

Winning Hearts in an Increasingly Skeptical World

Strategies to Boost Loyalty

NielsenIQ



Today's presenters



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Retailer + Shopper



Brand + Consumer



Activate shopper loyalty



Lower loyalty towards retailers is a fact

- Now is the moment for shoppers to re-establish channels and stores repertoire
- Focus on building / re-building shoppers loyalty now.



Value for money, shopping experience, easyness to find product quickly are the top store choice drivers – exceed on them



Be sure to satisfy shoppers on aspects that have bacame **more important** for them then before

- **Assortment:** RTE, Fresh categories, avoid OOS
- **Loyalty programme** is a must – you now **compete** for shoppers' attention for **your** loyalty programs.

How to boost brand loyalty?



Activate brand loyalty



Define your reason for being



- Trust and love are crucial for the success of brands. Deliver what you promise and offer products that address people's values.



Don't let the “noise” get in the way

- Crises underscore the value of trends and influence their trajectory. Reinvent your brand again and again and focus on relevant trends.



One fits all does not work

- To make smarter decisions, assemble your trends toolkit – and customize it for your organization, your brand and your target group.



Strategies to boost loyalty



Always consider The Full View™

- Shopper and brand loyalty are two sides of one coin.



Loyalty has to be earned

- Value for money, experience, simplicity and personalization are key factors for your strategy.
- Don't miss the momentum - compete for attention for loyalty programs.

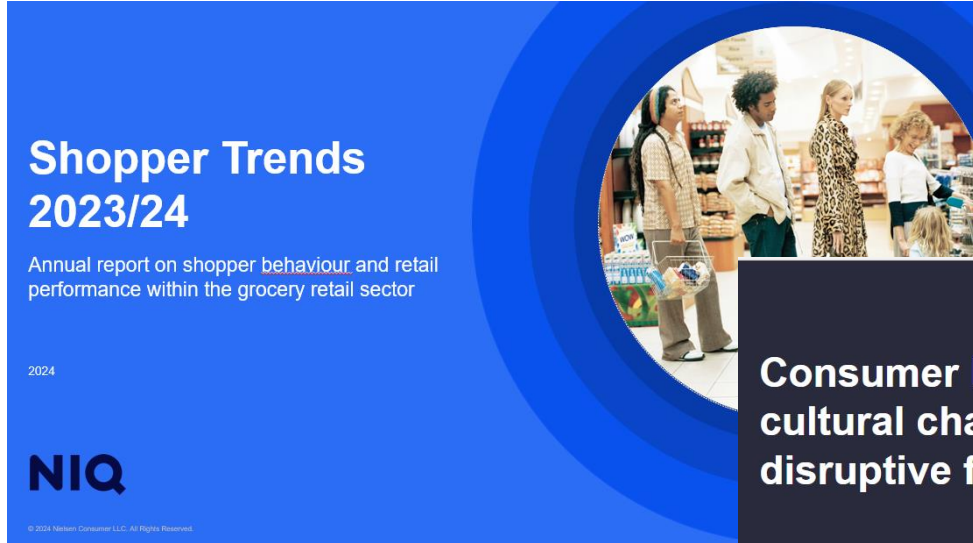


Create identity

- Loyalty is not possible without emotion.
But the old recipes no longer work because society has changed.



Shopper Trends



**Shopper Trends
2023/24**

Annual report on shopper behaviour and retail performance within the grocery retail sector

2024

NIQ

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Consumer Life



Consumer Life identifies cultural changes and disruptive forces

June 2024

NIQ

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Loyalty Programs



The Loyalty Programs Report aims to provide a comprehensive understanding of consumer behavior and attitudes towards loyalty programs across various retail sectors.

Unlocking Consumer Insights on Loyalty Programs

NIQ Shopper Trends 2024

Decode the evolving retail landscape and store performance to forge retention and conversion



Contact your local NIQ representative

NIQ's Shopper Trends is an annual syndicated Survey-Based Solution that leverages over a decade of trended data with comprehensive coverage across 50+ markets, delivering in-depth insights into shopper and category trends.



Embrace change

Keep pace with changing **shopper and channel dynamics**.



Understand

Understand the retail and **channel ecosystem** across markets, regions, or territories.



Measure

Measure **store performance** from a shopper perspective, uncovering **motivations** behind store choices.



Prepare

Prepare to tackle competition and take advantage of shifting shopper expectations by **knowing what drives their store choices**.



Key benefits

- Leveraging NIQ shopper currency data to extend accuracy and insight
- Single currency retail equity score for universal comparison across markets
- 10 year look back window of trended data, revealing gradual shifts for big opportunities
- More insight for less budget through a syndicated solution



Delivery

Comprehensive off-the-shelf report covering:

- Channel performance
- Retailer performance
- Shopper dynamics
- Category Level Insights
- Private label performance

NIQ expert guidance whenever you need it

Unlocking Consumer Insights on Loyalty Programs



The Loyalty Programs Report aims to provide a comprehensive understanding of consumer behavior and attitudes towards loyalty programs across various retail sectors.

Key Topics

1. General purchase habits

- Retailer preferences (including personal care & online)
- Shopping frequency and patterns

2. Loyalty programs

- Participation and usage of various loyalty cards, including favorite and most-used ones.
- Importance of different benefits (e.g., personalized offers, simplicity, fun, relevance).
- Evaluation of up to three loyalty programs based on key benefits.
- Perceptions and usage of personalized offers in loyalty programs.
- Interest in premium loyalty programs and willingness to pay for them.
- Barriers preventing participation in loyalty programs.

Target Audience

- 18-65 years old
- Main grocery shoppers and purchase influencers
- Recent shoppers at supermarkets, hypermarkets, discounters, convenience stores, personal care stores, and online retailers

Countries in focus

Germany, France, Netherlands, Hungary, Italy, Poland, Türkiye, UK, Czech Republic, Romania

Methodology

- CAWI
- Sample size: 800
- Fieldwork: August - September 2024

NIQ Consumer Life

Seize Tomorrow's Opportunities

Future-proof your business with long-term global insights on trends and values

Key Questions

How are consumers values and behaviours evolving, what will define our future consumers?

How can I understand different generational cohorts and their impact on my business?

What are the leading trends and which innovations will lead our future market?

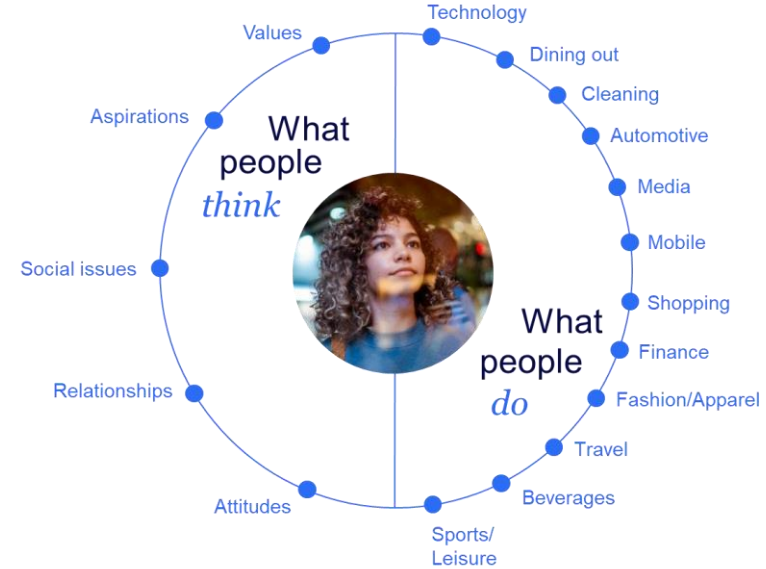
How can I adjust my messaging to stay relevant to my target consumers values, attitudes and lifestyles? How do these cluster or compare across markets?

The longest running study projecting how life evolves across 26 global markets

Shifts in consumers' values introduce new expectations for what brands need to do to stay relevant in people's lives

These shifts go on to become forces in the marketplace driving demand for innovation in products and marketing

Five decades of experience helping leading companies uncover opportunities through a holistic understanding of the consumer



Contact your local NIQ representative at X@nielseniq.com for more information in scope and coverage.

Benefits

Quantifiable Trends insights

Nearly 50 years of tracking American consumers and 25 years of tracking consumers in 20+ markets across the globe

Global Footprint

Apples-to-apples comparisons across all markets, enabled by the longest-running global syndicated consumer research study

A 360° Consumer Understanding

Robust coverage of all aspects of peoples' lives for a comprehensive, 360-degree understanding of the consumer

Category Coverage

Coverage across a range of category attitudes and behaviors including tech, auto, and pre-packaged foods.

Bespoke Consultation

Expert consultancy and customized analyses, synthesizing quantitative consumers' voice, market examples, and industry news for actionable insights

Thank You.

Should you wish to receive the full presentation please [contact us](#) and one of our representatives will be in touch with you shortly.

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