from reliance solely on purchase behaviour for tier progression to also include social media engagement, survey completion, referrals, newsletter interaction, content creation, and more.
- Enhanced consumer demand for valuable and relevant rewards drives reward list expansion, but sustainable programme economics preclude perpetual extension. Standard tier representations may limit communication clarity and engagement, prompting adoption of achievements and gamification mechanics, such as badges.

- **Dynamic Tiers:** Temporary status durations (e.g., 1-3-6-12-24-36 months, dependent on sector and profile) support a sense of urgency and help manage programme economics.

- **Rewards Type Differentiation:** Progression to higher tiers unlocks access to new benefit types, not just increased reward amounts.

- **Multi-Path Tier Progression:** Advancement based on monetary spending and/or a mix of activities signifying the "ideal" client profile, supporting engagement from the most loyal, not just highest-spending, members.

- **Achievements and Badges:** Game-inspired mechanics supplement or, in some cases, replace traditional tiering. Badges and dynamic statuses may require ongoing achievement or offer multi-layered engagement.

- **Leaderboards:** Public rankings introduce competition and recognition, motivating members towards greater activity.

CHALLENGES & CONSIDERATIONS

- **Complexity and Clarity:** Tier and achievement systems must be clear and understandable; excessive complexity deters participation.
- **Accessibility vs. Exclusivity:** Balancing accessible progression with the aspirational value of top-tier status is challenging.
- **Effective Tier Distribution:** Ensuring 60-75% of members are in middle tiers supports engagement alignment and avoids over-rewarding low performers.
- **Short-Term vs. Lasting Motivation:** Temporary benefits must offer sufficient value to encourage engagement without causing frustration at expiry.



HOW TO FOLLOW

- Combine traditional tiers with achievements and badges.
- Structure segmented value delivery for varying member profiles.
- Enable progression through both spend and non-spend activities.
- Use dynamic tiers and gamification for ongoing engagement.

Business impact

8.06
8.25

Implementation complexity

6.02
5.94

Potential lifespan (years)

3.63
3.88

■ Category average ■ Trend

Benchmark review

44 case studies among 22 industries and across 20+ countries.

All cases reviewed under the same **pillars**:

- Features to take as inspiration
- WOW-mechanic
- Tiers
- Rewards and benefits
- Subscriptions
- Add-ons
- Partners

And enriched with different details highlights and score (delivered by our internal expert panel).

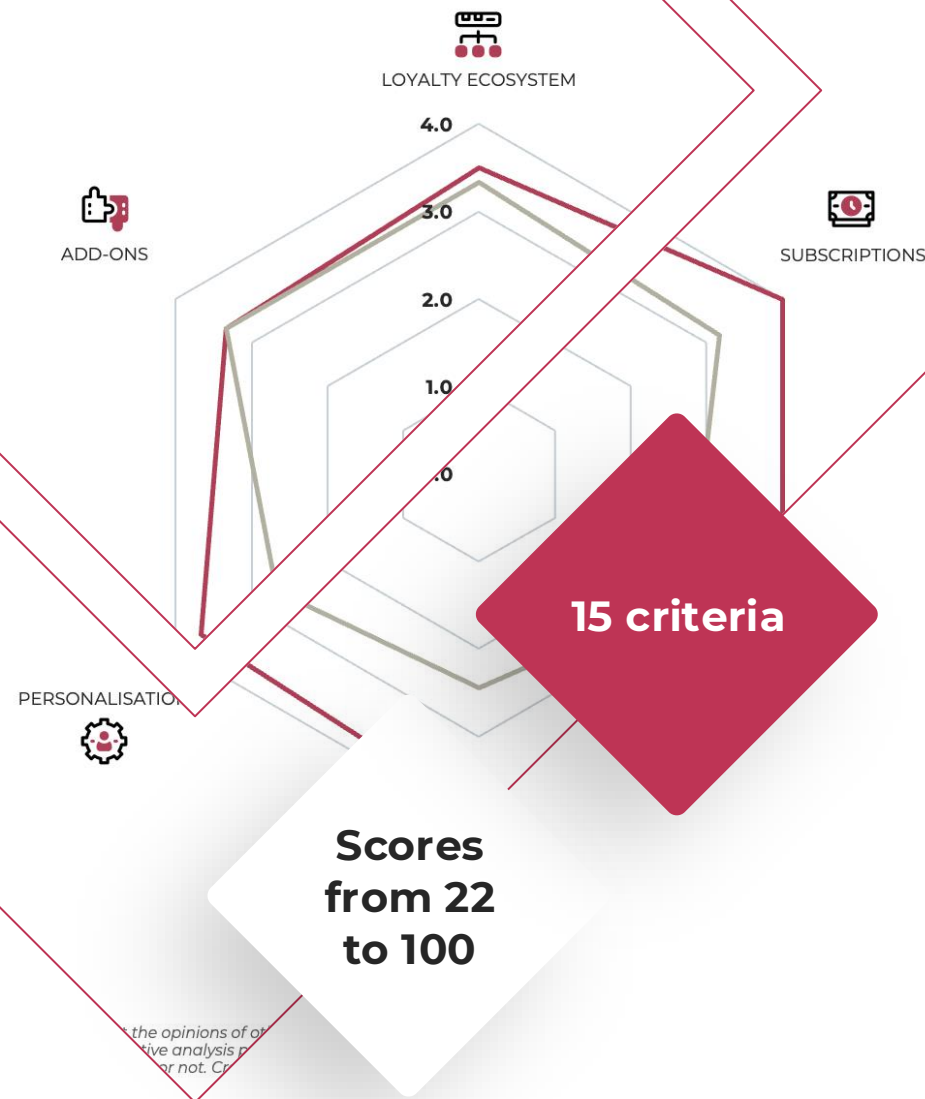
Covered industries (2 cases per industry): Airlines, Automotive, Beauty & Personal care, Consumer electronics & Home appliances, Department stores, DIY & Home, E-commerce, Ecosystems & Coalitions, Family entertainment, Fashion & Apparel, Financial institutions, Grocery & Food retail, Healthcare & Pharmacies, Hotels, Malls, Oil & Gas, Pet care & Products, Quick-Service Restaurants, Residential property & Real Estate, Sports, Telecommunications, Toys & Games.



Case score

All case studies were scored under 15 criteria within loyalty ecosystem, subscriptions, tiers & gamification, benefits & rewards, personalisation and add-ons by our internal expert panel. Case study score doesn't reflect all interviewed experts' opinion, doesn't represent whether the case is effective or not; rather, it demonstrates our internal expert group personal assessment of specific features and whether those features could be advanced or represent probably the best solution possible.

	Value & variety	Simplicity & convenience
AVERAGE SCORE	3.8	2.9
Loyalty ecosystem	3.5	3.3
Features	3.3	3.0
Partners	4.0	3.0
Interaction beyond purchase	3.7	4.0
Community	4.0	3.3
Subscriptions		3.2
Structure / composition	4.0	2.7
Integration with loyalty	4.0	2.7
Tiers & gamification	4.0	2.8
Tiers flexibility & variety	4.0	2.3
Achievements	4.0	2.7
Personalised experiences	4.0	3.3
Benefits & rewards	3.9	2.4
Redemption	3.7	2.0
Rewards mix	4.0	2.7
Personalisation	4.0	2.7
Add-ons	3.7	2.7



the opinions of our
ative analysis p
or not. Cr



NEW CANNIBALS
fiercely creative 



Perks

How could a loyalty programmes report possibly exist without its own perks and benefits?

Last report's section includes the list of companies with benefits such as free brainstorm and session, implementation discounts, free loyalty programme audit, gamified loyalty programmes inspiration sessions and more.

Perks are available for all new clients of listed partners, who have purchased the report.



Thank you!
See you with the report.

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